SMST NEWSWIRE

The bi-annual publication for shape memory alloy professionals.

Be a part of the newest publication associated with Advanced Materials & Processes magazine! The SMST NewsWire is essential for shape memory professionals who want reliable, up-to-date information and covers shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets, along with SMST news and initiatives. This supplement, featured twice a year, provides the latest research, applications, and trends on this growing sector.

SMST NEWSWIRE 2024 EDITORIAL CALENDAR

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<th>ISSUE</th>
<th>FOCUS</th>
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<td>APRIL</td>
<td>Featuring:</td>
<td>Show Issue: ITSC and SMST</td>
<td>MARCH 1</td>
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<td>• SMST 2024 Event Information</td>
<td>Bonus Distribution ITSC 2024</td>
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<td>• Trends in Shape Memory Research</td>
<td>October 29–May 1 Milan, Italy</td>
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<td>• SMST Society News</td>
<td>SMST 2024 May 6–10 Cascais, Portugal</td>
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<td>SMST NewsWire Content</td>
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<td>Shape memory and superelastic technologies for biomedical, actuator</td>
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| OCTOBER | Featuring:                                                          | Bonus Distribution ISTFA 50th Anniversary | SEPT. 5 |
|         | • SMST 2023 Event Recap                                             | October 27–31 San Diego, CA            |         |
|         | • Advancements in Shape Memory Technologies                         | Digital Exclusive Edition SMST NewsWire |         |
|         | • SMST Society News                                                 |                                      |         |
|         | SMST NewsWire Content                                               |                                      |         |
|         | Shape memory and superelastic technologies for biomedical, actuator  |                                      |         |
|         | applications, and emerging markets                                 |                                      |         |

SMST NEWSWIRE ADVERTISING RATES

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<tbody>
<tr>
<td>FULL PAGE ADVERTORIAL</td>
<td>$3,200</td>
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<tr>
<td>FULL PAGE</td>
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For pricing packages, contact: advertise@asminternational.org
MECHANICAL REQUIREMENTS (WEB-OFFSET)
• Publication Trim Size: 8 ¼" x 10 ¾"
• Keep important illustrations and type at least ¾" from trim edge and ½" from binding edge.
• 133 line screen / 300 dpi

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Advertisements should be submitted electronically via the following:
• Formats: High-resolution PDFs or InDesign files
• Graphics / Images: TIFF, JPEG or EPS format (CMYK), high-resolution (300 dpi).

BINDING AND PAPER STOCK
• Perfect bound
• Stock is white, coated enamel

1/10TH PAGE ADS MECHANICAL SPECIFICATIONS
Please provide approximately 50 words of typewritten copy about your company, featured product, service, or website, along with a company logo, brochure, or photograph. High-resolution digital files are preferred; see Electronic Specifications for details. Layout is included in the advertising rate.

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• For mechanical specifications related to supplied inserts, contact Digital Media Coordinator: mark.levis@asminternational.org.
• Multi-page supplied inserts count as one insertion.

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Our audience of highly engaged materials professionals is listening. Advertorials give marketers the opportunity to tell their story in a longer format than a traditional advertisement. The SMST Society’s flagship technical publication, SMST NewsWire, makes sharing your story both easy and extremely effective. Discreetly labeled as “sponsored content,” your company can highlight its capabilities and points of difference, share a customer success story, or provide a detailed application example. All we need is 500 words, your logo, and a couple of images and captions. Our editorial and design team will create the layout and then return it to you for review and approval. Advertorial materials are due one week before ad close date. advertise@asminternational.org.

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• Customer success stories
• Uniqueness of your products or services
• Historical profile of your company
• New capabilities and services
• Future plans and direction of your organization

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ASM has several ways to advertise your classified ads.

SMST NewsWire Supplement in AM&P Magazine
• Advertise your open position, used equipment or general information within AM&P Magazine. Please contact us for specs and pricing.

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• Post your job or internship listing using the ASM CareerHub. This is an online, self-service model that allows you to select your package directly online. Visit the CareerHub at careercenter.asminternational.org/employer-offers.

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eELASTIC eNEWSLETTER

The quarterly newsletter from the International Organization on Shape Memory and Superelastic Technologies (SMST).

eElastic is the only newsletter dedicated exclusively to shape memory and effect alloys – and it is where you will find nearly 1,000 professionals from that industry. Published by the International Organization on Shape Memory and Superelastic Technologies (SMST), an ASM affiliate society, this quarterly newsletter presents the latest news about memory materials, applications and the SMST society. The members of the SMST community also have exclusive access to members-only feature articles written by industry thought leaders.

SPONSORSHIP PACKAGES

PRIMARY SPONSORSHIP: $795 PER eELASTIC eNEWS

Only ONE primary sponsorship is available for each eElastic eNews – which means your message stands out. Your large format rectangle is featured prominently "above the scroll" on the eNews.

AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 640 x 200 px) and provide a URL for clickthroughs.

PRODUCT SPOTLIGHT: $500 PER eELASTIC eNEWS

Submit 75 words and one image for a Product Spotlight, which is a great way to highlight new products and company updates.

AD REQUIREMENTS: Submit 75 words; one image (TIFF or JPEG); and provide a URL for clickthroughs.

VIDEO SPONSORSHIP: $795 PER eELASTIC eNEWS

Capture the attention of your buyers through video with the ASM International / SMST Sponsored Video Showcase. The video sponsorships are the number one clicked item within each newsletter.

AD REQUIREMENTS: Submit a video title and 75 words; one image (TIFF or JPEG) - we will design this image to be 640 x 200 px); and provide a video URL for clickthroughs.

TILE ADVERTISEMENT: $300 PER eELASTIC eNEWS / OR $1,000 FOR EVERY ISSUE IN 2024 (4 ISSUES)

Increase your brand awareness with a tile ad. Submit a 300 x 185 px image and a URL for clickthroughs.

AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 300 x 185 px) and provide a URL for clickthroughs.

As an exclusive sponsor of eElastic, you can promote yourself in a large format position through text, a direct link to your website, and your company name – and we provide full tracking statistics.

Your ad will be viewed by SMST Society members, some of the most knowledgeable and influential people in the Shape Memory industry.

A smart, strategic way to align your product with a highly reputable and credible source of information and industry news.

TO ADVERTISE IN SMST NEWSWIRE OR eELASTIC, CONTACT:
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SMST SPONSORSHIP OPPORTUNITIES

SMST ONLINE COMMUNITY
Sponsoring the Shape Memory and Superelastic Technologies Online Community is the best way to reach an audience that focuses on the engineering aspects and applications of shape memory alloys and technologies. Our new and enhanced online products are the best way to expand your reach to this targeted audience.

FEATURED SPONSOR AD
TOTAL SITE SPONSORSHIP PACKAGE: $1,500 PER MONTH
Promote your company or product on the SMST site with a logo placement – there’s no better way to promote identity than on top level pages of a targeted site. In addition, featured ads are a dynamic and highly visible way to place your message in front of your audience of pages they visit most. Being a featured sponsor is an excellent choice for both branding and direct response campaigns.
AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 225 x 187 px) and provide a URL for clickthroughs.

MONTHLY STATS
AVERAGE MONTHLY USERS: 7,000+
AVERAGE MONTHLY PAGEVIEWS: 14,500+
The online SMST Community, an interactive world of industry professionals, offers access to the global source for shape memory and superelastic technologies professionals to network and exchange information, ideas, and solutions.

TARGETED EMAILS
REACH YOUR IDEAL AUDIENCE THROUGH ASM’S EMAIL LIST.
Sending your customized email to ASM’s highly targeted distinguished audience will help increase your reach and provide your sales team with leads who are the most interested in your offering. ASM is a well-respected society that engineers, metallurgists, scientists, and engineering managers trust to provide them with the latest advancements in the field of materials science. Don’t miss your opportunity to connect with these decision makers and industry influencers.
PRICING IS BASED ON TARGETED SIZE.

EMAIL GUIDELINES:
• HTML that is no more than 640 pixels wide.
• Subject line.
• Preheader if possible. A preheader is a secondary subject line and will appear in smart phone menus as well as new versions of Outlook.

EMAIL TIPS:
• Avoid using java script or linking to external style sheets, or style sheets that are part of a web site.
• Use inline styles instead of external styles.
• HTML emails render differently in different email clients. Keep the HTML simple.
• Avoid using images with big file sizes.
• We recommend avoiding animated gifs. Many email clients do not render animations.

TO BECOME A SMST SPONSOR, CONTACT:
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Staying current is key to staying relevant, so ASM Conferences and Expositions cover the latest trends and developments in industries like heat treating, thermal spray, shape memory alloys, aerospace materials and more.

**AEROMAT**  **MARCH 12 – 14, 2024 | CHARLOTTE, NC**
AeroMat focuses on innovative aerospace materials, fabrication and manufacturing methods that improve performance, durability and sustainability of aerospace structures and engines with reduced life-cycle costs.

**HEAT TREAT MEXICO**  **APRIL 9 – 11, 2024 | QUERETARO, MEXICO**
Heat Treat Mexico is powered by the strength of the ASM Heat Treating Society, ASM Mexico Chapter, and the organizers of Heat Treat North America. This conference and expo will showcase heat treating resources, programming and technology for the emerging markets in Mexico.

**ITSC**  **APRIL 29 – MAY 1, 2024 | MILAN, ITALY**
ITSC is the world’s foremost international conference and exhibition for thermal spray technologists, researchers, manufacturers, and suppliers. This conference rotates between North America, Europe, and the Pacific Rim and is organized by the ASM Thermal Spray Society, the German Welding Society (DVS), and iiw.

**SMST**  **MAY 6 – 10, 2024 | CASCAIS, PORTUGAL**
The International Conference on Shape Memory and Superelastic Technologies (SMST) is the leading worldwide conference and exposition for the shape memory and superelastic technologies and is highly focused on the manufacturing and application of shape memory materials.

**NORTH AMERICAN COLD SPRAY CONFERENCE**  **SEPTEMBER 10 – 11, 2024 | BOUCHERVILLE, CANADA**
The North American Cold Spray Conference is a biennial gathering hosted by the ASM Thermal Spray Society. This event serves as a dynamic platform for professionals from diverse backgrounds, including industry, government, and academia, to come together and gain invaluable insights into the rapidly evolving field of cold spray technology. Renowned experts from around the world converge to share their expertise, unveiling the latest advancements, innovative applications, and groundbreaking research.

**IMAT**  **SEPTEMBER 30 – OCTOBER 3, 2024 | CLEVELAND, OH | CO-LOCATED WITH IFHTSE WORLD CONGRESS**
IMAT is ASM’s annual event, is the only targeted event on advanced materials, applications and technologies in key growth markets that will have a focus on economic trends and business forecasts. The event will include a diverse group of materials experts, including the ASM Programming Committees, AeroMat Committee, and all six of ASM’s Affiliate Societies, who are heavily involved in building the technical symposiums, which will have a strong focus on real-world technologies that can be put to use today. Co-located with IFHTSE World Congress.

**IFHTSE WORLD CONGRESS**  **OCTOBER 1 – 3, 2024 | CLEVELAND, OH | CO-LOCATED WITH IMAT**
The IFHTSE World Congress is a global conference focused on heat treatment and surface engineering, bringing together experts and professionals from around the world to exchange knowledge and insights in these fields. The 2024 congress revolves around the theme “Innovations in Heat Treatment and Surface Engineering for a Sustainable Future.” Emphasizing the critical role of these technologies in shaping a sustainable world, the event will explore the latest developments, breakthroughs, and practices that can enhance the efficiency, performance, and environmental impact of heat treatment and surface engineering processes. In addition, traditional heat treating topics will be offered.

**10TH INTERNATIONAL CONFERENCE ON ADVANCES IN MATERIALS, MANUFACTURING & REPAIR FOR POWER PLANTS**  **OCTOBER 15 – 18, 2024 | BONITA SPRINGS, FL**
The Electric Power Research Institute (EPRI) is pleased to continue its partnership with ASM for its 10th Advances in Materials Conference building on EPRI’s initial event in 1987 and rotating between the UK, Europe, North America, and the Pacific. The 2024 Conference will cover the latest advancements in materials, manufacturing, and repair for conventional thermal power generation.

**ISTFA**  **OCTOBER 28 – NOVEMBER 1, 2024 | SAN DIEGO, CA**
ISTFA is the only North American event devoted to the semiconductor, electronic sample preparation, and imaging markets. ISTFA offers the best venue for failure analysts and the FA community for sharing challenges and acquiring the technical knowledge and resources needed to take them on. The event is part of ASM’s Electronic Device Failure Analysis Society.

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