iTSSe MAGAZINE

A timely thermal spray insert from ASM’s Thermal Spray Society (TSS).

The International Thermal Spray & Surface Engineering (iTSSe) publication associated with AM&P magazine focuses exclusively on thermal spray and other surface engineering technologies. Both issues in 2024 contain industry news, technical articles, products and equipment, company profiles, and more. Focus your marketing and reach more than 1,000 TSS members and AM&P readers as well.

iTSSe 2024 EDITORIAL CALENDAR

<table>
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<th>ISSUE</th>
<th>FOCUS</th>
<th>ADDED VALUE</th>
<th>AD CLOSE</th>
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<tr>
<td>APRIL</td>
<td>Aerospace Industry &amp; Military Applications</td>
<td>Show Issue: ITSC and SMST</td>
<td>MARCH 1</td>
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<td></td>
<td>The aerospace industry relies on coating technologies to improve materials properties and durability. Engineered surfaces are used for thermal protection, corrosion and wear resistance, weight reduction, sealing, and more. Military turbine units in service around the world contain hundreds of components that rely on thermal spray coatings as a defense mechanism against wear and corrosion, and to promote life extension of critical parts.</td>
<td>Bonus Distribution ITSC 2024 April 29-May 1 Milan, Italy SMST 2024 May 6-10 Cascais, Portugal</td>
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<td>Efficient and reliable power generation requires advanced materials, engineered surfaces, and coatings to achieve extended component service life and increased operating efficiency. Thermal spray coatings provide protection and enable superior performance of materials used in a wide range of applications in industrial gas turbines, solid oxide-fuel cells, solar power, fossil fuel power plants, and oil and gas exploration and production.</td>
<td>JUNE 19</td>
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MECHANICAL REQUIREMENTS (WEB-OFFSET)

• Publication Trim Size: 8 ¼" x 10 ¾"
• Keep important illustrations and type at least ¾" from trim edge and ¾" from binding edge.
• 133 line screen / 300 dpi

ELECTRONIC SPECIFICATIONS

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.

INSERT / OUTSERT SPECIFICATIONS

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

CLASSIFIED ADVERTISING

ASM has several ways to advertise your classified ads.

iTSSe 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.

ASM CareerHub

• 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.

DO YOU HAVE A STORY TO TELL?

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 Thermal Spray Society’s flagship technical magazine, iTSSe, 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.

ADVERTORIALS ARE AN IDEAL WAY TO SHOWCASE:

• Interesting case studies
• 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

2 PAGE SPREAD

NON-BLEED: 15 ¾ x 10 in.
BLEED: 16 ½ x 11 ½ in.

1 PAGE

NON-BLEED: 7 x 10 in.
BLEED: 8 ¾ x 11 ½ in.

1/2 HORIZONTAL

NON-BLEED: 7 x 4 7/8 in.
BLEED: 8 ¾ x 5 9/16 in.

1/4 SQUARE

NON-BLEED: 3 ¼ x 4 7/8 in.
The monthly eNewsletter from the ASM Thermal Spray Society (TSS).

With a growing circulation of over 6,000 subscribers, TSS eNews delivers timely industry news, technology updates and more. Advertise in TSS to get the reach, frequency and views that you want with a target audience of thermal spray professionals.

SPONSORSHIP PACKAGES

PRIMARY SPONSORSHIP: $1,100 PER TSS eNEWS

Only ONE primary sponsorship is available for each TSS 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: $750 PER TSS 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: $1,100 PER TSS eNEWS

Capture the attention of your buyers through video with the ASM International / TSS 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); and provide a video URL for clickthroughs.

TILE ADVERTISEMENT: $400 PER TSS eNEWS / OR $3,500 FOR EVERY ISSUE IN 2024 (12 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.

REACHING THE RIGHT PEOPLE IS THE FIRST STEP IN CLOSING THE DEAL.

ASM International delivers the best opportunities for suppliers of products and services to reach the 20,000+ ASM members and other decision makers in the materials science industry. ASM offers a full suite of advertising, promotional, and face-to-face opportunities for modern marketers. ASM products continue to meet the high standard for editorial quality and integrity that our readers and members have come to expect.

Whether it is online, in print or at the show, your company can benefit from association with the well-known and established ASM brand.

More information is available online at asminternational.org/access.

TO ADVERTISE IN TSS, CONTACT:
advertise@asminternational.org
THERMAL SPRAY SOCIETY SPONSORSHIP OPPORTUNITIES

AN ONLINE HUB FOR THERMAL SPRAY PROFESSIONALS WORLDWIDE

Sponsoring the Thermal Spray Society (TSS) community site is the best way to reach buyers of thermal spray services and equipment. These professionals are engineers, managers, technicians and more that use, purchase and implement products. Advertising on the TSS website is an excellent way to expand your reach to this thermal spray audience.

FEATURED SPONSOR AD

TOTAL SITE SPONSORSHIP PACKAGE: $1,500 PER MONTH
Promote your company or product on the TSS 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: 2,500+
AVERAGE MONTHLY PAGEVIEWS: 5,600+
The online TSS Community, an interactive world of industry professionals, offers access to the global source for thermal spray professionals, captive and commercial, 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 TSS SPONSOR, CONTACT:
advertise@asminternational.org
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 iwt.

**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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**FOR EVENT ADVERTISING OPPORTUNITIES, CONTACT:**
 advertise@asminternational.org