

# Iron & Steel Technology

Association for Iron & Steel Technology  
186 Thorn Hill Road  
Warrendale, PA 15086

Reserve your booth today!

**AISTech  
2008**

The Iron & Steel Technology  
Conference and Exposition

May 5-8, 2008  
David L. Lawrence Convention Center  
Pittsburgh, Pa., USA

Contact:

Geraldine Kane (ext. 639 or [gkane@aist.org](mailto:gkane@aist.org))  
Jeffrey Campbell (ext. 640 or [jcampbell@aist.org](mailto:jcampbell@aist.org))

[expositions@aist.org](mailto:expositions@aist.org)  
Phone (724) 776-6040 • Fax (724) 776-1880  
[www.aist.org](http://www.aist.org)

See the online exposition  
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STEEL'S PREMIER TECHNOLOGY EVENT FOR 2008

**AISTech  
2008**

The Iron & Steel Technology  
Conference and Exposition  
May 5-8, 2008 • Pittsburgh, Pa.

Early Closing:  
Jan. 21, 2008

# Iron & Steel Technology

A publication of the Association for Iron & Steel Technology

**AISTech 2008**  
Special Show Guide and  
Program Advertising Rates

Advertise in the May Show Guide and Program and receive  
25% off an ad in the March Pre-Show Issue.

**Call today! March ad closing is Jan. 21 and  
May ad closing is March 18, 2008!**

**AIST**  
ASSOCIATION FOR IRON & STEEL  
TECHNOLOGY

# Advertise today in the Show Guide and Program and get 25% off a Pre-Show ad.

## 2008 Black and White Rates

	Regular Rates			
	1X	3X	6X	12X
1 page	\$3,075	\$2,600	\$2,450	\$2,350
1 page, cover position	\$3,375	\$3,000	\$2,750	\$2,650
*1 page, editorial position	\$3,175	\$2,800	\$2,550	\$2,450
*1/2 page, island	\$2,250	\$2,025	\$1,900	\$1,775
*1/2 page, horizontal/vertical	\$1,900	\$1,700	\$1,550	\$1,425
*1/3 page, vertical/square	\$1,925	\$1,725	\$1,575	\$1,550
1/4 page	\$1,150	\$1,075	\$975	\$925
1/6 page	\$1,025	\$925	\$875	\$775
<b>Classified</b>	<b>\$135 per column inch</b>			

\* Guarantees a position opposite or adjacent to editorial material.

**Advertisers who do not wish to contract for the May Show Guide and Program Issue will pay regular rates for March.**

### Bonus Circulation

The May 2008 issue of *Iron & Steel Technology*, also designated as the Show Guide, will be distributed at AISTech 2008 to all attendees. Because of this additional circulation, a premium of \$300 over the standard space rate will be charged for this issue. (Proportionately lower premiums will apply for fractional pages.)



## March Special 25% Off Rates

	1X	3X	6X	12X
1 page	\$2,306	\$1,950	\$1,837	\$1,762
1 page, cover position	\$2,531	\$2,250	\$2,062	\$1,987
*1 page, editorial position	\$2,381	\$2,100	\$1,912	\$1,837
*1/2 page, island	\$1,687	\$1,518	\$1,425	\$1,331
*1/2 page, horizontal/vertical	\$1,425	\$1,275	\$1,162	\$1,068
*1/3 page, vertical/square	\$1,443	\$1,293	\$1,181	\$1,170
1/4 page	\$862	\$806	\$731	\$693
1/6 page	\$768	\$693	\$656	\$581
<b>Classified</b>	<b>\$135 per column inch</b>			

### March Color Rates (in addition to black and white rates)

2-color	\$244
PMS or Metallic	\$281
4-color process	\$825
Second page of 2-page, 4-color spread	\$413
No charge for bleed.	

## May Premium Rates

	1X	3X	6X	12X
1 page	\$3,375	\$2,900	\$2,750	\$2,650
1 page, cover position	\$3,675	\$3,300	\$3,050	\$2,950
*1 page, editorial position	\$3,475	\$3,100	\$2,850	\$2,750
*1/2 page, island	\$2,400	\$2,175	\$2,050	\$1,925
*1/2 page, horizontal/vertical	\$2,050	\$1,850	\$1,700	\$1,575
*1/3 page, vertical/square	\$2,025	\$1,825	\$1,675	\$1,650
1/4 page	\$1,225	\$1,150	\$1,050	\$1,000
1/6 page	\$1,075	\$975	\$925	\$825
<b>Classified</b>	<b>\$135 per column inch</b>			

### May Color Rates (in addition to black and white rates)

2-color	\$325
PMS or Metallic	\$375
4-color process	\$1,100
Second page of 2-page, 4-color spread	\$550
No charge for bleed.	

For complete mechanical requirements, a downloadable version of our Rate Card is available at <http://www.aist.org/adv/rates.htm>

The May issue is the official Show Guide and Program for AISTech 2008 — The Iron & Steel Technology Conference and Exposition. Complete convention and exposition programs, abstracts of papers to be presented, detailed descriptions of products and services to be exhibited, and hotel information will be included. This issue will also be distributed in Pittsburgh at the show.

The March Pre-Show Issue contains advance information on the exposition, including highlights of exhibitors' new products and processes, technical program details, and abstracts of papers to be presented.

**All advertisers who contract for space in the May Show Guide and Program Issue may place a comparable ad in the March Pre-Show Issue for 25% off.**

### Exclusive belly band advertising opportunity!

This option provides **ONE** company with a high-profile opportunity to maximize its exposure. Contact your sales representative for details.

### To Advertise, Contact:

**Geraldine Kane** (ext. 639 or [gkane@aist.org](mailto:gkane@aist.org))  
**Jeffrey Campbell** (ext. 640 or [jcampbell@aist.org](mailto:jcampbell@aist.org))

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