

**Iron & Steel
Technology**

ASSOCIATION FOR IRON & STEEL TECHNOLOGY

2015 MEDIA KIT



A better way to communicate

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About AIST

The Association for Iron & Steel Technology (AIST) is a non-profit entity with 16,500 members from more than 70 countries. AIST is recognized as a global leader in networking, education and sustainability programs for advancing iron and steel technology.

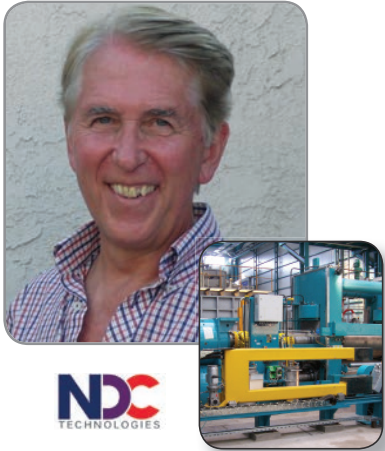
Our mission is to advance the technical development, production, processing and application of iron and steel.

Opportunities Worth Shouting About

Save time and money by working with AIST's Sales Team to build a successful marketing campaign. AIST offers a variety of products and services to help you reach the steel industry's key decision-makers:

- **Iron & Steel Technology**, the premier monthly technical journal for the steel industry.
- **Digital advertising** on our popular websites and HTML campaigns.
- **Directory — Iron and Steel Plants**, the “black book” for the steel industry.
- **Sponsorship opportunities** at AISTech and our Technology Training Conferences.

Bundle your advertising with **conference registrations, publications** and **memberships** and receive additional discounts. Contact us today!

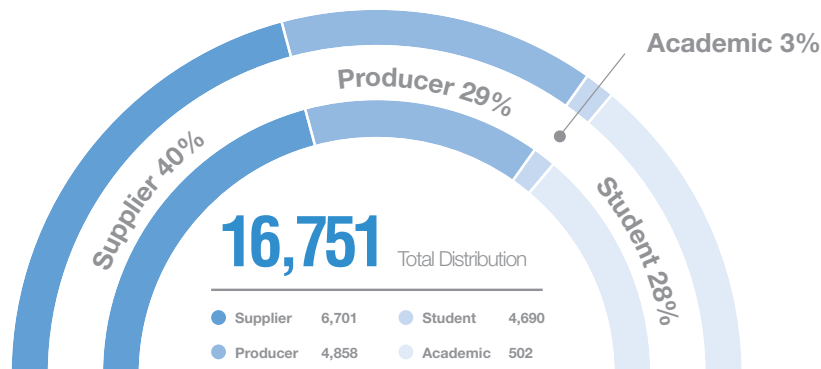


“Following the acquisition of IRM by NDC technologies, the merged company chose AIST and *Iron & Steel Technology* as our major advertising partner. The choice was made both on the circulation and readership profile of this magazine and the contacts through AIST members. In addition, we have also found the AISTech exhibition to be a valuable place to meet customers and present our brand and products.”

Ray Shead, marketing manager,
NDC Technologies

Extra, Extra, Read All About it!

Advertising in *Iron & Steel Technology* lets you tailor your message and target your audience. *Iron & Steel Technology's* trusted technical content and engaging layout provide the perfect counterpart to your attention-getting message. Our journal often remains in offices for weeks, months or years. Print is the essential component of your integrated marketing campaign.



2015 Iron & Steel Technology Editorial Calendar

Bonus distribution valid as of 18 August 2014. For the latest information visit AIST.org.

January



Feature: Electric Steelmaking

Bonus Features:

- ◆ Electric Arc Furnace R@UNDUP
- ◆ Winners of the Reliability Achievement Award

Bonus Distribution:

- ◆ Modern Electric Furnace Steelmaking Training Seminar
- ◆ International Steel Academy
- ◆ Globe-Trotters Member Chapter Annual Meeting
- ◆ Specialty Alloy & Foundry Training Seminar

Ad Closing: 17 November 2014
Material Due: 21 November 2014

February



Feature: Cold Sheet Rolling, Processing, Coating & Finishing

Bonus Feature:

- ◆ Galvanizing Lines R@UNDUP

Bonus Distribution:

- ◆ Cold Rolling Fundamentals Training Seminar
- ◆ Rod & Bar Rolling Training Seminar
- ◆ Galvatech 2015/CHS² 2015

Ad Closing: 11 December 2014
Material Due: 17 December 2014

May (AISTech 2015 Show Issue)



Feature: Project & Plant Management, Energy & Utilities, Environmental Technologies

Bonus Features:

- ◆ Winners of the Project Excellence Award
- ◆ AISTech 2015 Show Issue

Bonus Distribution:

- ◆ AISTech 2015
- ◆ Galvatech 2015/CHS² 2015

Ad Closing: 13 March 2015
Material Due: 19 March 2015

June



Feature: Material Handling, Packaging & Transportation

Bonus Feature:

- ◆ Winners of the Energy Achievement Award

Bonus Distribution:

- ◆ METEC 2015
- ◆ Crane Symposium
- ◆ Galvatech 2015/CHS² 2015
- ◆ International Symposium on Long and Forged Products

Ad Closing: 13 April 2015
Material Due: 17 April 2015

September



Feature: Maintenance & Reliability

Bonus Feature:

- ◆ MS&T15 Program

Bonus Distribution:

- ◆ Maintenance Conference
- ◆ Midwest Member Chapter Vendor Fair
- ◆ MS&T15

Ad Closing: 22 July 2015
Material Due: 28 July 2015

October



Feature: Process Metallurgy & Product Applications

Bonus Feature:

- ◆ MS&T15 Program

Bonus Distribution:

- ◆ Student Issue
- ◆ MS&T15

Ad Closing: 18 August 2015
Material Due: 24 August 2015

March (AISTech 2015 Pre-Show Issue)



Feature: Coke & Ironmaking

Bonus Features:

- ◆ Coke Oven Battery
R@UNDUP
- ◆ Blast Furnace **R@UNDUP**
- ◆ Cokemaking Byproducts
R@UNDUP
- ◆ AISTech 2015 Preview

Bonus Distribution:

- ◆ The Making, Shaping and Treating of Steel: 101
- ◆ Philadelphia Member Chapter Annual Meeting

Ad Closing: 19 January 2015
Material Due: 23 January 2015

April (AISTech 2015 Pre-Show Issue)



Feature: Oxygen Steelmaking

Bonus Features:

- ◆ Basic Oxygen Furnace
R@UNDUP
- ◆ AISTech 2015 Preview
- ◆ Developments in the North American Iron and Steel Industry — 2014

Bonus Distribution:

- ◆ Student Issue

Ad Closing: 16 February 2015
Material Due: 20 February 2015

July



Feature: Ladle Metallurgy & Continuous Casting

Bonus Feature:

- ◆ Continuous Caster
R@UNDUP

Bonus Distribution:

- ◆ Globe-Trotters Member Chapter Annual Meeting
- ◆ International Symposium on Long and Forged Products
- ◆ Continuous Casting Training Seminar
- ◆ Specialty Alloy & Foundry Training Seminar
- ◆ Ladle Refractory & Secondary Steelmaking Training Seminar

Ad Closing: 20 May 2015
Material Due: 26 May 2015

August



Feature: Long Products Rolling Technologies

Bonus Features:

- ◆ Rod, Bar and Long Products **R@UNDUP**
- ◆ AISTech 2015 Conference and Exposition Retrospective

Bonus Distribution:

- ◆ Student Issue
- ◆ Globe-Trotters Member Chapter Annual Meeting
- ◆ Rod & Bar Rolling Training Seminar
- ◆ Pipe & Tube Training Seminar

Ad Closing: 16 June 2015
Material Due: 22 June 2015

November



Feature: Hot Flat Product Rolling, Rolls, Safety & Health

Bonus Features:

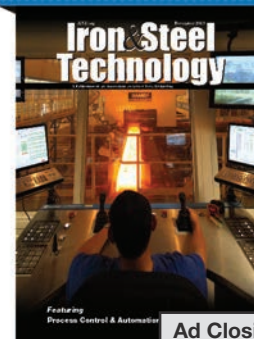
- ◆ Hot Strip Mill
R@UNDUP
- ◆ Plate/Steckel Mill
R@UNDUP

Bonus Distribution:

- ◆ AIST Leadership Conference
- ◆ Southeast Member Chapter Annual Meeting
- ◆ Hot Rolling Fundamentals Training Seminar

Ad Closing: 16 September 2015
Material Due: 22 September 2015

December



Feature: Process Control & Automation

Bonus Feature:

- ◆ AISTech 2016 Preview

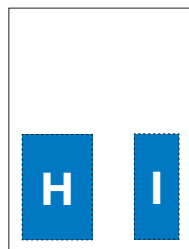
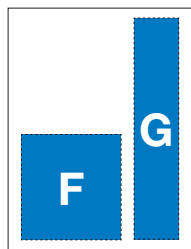
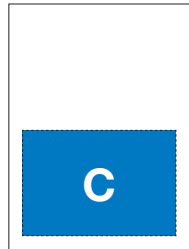
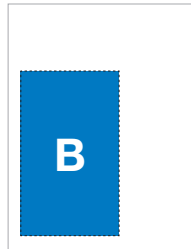
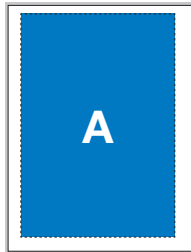
Bonus Distribution:

- ◆ Rod & Bar Rolling Training Seminar

Ad Closing: 21 October 2015
Material Due: 27 October 2015

Iron & Steel Technology Advertising Rates

Bleed size: 213 x 283 mm (8.25 x 11.125 in.). Final trim size: 206 x 276 mm (8.125 x 10.875 in.).



		Ad Size	4-Color Ad Cost per Month*			
			1X	3X	6X	12X
A	1 page	213 x 283 width x height (mm) 8.25 x 11.125 width x height (in.)	US\$4,175	US\$3,700	US\$3,550	US\$3,450
	1 page, cover position	Back Cover Only: 213 x 219 width x height (mm) 8.25 x 8.625 width x height (in.)	US\$4,475	US\$4,100	US\$3,850	US\$3,750
B	1/2 page island	113 x 191 width x height (mm) 4.4375 x 7.5 width x height (in.)	US\$3,350	US\$3,125	US\$3,000	US\$2,875
C	1/2 page horizontal	173 x 124 width x height (mm) 6.8125 x 4.875 width x height (in.)	US\$3,000	US\$2,800	US\$2,650	US\$2,525
D	1/2 page vertical	83 x 251 width x height (mm) 3.25 x 9.875 width x height (in.)	US\$3,000	US\$2,800	US\$2,650	US\$2,525
E	1/3 page horizontal	173 x 83 width x height (mm) 6.8125 x 3.27 width x height (in.)	US\$3,025	US\$2,825	US\$2,675	US\$2,650
F	1/3 page square	113 x 124 width x height (mm) 4.4375 x 4.875 width x height (in.)	US\$3,025	US\$2,825	US\$2,675	US\$2,650
G	1/3 page vertical	54 x 251 width x height (mm) 2.125 x 9.875 width x height (in.)	US\$3,025	US\$2,825	US\$2,675	US\$2,650
H	1/4 page	83 x 124 width x height (mm) 3.25 x 4.875 width x height (in.)	US\$2,250	US\$2,175	US\$2,075	US\$2,025
I	1/6 page	54 x 124 width x height (mm) 2.125 x 4.875 width x height (in.)	US\$2,125	US\$2,025	US\$1,975	US\$1,875

*Note: A premium of US\$300 over the standard space rate will be charged for the May Show Issue. (Proportionately lower premiums will apply for fractional pages.)

Classified	1 column — 51 x 25 width x height (mm) 2 x 1 width x height (in.)	US\$300 per column inch	NA	NA	NA
Classified	2 columns — 102 x 25 width x height (mm) 4 x 1 width x height (in.)	US\$300 per column inch	NA	NA	NA

Minimum classified height is 25 mm (1 in.). Maximum classified height is 102 mm (4 in.). Non-commissionable, no cash discount.

2-page spread	419 x 283 width x height (mm) 16.5 x 11.125 width x height (in.)	US\$7,800	US\$6,850	US\$6,550	US\$6,350
1/2 page horizontal spread	419 x 119 width x height (mm) 16.5 x 4.6875 width x height (in.)	US\$5,450	US\$5,050	US\$4,750	US\$4,500
Advertorial, 2 pages	213 x 283 width x height (mm) 8.25 x 11.125 width x height (in.)	US\$5,600	NA	NA	NA
Advertorial, 2 half pages, horizontal or vertical	173 x 119 width x height (mm) 6.8125 x 4.6875 width x height (in.)	US\$3,925	NA	NA	NA



“Our top reason for advertising with AIST is that it is the leader in providing information about what’s going on in the industry. We advertise in *Iron & Steel Technology* and exhibit at AISTech, which provides us the ability to market ourselves a little better and get our product out there. AISTech is a great opportunity to connect and reconnect with some of our customers that we may not get to see on a frequent basis.”

Scott A. Ferguson, general manager,
Systems Spray-Cooled Inc.

Build Your Own Plan

Customize your advertising with *Iron & Steel Technology* through these promotional opportunities:

- **AISTech Pre-Show and Show Issues** — Save up to **50%**! Advertise in the May show issue and get 25% off a March pre-show ad. Advertise in both the March and May issues and receive 50% off an ad in the April pre-show issue.
- **Industry Roundup Sponsorships** — AIST Roundups cover the comprehensive steel production process. Available roundups are listed with the **R**OUNDUP symbol on pages 4–5.
- **Inserts** — Enhance your ad with a unique paper stock or style that stands out from the rest.
- **Belly Band** — Highlight your company before our readers open the magazine.





“Instron values the digital advertising opportunities on the SteelNews website. It’s a cost-effective method to reinforce our brand.”

Tammy Mysliwiec, marketing manager,
Instron



Get Connected

Build your brand, promote your services and sell your products 24 hours a day with digital advertising!

AIST recently redesigned AIST.org, creating a unique online experience.

Banner Ad Opportunities

- SteelNews — In-depth daily coverage of steel producers and suppliers, mergers and acquisitions, contracts, equipment, technology and more.
- Steel Calendar — Find the latest AIST and steel industry events, including annual conferences, training seminars and committee and chapter meetings.
- Job Board — Current steel industry positions.
- *Iron & Steel Technology* (magazine Web page and e-reader).
- Buyer’s Guide — A database enabling steel industry personnel to find essential products and services.

Email Opportunities

- AIST Update — Sponsored exclusively by YOU, this monthly e-newsletter is sent to more than 25,000 steel industry professionals.
- AISTech Product Showcase — Describe your products and promote your booth in this AISTech-specific email. This opportunity includes a company logo/image and one descriptive paragraph (50 words or less).

Technology Training Conference Opportunities

- Prominent banner placement on specific conference Web pages.
- Banner ads available on multiple targeted emails with details on individual conference topics.
- Banner with a dedicated Web page.

Digital Advertising Rates

970 x 250 pixels



450 x 60 pixels



100 x 100 pixels and 100 x 200 pixels



150 x 90 pixels



AIST Premium Banner Ads

Size	Premium Pages	1 month	3 months	6 months	12 months
970 x 250 pixels	Steel News	US\$1,000	US\$950	US\$900	US\$850
	Steel Calendar				
	Job Board				
	Magazine: I&ST				
450 x 60 pixels	Buyer's Guide				
	Magazine: E-reader				

Note: Premium Banner Ads are located at the top and center of the page.

SteelNews Banner Ads

Size	Position	1 month	3 months	6 months	12 months
100 x 200 pixels	1st Position	US\$600	US\$550	US\$500	US\$450
	2nd Position	US\$575	US\$525	US\$475	US\$425
	3rd-6th Positions	US\$500	US\$450	US\$410	US\$375
100 x 100 pixels	1st Position	US\$500	US\$450	US\$410	US\$375
	2nd Position	US\$475	US\$430	US\$390	US\$350
	3rd-6th Positions	US\$400	US\$365	US\$335	US\$300

Note: SteelNews positions are available only on the right side.

Buyer's Guide Banner Ads

Size	Position	1 month	3 months	6 months	12 months
100 x 200 pixels	1st Position	US\$600	US\$550	US\$500	US\$450
	2nd Position	US\$575	US\$525	US\$475	US\$425
	3rd-6th Positions	US\$500	US\$450	US\$410	US\$375
100 x 100 pixels	1st Position	US\$500	US\$450	US\$410	US\$375
	2nd Position	US\$475	US\$430	US\$390	US\$350
	3rd-6th Positions	US\$400	US\$365	US\$335	US\$300

Buyer's Guide Product Category Page Listings

100 x 200 pixels	1st Position	US\$400	US\$365	US\$330	US\$300
	2nd-6th Positions	US\$350	US\$320	US\$290	US\$265
100 x 100 pixels	1st Position	US\$300	US\$275	US\$230	US\$230
	2nd-6th Positions	US\$250	US\$230	US\$210	US\$195

Note: Buyer's Guide positions are available on the left and right sides. Product Category positions are separate from main AIST Buyer's Guide site.

Email Advertising Banner Ads

Size	HTML	Cost per Month	Distributed
100 x 200 pixels	AIST Update	US\$2,000	Monthly
150 x 90 pixels	AISTech Product Showcase	US\$1,200	February, March and April

Complete specs available at AIST.org



GRUPO
sarralle



“As a company that is new to North America, we feel that the best way to get our name out in the industry is to advertise in *Iron & Steel Technology* and to exhibit and sponsor activities at AISTech. This type of exposure has already paid dividends for us in enabling us to meet with customers and discuss the technological packages we have to offer. Sponsoring opportunities with AIST is a win-win for Sarralle USA Inc.!”

Philip E. Ponikvar, executive vice president,
SARRALLE USA INC.



Be Part of a Winning Team

Take advantage of unlimited possibilities to put your company in the spotlight. AIST has a sponsorship that will meet your budget and ROI objectives. Our offerings come in all shapes and sizes, from Global Event sponsorships to sponsorships of smartphone apps, receptions, breakfasts, lunches, dinners, feature giveaways, transportation shuttles, aisle signs, bag checks and much more.

Increase your visibility by sponsoring an AIST event!

AISTech – The Iron & Steel Technology Conference and Exposition: The largest annual steel-focused event in the world.

Technology Training Conferences: Reach a targeted audience at any one of more than 15 training conferences per year.



“We have been actively involved with AIST, and we have scaled up our involvement in AISTech. We have seen a lot of value in having a booth in the Exposition, as well as sponsorships. Sponsorships give us the opportunity to get directly to our main customer base; it’s the best opportunity for us to have people in one place, and be able to talk about our brand and promote our business.”

Matthew Knapik, marketing manager, steel rolling,
Quaker Chemical Corp.

Find a Spot in Everyone’s Library

The AIST *Directory — Iron and Steel Plants* is used by steel company executives, operators, engineers and maintenance personnel.

- Targeted to reach your prospects and customers.
- Published annually — available in January.
- Listings of North American steel producers and international supplier companies.
- Includes a searchable CD-ROM containing the full text of the Directory plus full-color ads.
- Complimentary Directory mailed to all advertisers and steel executives in February each year.

Full-page ads only US\$1,700!



Sales Team

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AISTech was one of only two multiple "Grand Award" winners at the 2014 TSE Fastest 50 Awards & Summit, outperforming the 11,000 other expositions held in the U.S. each year.

◆ #1 Highest Growth in Attendance by Percentage ◆ #1 Fastest Growing Show Organized by an Association



Visit AIST.org for the full press release.