



ASSOCIATION FOR IRON & STEEL TECHNOLOGY 2014 MEDIA KIT

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“Outstanding! This is the word that I would use to describe our newfound relationship with AIST. North American Crane Bureau got involved with AIST a couple years ago, and found this affiliation to be both exciting and successful. Not only have we been able to get involved and contribute to the area of safety in iron and steel heavy lifting, but we have gained knowledge of the industry as well. This is a terrific partnership that I’d highly recommend.”

L.D. Stutes, vice president — sales and marketing,
North American Crane Bureau



“Advertising in *Iron & Steel Technology* is an essential part of our annual advertising budget. We rely on it to stay connected to our customers.”

Lisa Liposchak, advertising and marketing manager,
Butech Bliss



About AIST

The Association for Iron & Steel Technology (AIST) is a non-profit entity with 16,000 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.

Partner With Us

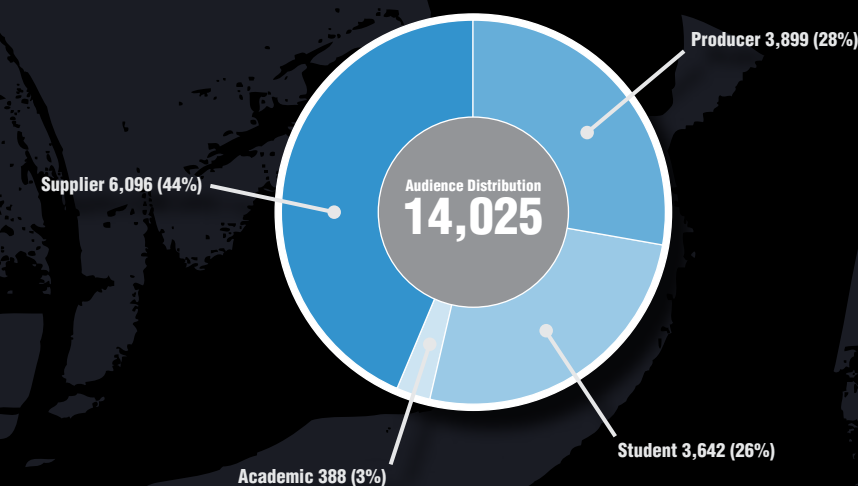
Save time and money by working with AIST’s Sales Team to develop a successful marketing campaign. AIST offers a variety of products and services to help you reach the steel industry’s key decision-makers:

- **Iron & Steel Technology**, the premier monthly technical journal for the steel industry.
- **e-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 Training Conferences.

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

Print Advertising . . . Pass It On

Advertising in *Iron & Steel Technology* gives you the ability to tailor your message and target your audience. *Iron & Steel Technology*’s trusted technical content and engaging layout provides the perfect counterpart to your attention-getting message. Our journal is routinely shared throughout departments and companies, giving your ad the extra exposure it deserves.



Contact us today at sales@aist.org and boost your advertising campaign!

2014 Iron & Steel Technology Editorial Calendar

Bonus distribution valid as of 31 August 2013. For the latest information visit AIST.org.



January

Feature:
Electric Steelmaking

Bonus Feature:
◆ Electric Arc Furnace Roundup

Ad Closing:
18 November 2013

Material Due:
22 November 2013

Bonus Distribution:
◆ Electric Furnace Training Seminar
◆ Globe-Trotters Member Chapter Annual Meeting
◆ Rod and Bar Rolling Training Seminar



April (AISTech 2014 Pre-Show Issue)

Feature:
Oxygen Steelmaking

Bonus Features:
◆ Basic Oxygen Furnace Roundup
◆ AISTech 2014 Preview
◆ Developments in the North American Steel Industry — 2013

Ad Closing:
19 February 2014

Material Due:
25 February 2014

Bonus Distribution:
◆ Philadelphia Member Chapter Annual Meeting

See page 7 for special AISTech opportunities.



July

Feature:
Ladle Metallurgy & Continuous Casting

Bonus Feature:
◆ Continuous Caster Roundup

Ad Closing:
21 May 2014

Material Due:
28 May 2014

Bonus Distribution:
◆ Continuous Casting Training Seminar
◆ Ladle Refractory & Secondary Steelmaking Training Seminar
◆ Globe-Trotters Member Chapter Annual Meeting



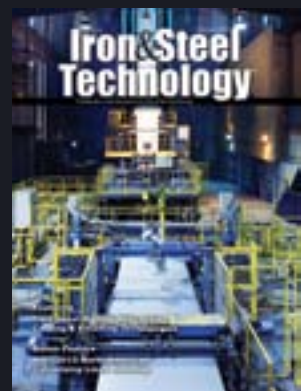
October

Feature:
Process Metallurgy & Product Applications

Ad Closing:
20 August 2014

Material Due:
25 August 2014

Bonus Distribution:
◆ MS&T'14
◆ Southeast Member Chapter Annual Meeting
◆ Continuous Casting Training Seminar
◆ Ladle & Secondary Refining Training Seminar



February

Feature:
Cold Sheet Rolling, Processing, Coating & Finishing

Bonus Feature:
◆ Galvanizing Lines Roundup

Ad Closing:
10 December 2013

Material Due:
16 December 2013

Bonus Distribution:
◆ Hot Rolling Fundamentals Training Seminar
◆ Rod and Bar Rolling Training Seminar



May (AISTech 2014 Show Issue)

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

Bonus Features:
◆ AISTech 2014 Show Issue
◆ Winners of the Energy Achievement Award and Project Excellence Award

Ad Closing:
17 March 2014

Material Due:
21 March 2014

Bonus Distribution:
◆ AISTech 2014

See page 7 for special AISTech opportunities.



August

Feature:
Long Products Rolling Technologies

Bonus Features:
◆ Rod and Bar Rolling Roundup
◆ AISTech 2014 Conference and Exposition Review

Ad Closing:
17 June 2014

Material Due:
23 June 2014

Bonus Distribution:
◆ Globe-Trotters Member Chapter Annual Meeting
◆ Pipe and Tube Training Seminar



November

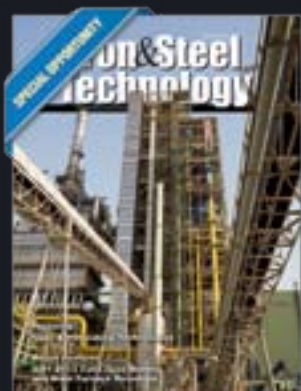
Feature:
Hot Flat Product Rolling, Rolls, Safety & Health

Bonus Feature:
◆ Hot Strip Mill Roundup, Plate/Steckel Mill Roundup

Ad Closing:
17 September 2014

Material Due:
23 September 2014

Bonus Distribution:
◆ AIST Leadership Conference
◆ International Steel Academy
◆ Cold Rolling Fundamentals Training Seminar



March (AISTech 2014 Pre-Show Issue)

Feature:
Coke & Ironmaking

Bonus Features:
◆ Coke Oven Battery Roundup
◆ Blast Furnace Roundup
◆ AISTech 2014 Preview

Ad Closing:
17 January 2014

Material Due:
23 January 2014

Bonus Distribution:
◆ Southwest Member Chapter Annual Meeting
◆ MSTs: 101
◆ AIST 2014 Northern Member Chapter Product Fair
◆ AIST 2014 Western Conference

See page 7 for special AISTech opportunities.



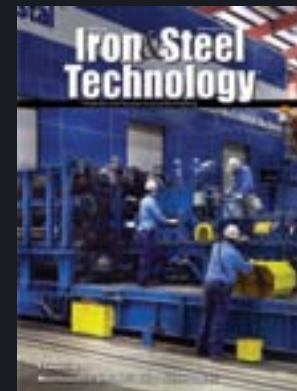
June

Feature:
Material Handling, Packaging & Transportation

Ad Closing:
11 April 2014

Material Due:
17 April 2014

Bonus Distribution:
◆ Crane Symposium
◆ International Steel Academy: Mexico



September

Feature:
Maintenance & Reliability

Bonus Feature:
◆ Winners of the Reliability Achievement Award

Ad Closing:
16 July 2014

Material Due:
22 July 2014

Bonus Distribution:
◆ Midwest Member Chapter Vendor Fair
◆ Safety and Health Conference
◆ Maintenance and Lubrication Training Seminar
◆ Pipe and Tube Training Seminar



December

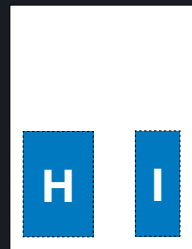
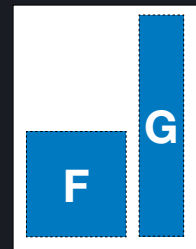
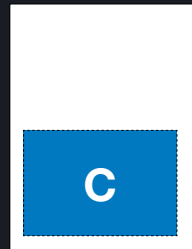
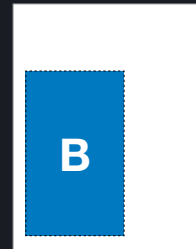
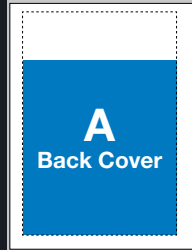
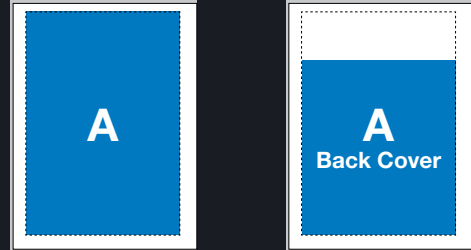
Feature:
Process Control & Automation

Ad Closing:
22 October 2014

Material Due:
28 October 2014

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\$135 per column inch	NA	NA	NA
Classified	2 columns — 102 x 25 width x height (mm) 4 x 1 width x height (in.)	US\$135 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

“Participation with AIST has really helped American Roller Bearing achieve our objective of improving brand recognition in the steel industry. We have seen very positive results from our advertising and sponsorship activities with AIST.”

Mark Ader, general sales manager,
American Roller Bearing Co.



Iron & Steel Technology Special Opportunities

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

- **AISTech Pre-Show and Show Issues Special Offer** — Save up to 50%! Advertise in the May Show Issue and get 25% off a March Pre-Show ad. Commit to advertise in the **March and May issues and receive 50% off an ad in the April Pre-Show Issue!**
- **Industry Roundups** — Sponsor an annual industry roundup! AIST Roundups cover the comprehensive steel production process from coke oven batteries, blast furnaces and EAFs to continuous casters, rolling facilities and process lines. (See bonus features on pp. 4–5 for available Roundups.)
- **Insert** — Include your ad on unique paper stock.
- **Belly Band** — Highlight your company before the magazine is opened.

Contact your AIST sales representative at sales@aist.org for other unique opportunities!

“Proco has enjoyed being a part of the yearlong Web banner campaign with AIST. We see this type of marketing as effective, as we know AIST has a strong readership within the steel community. We will continue to advertise with AIST, as we see value in the product.”

Robert S. Coffee, vice president of sales and marketing,
Proco Products Inc.



e-Advertising

Build your brand, promote your services and sell your products 24 hours a day with e-Advertising!

AIST.org Banner Ads

SteelNews.com

In-depth daily coverage of steel producers and suppliers, mergers and acquisitions, contracts, equipment and technology and more.

- Banner ads available.

AIST Online Buyer's Guide — SteelLinks.com

The online buyer's guide dedicated to the steel industry.

- Banner ads available on the Home Page and individual category pages, with links to your website.

e-Mail Advertising

- **AIST Update:** A monthly e-newsletter sent to more than 20,000 steel industry professionals.
 - ◆ An exclusive banner ad available on each monthly HTML.
- **AISTech Product Showcase:** An AISTech-specific e-newsletter sent to AIST's mailing list.
 - ◆ Describe your product and promote your AISTech booth with available highlight positions.
- **Specialty Training Conferences:**
 - ◆ Banner ads on targeted HTMLs sent to AIST's mailing list, with details on individual conference topics.
 - ◆ Exclusive banner ad on Specialty Training Conference home page.

e-Advertising Rates

970 x 250 Pixels



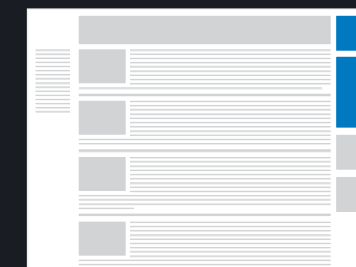
450 x 60 Pixels



150 x 90 Pixels



100 x 100 Pixels and 100 x 200 Pixels



AIST Premium Banner Ads

Size	Premium Pages	1 month	3 months	6 months	12 months
970 x 250 pixels	Steel News	US\$900	US\$850	US\$800	US\$750
	Steel Calendar				
	Employment				
	Magazine: I&ST				
450 x 60 pixels	Steel Links				
	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\$550	US\$500	US\$450	US\$400
	2nd Position	US\$525	US\$475	US\$425	US\$375
	3rd-6th Positions	US\$450	US\$400	US\$360	US\$325
100 x 100 pixels	1st Position	US\$450	US\$400	US\$360	US\$325
	2nd Position	US\$425	US\$380	US\$340	US\$300
	3rd-6th Positions	US\$350	US\$315	US\$285	US\$250

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

SteelLinks (AIST Online Buyer's Guide) Banner Ads

Size	Position	1 month	3 months	6 months	12 months
100 x 200 pixels	1st Position	US\$550	US\$500	US\$450	US\$400
	2nd Position	US\$525	US\$475	US\$425	US\$375
	3rd-6th Positions	US\$450	US\$400	US\$360	US\$325
100 x 100 pixels	1st Position	US\$450	US\$400	US\$360	US\$325
	2nd Position	US\$425	US\$380	US\$340	US\$300
	3rd-6th Positions	US\$350	US\$315	US\$285	US\$250

SteelLinks Product Category Page Listings

100 x 200 pixels	1st Position	US\$350	US\$315	US\$280	US\$250
	2nd-6th Positions	US\$300	US\$270	US\$240	US\$215
100 x 100 pixels	1st Position	US\$250	US\$225	US\$200	US\$180
	2nd-6th Positions	US\$200	US\$180	US\$160	US\$145

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

e-Mail Advertising Banner Ads

Size	HTML	Cost per Month	Distributed
100 x 200 pixels	AIST Update	US\$1,500	Monthly
150 x 90 pixels	AISTech Product Showcase	US\$1,200	February, March and April

“The top reason we exhibit at AISTech is that we walk away from the conference with a number of jobs. Many people come by our booth with a genuine interest in the technology, allowing us to help them solve their problems. As a result, we have expanded our exposure at AISTech. We started with a smaller booth, and now we’re up to a 20' x 20' space because we feel it definitely shows a return on investment.”

Deana Lecy, director of sales and marketing,
Falk PLI



“We advertise in the *Directory — Iron and Steel Plants* because it remains a valuable resource for anyone with interests in the steel industry.”

Kate Davidson, marketing manager,
Herr-Voss Stamco



Sponsorship Opportunities

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.

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

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.

Contact us today at sales@aist.org to create your custom sponsorship package!

Directory — Iron and Steel Plants

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 2014.

Full-page ads only US\$1,500!





To Advertise, Contact:

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