



AIST
ASSOCIATION FOR IRON & STEEL
TECHNOLOGY

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2018

MEDIA KIT

Print | Digital | Sponsorships

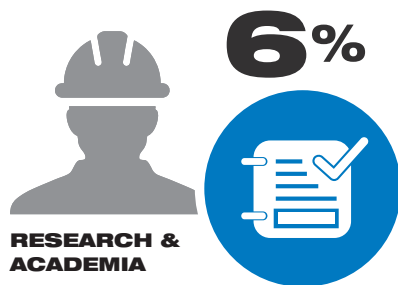
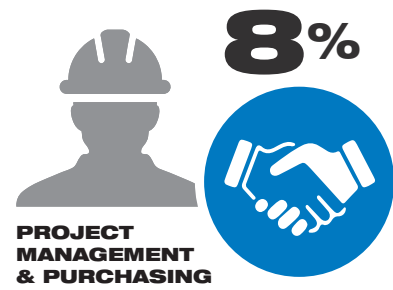
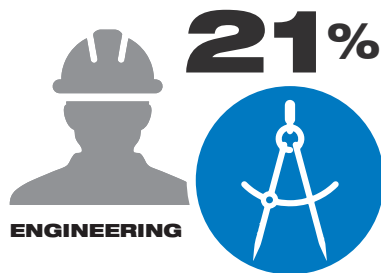


About AIST

The Association for Iron & Steel Technology (AIST) is an international non-profit organization with more than 17,500 members. 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.

AIST Members by Job Function



Iron & Steel Technology

26,640

I&ST Monthly Distribution

70+

Countries Reached

6K

Companies Reached

Digital

31,500

Average Monthly Visitors

88,000

Average Monthly Page Views

30K+

Email Database



7K

Industry Personnel Attend

500+

Technical Presentations

100+

Sponsorship Opportunities

AISTech

5K

Yearly Attendance

30+

Conferences Per Year

300+

Sponsorship Opportunities

Conferences & Events



**Iron & Steel
Technology**[®]
is the steel industry's
premier technical journal,
reaching **producers**,
suppliers and
academia in more than
70 countries



Iron & Steel Technology Editorial Calendar

Month and Feature Topic	AD Closing	Bonus Features
	Material Due Date	
January Electric Steelmaking	20 NOV 2017	Electric Arc Furnace ROUNDDUP DRI ROUNDDUP
	28 NOV 2017	Reliability Achievement Award winners
February Cold Sheet Rolling, Processing, Coating & Finishing	11 DEC 2017	Galvanizing Lines ROUNDDUP
	15 DEC 2017	
March Coke & Ironmaking	15 JAN 2018	AISTech 2018 Preview Coke Oven Battery ROUNDDUP
	19 JAN 2018	Cokemaking Byproducts ROUNDDUP Blast Furnace ROUNDDUP
April Oxygen Steelmaking	9 FEB 2018	AISTech 2018 Preview Basic Oxygen Furnace ROUNDDUP
	16 FEB 2018	Developments in the North American Iron and Steel Industry
May Project & Plant Management, Energy & Utilities, and Environmental Technologies	16 MAR 2018	AISTech 2018 Show Issue Project Excellence Award Winners
	22 MAR 2018	
June Material Handling, Packaging & Transportation	16 APR 2018	Energy Achievement Award Winners
	20 APR 2018	

Month and Feature Topic	AD Closing	Bonus Features
	Material Due Date	
July Ladle Metallurgy & Continuous Casting	22 MAY 2018	Continuous Caster ROUNDDUP
	29 MAY 2018	
August Long Products Rolling Technologies	19 JUN 2018	AISTech 2018 Conference and Exposition Review Rod and Bar Rolling ROUNDDUP
	25 JUN 2018	Pipe and Tube ROUNDDUP
September Maintenance & Reliability	18 JUL 2018	MS&T18 Program
	24 JUL 2018	
October Process Metallurgy & Product Applications	21 AUG 2018	MS&T18 Program
	27 AUG 2018	
November Hot Flat Product Rolling, Rolls, Safety & Health	19 SEP 2018	Hot Strip Mill ROUNDDUP Plate/Steckel Mill ROUNDDUP
	25 SEP 2018	
December Process Control & Automation	22 OCT 2018	
	26 OCT 2018	

SHOW SPECIAL: Get 3 ads for the price of 2

See AIST.org for full details

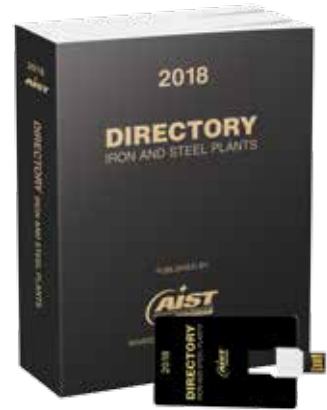
For the latest information, visit AIST.org

Print Advertising

Directory Iron & Steel Plants

The AIST *Directory — Iron & Steel Plants* is an annual publication known industry-wide for its comprehensive details on North American steel producers and global industry suppliers.

- Full-page advertising opportunities for **US\$1,700**
- Searchable digital media containing entire Directory featuring full-color ads
- Complimentary copy mailed to steel executives and advertisers
- 1,400 copies distributed each year



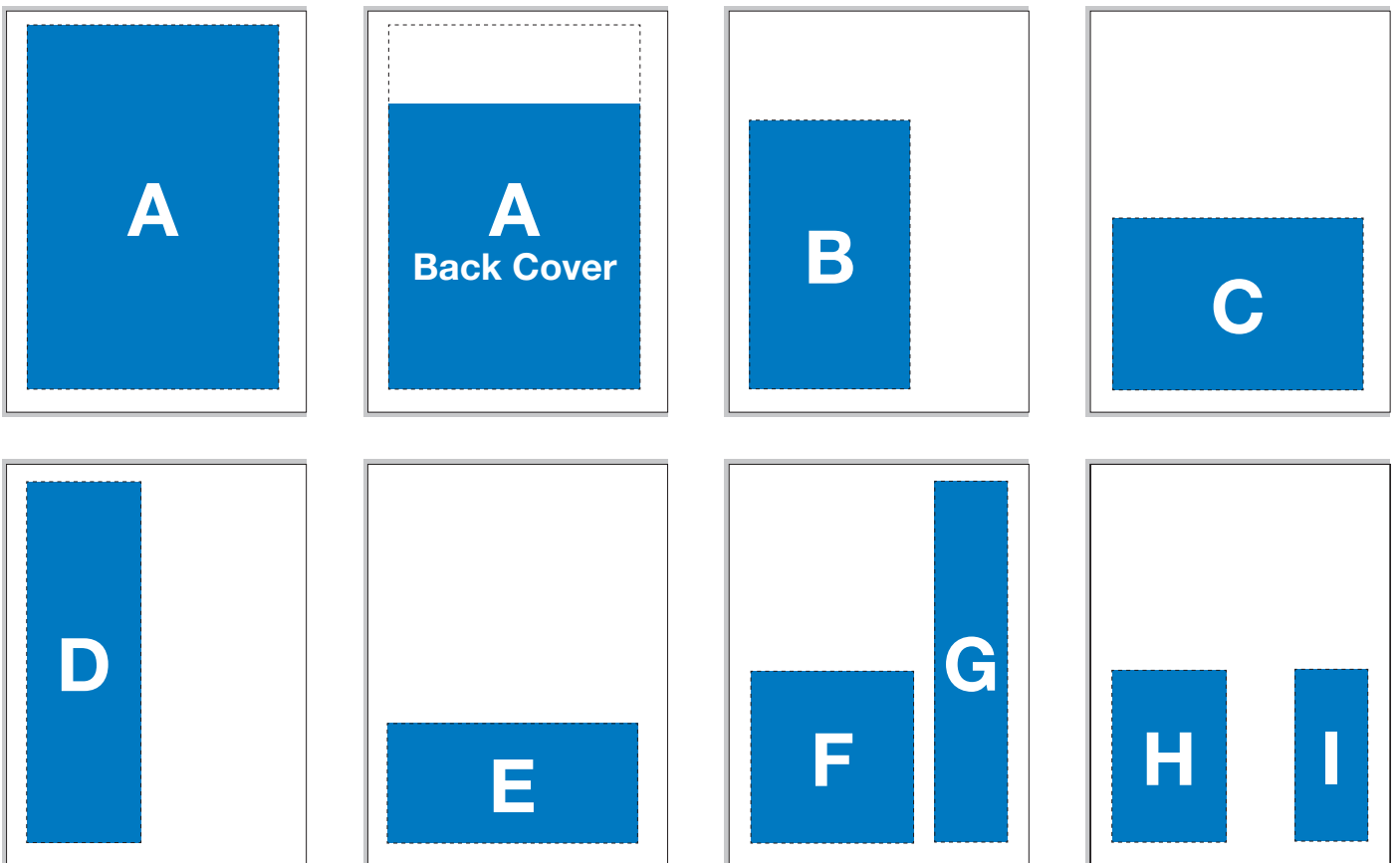
Iron & Steel Technology

With 30 technical areas of interest, *Iron & Steel Technology*, AIST's monthly journal, covers steelmaking from raw materials to finished products. **On average, 17,516 print copies of Iron & Steel Technology circulate each month**, with more than 30 potential bonus distribution opportunities throughout the year.



Iron & Steel Technology Advertising Templates

Visit AIST.org/printadtemplates to download.



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.)

1-Column Classified	51 x 25 width x height (mm) 2 x 1 width x height (in.)	US\$300 per column inch	N/A	N/A	N/A
2-Column Classified	102 x 25 width x height (mm) 4 x 1 width x height (in.)	US\$300 per column inch	N/A	N/A	N/A

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	N/A	N/A	N/A
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	N/A	N/A	N/A
★ Belly Band	Custom	Special pricing	Special pricing	Special pricing	Special pricing
★ Special Inserts	Custom	Special pricing	Special pricing	Special pricing	Special pricing

N/A = not applicable ★ Please call +1.724.814.3000 for special pricing information.

Digital Opportunities

AIST offers multiple opportunities to build your brand, promote your services and sell your products through banner ads on our websites and to a growing audience through monthly and event-specific emails, including the AIST Update and AISTech Daily editions.

Digital Advertising

- **Steel News** — 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, Technology Training Conferences, and Technology Committee and Member Chapter meetings.
- **Employment Board** — Current open steel industry positions.
- **Iron & Steel Technology** — Prominent placement on the magazine webpage.
- **Buyer's Guide** — A database enabling steel industry personnel to find essential products and services.

Email

- **AIST Update** — Includes a hyperlinked company banner on this monthly e-newsletter that is sent to more than 25,000 steel industry professionals. Three positions available.
- **Iron & Steel Technology Digital Edition Email** — An exclusive linked logo is included in this monthly electronic announcement of the digital edition of *Iron & Steel Technology*. This HTML is sent to more than 11,000.
- **AISTech Product Showcase** — This AISTech-specific email allows exhibitors to describe products and promote their booths to more than 20,000 recipients. This opportunity includes a company logo/image, URL and one descriptive paragraph of 50 words or less. Released February, March and April.
- **AISTech Daily Email Sponsor** — This email is sent Sunday through Wednesday during AISTech to a distribution upwards of 20,000. Sponsorship include an exclusive linked logo. Two opportunities are available: the Sunday and Tuesday editions and the Monday and Wednesday editions.

970 x 250 pixels



600 x 75 pixels



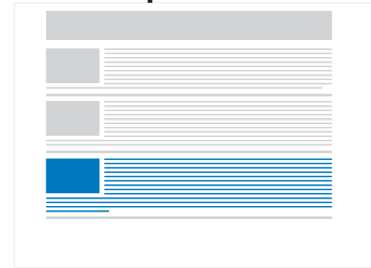
100 x 200 pixels
220 x 200 pixels



130 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				
	Magazine Webpage				
600 x 75 pixels	Buyer's Guide				
	Employment Board				

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

Steel News Banner Ads

Size	Position	1 month	3 months	6 months	12 months
100 x 200 pixels	1st Position (right)	US\$600	US\$550	US\$500	US\$450
	2nd Position (right)	US\$575	US\$525	US\$475	US\$425
	3rd–6th Positions (right)	US\$500	US\$450	US\$410	US\$375
220 x 200 pixels	Premium (left)	US\$800	US\$750	US\$700	US\$650

Buyer's Guide Home Page Banner Ads

Size	Position	1 month	3 months	6 months	12 months
130 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

Note: Buyer's Guide positions are available on the left and right sides.

Buyer's Guide Product Category Banner Ads

130 x 200 pixels	1st Position	US\$400	US\$365	US\$330	US\$300
	2nd–6th Positions	US\$350	US\$320	US\$290	US\$265

Note: Product Category positions are separate from the home page and only available on the left.

Email Advertising Banner Ads

Size	HTML	Cost per Month	Distributed
600 x 50 pixels	AIST Update	1st Position: US\$1,800	Monthly
		2nd Position: US\$1,500	
		3rd Position: US\$1,200	
Logo up to 200 x 60 pixels	/&ST Digital Edition	US\$1,000	Monthly
150 x 90 pixels	AISTech Product Showcase	US\$1,200	February, March and April
Logo up to 150 x 60 pixels	AISTech Daily Email	US\$5,000	Sunday–Wednesday at AISTech

Visit AIST.org for examples of AIST's digital advertising options.

Sponsorships



Sponsoring an AIST event is a great way for your company to be seen! Our global events allow your company to gain maximum exposure in one location.



AISTech — Steel’s Premier Technology Event — More than 7,000 iron and steel personnel attend each year, making this the largest annual steel exposition in the world.



International Steel Academy — This international course provides on-site training and high-level instruction to industry professionals.



Technology Training Conferences — Thousands of industry workers attend these technology-specific training courses each year.



European Steel Forum — Industry leaders gather together at this annual European event that highlights economic and technical issues facing the steel industry.



AIST Road Show — Sponsors meet with hundreds of personnel, including key decision-makers, from a specific producer company at this one-day plant visit.

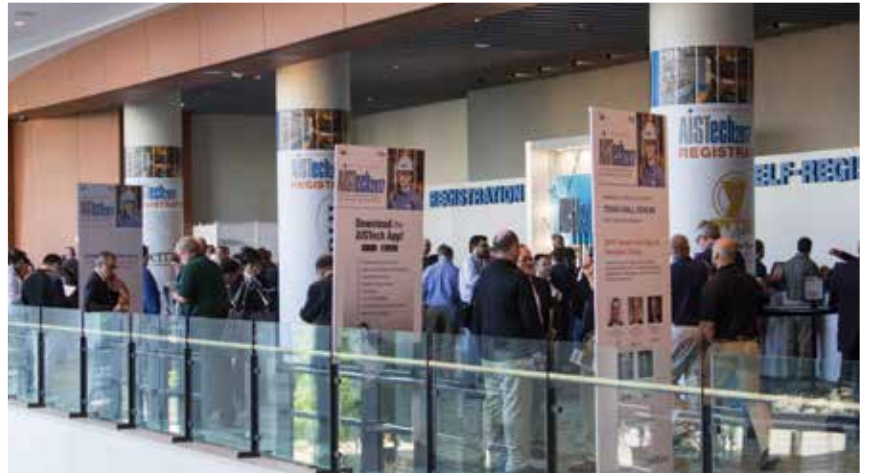


Materials Science & Technology (MS&T) — Thousands of materials science personnel meet for this yearly technical conference and exposition.

Check out AIST.org to see which sponsorship is right for you!



Increase your **exposure** with established or **customizable sponsorships** to fit your **budget**

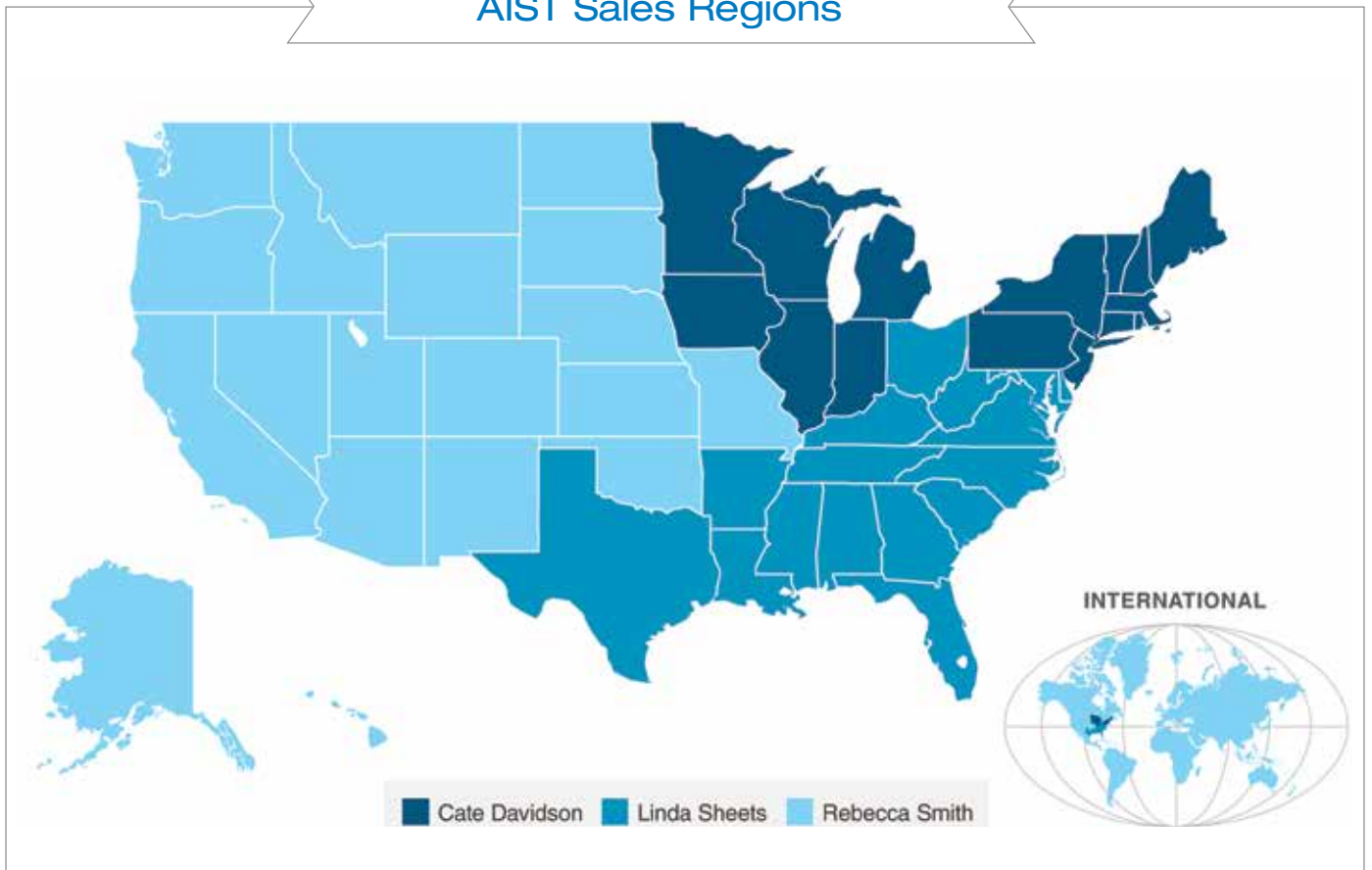




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Let us help you reach the industry's key decision-makers

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AIST Anti-Harassment Policy

The Association for Iron and Steel Technology (AIST) is dedicated to providing harassment-free forums for everyone, regardless of age, race, religion, disability, gender, gender identity or sexual orientation. We do not tolerate harassment in any form. Harassing behaviors include: offensive verbal comments related to age, race, religion, disability, gender, gender identity or sexual orientation; the use or display of sexual images, activities or commentary in public spaces; deliberate intimidation; stalking or following; harassing photography or recording; sustained disruption of events; or inappropriate physical contact. Participants asked to stop any harassing behavior are expected to comply immediately. Participants violating this policy may be sanctioned or expelled from the forum or the membership at the discretion of the AIST leadership.