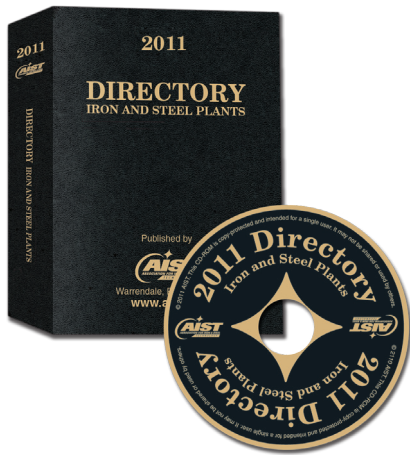


Advertise in the 2011 Directory Iron and Steel Plants

An effective advertising medium —
as well as a useful personnel source and sales tool.



No agency or cash discounts.
Production costs are additional.

There are no production costs to repeat a 2010 ad or if complete electronic materials are provided.

Full-page ad only US\$1,500 NET/page

PRODUCTION CHARGES (in addition to regular ad price of US\$1,500)

- Repeat of 2010 Directory ad with revisions — US\$200.
- AIST to create a Directory ad — US\$300.
- New, complete electronic materials supplied by advertiser — no charge.
- Repeat of 2010 Directory ad with no revisions — no charge.

Unusual layout or digital retouching will incur a charge.

The Directory is used by steel company executives, operators, engineers and maintenance personnel.

- Targeted to reach your prospects and customers.
- Published annually — available January 2011.
- Listings of North American steel producers and supplier companies from around the world.
- Includes a searchable CD-ROM containing the full text of the Directory.

Advertising Specifications

PUBLICATION DATE

January 2011

MATERIAL DUE DATE

October 29, 2010

MATERIAL SPECIFICATIONS

Ink Color: Black and white full pages only. Size: 4x6½ in. — no bleeds.

All ads must be 300 dpi resolution, black and white or grayscale Tiff, Eps or high-resolution PDF files with embedded fonts. No film will be accepted. PDF is the preferred format.

PRODUCTION CHARGES

No production charge for repeated 2010 Directory ads or new, complete electronic materials provided by advertiser. To revise a 2010 ad, the charge will be US\$200. To create an ad, the charge will be US\$300.

AD SUBMISSIONS

Submit materials to:
2011 Directory Ads
Attention: Janet McConnell
186 Thorn Hill Road
Warrendale, PA 15086 USA
Phone: (724) 814-3028
Fax: (724) 814-3029
E-mail: jmccconnell@aist.org

BILLING INFORMATION

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

E-MAIL _____ PHONE _____

For additional information, contact Gerry Kane [(724) 814-3022 or gkane@aist.org] or Jeff Campbell [(724) 814-3030 or jcampbell@aist.org] or visit www.AIST.org.

To ensure that your company is listed within the Directory, contact Lisa Oldham [(724) 814-3040 or loldham@aist.org].

Please send completed order form to: **2011 AIST DIRECTORY OF IRON AND STEEL PLANTS**, Association for Iron & Steel Technology, 186 Thorn Hill Road, Warrendale, PA 15086 USA, or fax to (724) 814-3001.