

PUTTING THE PIECES
TOGETHER FOR YOU!



ASSOCIATION FOR IRON & STEEL TECHNOLOGY
2012 MEDIA KIT

The Association for Iron & Steel Technology...
Helping You Reach the Global Iron and Steel Industry








“Where Do I Start”



AIST has already put the puzzle together for you! Through our products, you'll reach steel professionals looking for the latest in equipment, production and process technologies.

Expand your business by advertising in any combination of AIST's products:

-  *Iron & Steel Technology*, the premier monthly technical journal for the steel industry.
-  Print and e-Advertising packages, customized just for you.
-  e-Advertising, with multiple opportunities reaching a variety of end-users.
-  Sponsorship opportunities, including major conferences, specialized training seminars and much more.
-  *Directory Iron and Steel Plants*, the “black book” for the steel industry.

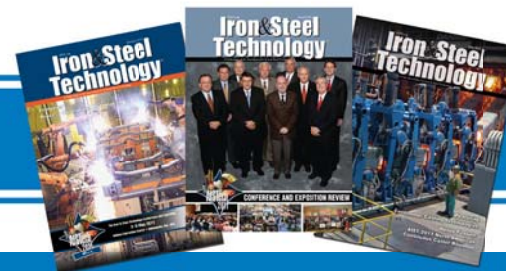
When you partner with AIST, you'll reach major producers, suppliers and academia in more than 70 countries. We'll show you how to put the pieces together to create an effective advertising campaign.

Contact AIST today! Visit AIST.org.






Iron & Steel Technology



2012 Editorial Calendar

Month	Feature Topic	Bonus Feature	Bonus Distribution*	Closing Date	Material Due
January	Electric Steelmaking	Electric Arc Furnace Roundup	Modern Electric Furnace Steelmaking Training (Feb 2012) Specialty Steelmaking Training (Feb 2012) Globe-Trotters (Aug 2012) Southwest Member Chapter Spring Meeting (Mar 2012)	16 Nov 2011	22 Nov 2011
February	Flat Product Rolling, Processing and Finishing and Rolls		Hot Flat Rolling Fundamentals (Feb 2012)	14 Dec 2011	20 Dec 2011
March	Coke & Ironmaking	Pre-Show Issue for AISTech 2012 Coke Oven Battery Roundup, Blast Furnace Roundup	Making Shaping and Treating of Steel 101 (Mar 2012) Southwest Member Chapter Spring Meeting (Mar 2012) Western Conference (Mar 2012)	17 Jan 2012	23 Jan 2012
April	Oxygen Steelmaking	Pre-Show Issue for AISTech 2012 Basic Oxygen Furnace Roundup		17 Feb 2012	23 Feb 2012
May	Project & Plant Management, Energy & Utilities, and Environmental Technologies	Show Issue for AISTech 2012	AISTech 2012 (May 2012)	16 Mar 2012	22 Mar 2012
June	Material Handling, Packaging & Transportation		Crane Symposium (Jun 2012)	16 Apr 2012	20 Apr 2012
July	Ladle Metallurgy & Continuous Casting	Continuous Caster Roundup	Continuous Casting Training (Oct 2012) Ladle Refractory Training (Oct 2012)	18 May 2012	24 May 2012
August	Long Products, Pipe & Tube Products	Rod and Bar Rolling Roundup	Globe-Trotters (Sep 2012) Rod & Bar Rolling Training (Feb 2013)	19 Jun 2012	25 Jun 2012
September	Maintenance & Reliability		Practical Solutions for Maintenance & Reliability Training (Sep 2012) Midwest Member Chapter Product Fair (Sep 2012) Birmingham Member Chapter Fall Meeting (Sep/Oct 2012)	19 Jul 2012	25 Jul 2012
October	Process Metallurgy & Product Applications		MS&T'12 (Oct 2012), CONAC (Oct 2012) Continuous Casting Training (Oct 2012)	20 Aug 2012	24 Aug 2012
November	Hot Flat Product Rolling, Rolls, and Safety & Health	Hot Strip Mill Roundup, Plate Mill Roundup	 Safety and Health Conference (Nov 2012) Leadership Conference (Nov 2012) Southeast Member Chapter Fall Meeting (Nov 2012) Cold Rolling Fundamentals (Feb 2013)	19 Sep 2012	25 Sep 2012
December	Process Control & Automation		Modern Electric Furnace Steelmaking Training (Feb 2013) Specialty Steelmaking Training (Feb 2013) Cold Rolling Fundamentals (Feb 2013)	19 Oct 2012	25 Oct 2012


*Bonus distribution valid as of 30 September 2011. For the latest information, visit AIST.org.

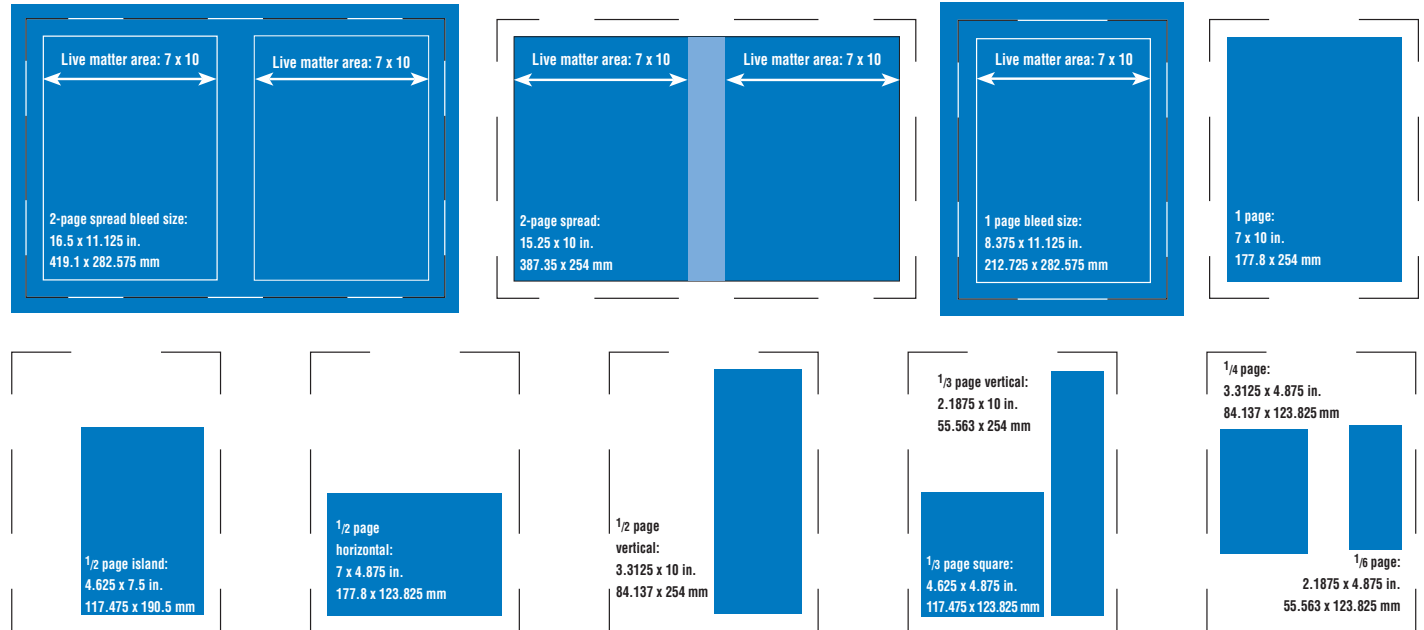
Iron & Steel Technology

The premier technical journal for the steel industry.



Iron & Steel Technology — Bleed Size: 8 3/8 x 11 1/8 in. Final Trim Size: 8 1/8 x 10 7/8 in.

 = trim size



Mechanical Requirements

Space size	Ad dimensions	
	Width x Height (in.)	Width x Height (mm)
1 page – no bleed	7 x 10	177.8 x 254
1 page – with bleed live matter area	8.375 x 11.125 7 x 10	212.725 x 282.575 177.8 x 254
1/2 page horizontal	7 x 4.875	177.8 x 123.825
1/2 page horizontal spread	16.5 x 5.5625	419.1 x 141.288
1/2 page vertical	3.3125 x 10	84.137 x 254
1/2 page island	4.625 x 7.5	117.475 x 190.5
1/3 page square	4.625 x 4.875	117.475 x 123.825
1/3 page horizontal	7 x 3.6875	177.8 x 93.663
1/3 page vertical	2.1875 x 10	55.563 x 254
1/4 page	3.3125 x 4.875	84.137 x 123.825
1/6 page	2.1875 x 4.875	55.563 x 123.825
2-page spread – no bleed	15.25 x 10	387.35 x 254
2-page spread – with bleed live matter area for each page	16.5 x 11.125 7 x 10	419.1 x 282.575 177.8 x 254

Classified Ad Requirements

Space size	Ad dimensions	
	Width (in.)	Height (in.)
1 column	2.1875	1 to 4
2 columns	4.625	1 to 4

Minimum classified height is 1 in.
Maximum classified height is 4 in.

Classified Rates

Per column inch, 2.1875 in. wide \$135
Per column inch, 4.625 in. wide \$270
(non commissionable, no cash discount)

Printing Data

Halftone screens 133–150 lpi
Maximum screen density 280
Printing process web offset
Binding perfect bound

Magazine Advertising Rates Per Month Black-and-white rates for standard space units

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








*Guarantees a position opposite or adjacent to editorial material. ** Requires purchase of same size ad.

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

Color Rates (in addition to black-and-white rates)

2-color	US\$325
PMS	US\$375
4-color process	US\$1,100
Second page of 2-page, 4-color spread	US\$550
Bleed ads	No extra charge

Acceptable material:

-  High-resolution PDF is the preferred format.
-  300 dpi resolution.
-  CMYK process color or grayscale (note that RGB images and type will incur a color variance or may not print correctly).
-  Tiff, EPS or high-resolution PDF files with embedded fonts (Mac or PC).
-  Illustrator EPS files must be saved as version CS4 or lower.
-  Text for bleed ads must be within a 7 x 10-inch area or risk text loss at trim.
-  FTP upload is available upon request.



“We have quite a broad range of solutions, services and products to promote. That’s why *Iron & Steel Technology* is an important part of our overall

advertising and communications strategy. With their vast and diverse metals industry audience, we know we can reach the right people no matter what the message is.”

Tom Suski, Marketing Communications Manager — Metals Technologies, Siemens Industry Inc.



How to Submit Material

Iron & Steel Technology is printed using computer-to-plate technology, and electronic advertising material is required. Submit your material to Janet McConnell, jmccConnell@aist.org, +1.724.814.3028.



Special Opportunities



Don't limit your exposure. Take advantage of special opportunities to make your advertisement jump off the page.

Pre-Show and Show Issues Special Offer

Iron & Steel Technology offers a 25% discount for the March AISTech Pre-Show Issue for all advertisers who have committed to advertise in the May AISTech Show Issue. Commit to the March and May issues and receive a 50% off discount for the April Pre-Show Issue.

Roundups

Sponsor an annual AIST Roundup that fits your company's technological know-how and your logo will be featured on the roundup.

Roundups Include:


 Electric Arc Furnace

 Coke Oven Battery

 Blast Furnace

 Basic Oxygen Furnace

 Continuous Caster

 Rod and Bar Rolling

 Hot Strip Mill

 Plate Mill

Inserts

Target your audience at a fraction of the cost of direct mail! Inserts capture the attention of readers and afford the added flexibility of producing a piece of a custom size on unique paper stock.

Belly Banding

Wrap your message around *Iron & Steel Technology!*
Readers will have to see your piece before they can read their issue.





Bundle Packages

Putting all the pieces together: build a successful advertising program with AIST bundle packages.

You don't have to spend a fortune to create effective advertising. Consolidate your advertising efforts so you can spend less of your valuable time piecing together a marketing campaign and more time where it matters the most. AIST has already put it together for you!

Your customers are on the move. A flexible, cross-platform advertising campaign with AIST can reach them no matter their location, and take your results to the next level. AIST's knowledgeable sales staff will work with you to create an effective advertising bundle to keep your message and company in front of the right people.

As the saying goes, the whole is greater than the sum of its parts. Print advertising, e-Advertising and AIST's many sponsorship opportunities are terrific individual pieces. To effectively capitalize on your investment, add them together for a complete results-oriented package.





e-Advertising

AIST's e-Advertising provides you with opportunities to build your brand, promote your services and sell your products...24 hours a day!



AIST SteelLinks.com

The search engine dedicated exclusively to the global steel industry, SteelLinks.com receives approximately 15,000 user sessions per month.

Banner Positions Available — Home page positions 1–6, Category pages positions 1 and 2 (left and right).

Bonus Opportunity — Run ads on both SteelLinks.com and SteelNews.com and receive 50% off second site.

Banner Ad Size	Position	Cost Per Month			
	Home Page	1 Month	3 Months	6 Months	12 Months
100 Pixels x 100 Pixels	1st Position*	US\$360	US\$310	US\$280	US\$260
	2nd Position*	US\$335	US\$260	US\$230	US\$210
	3rd, 4th, 5th & 6th Position	US\$260	US\$185	US\$155	US\$135
	Category Listing	1 Month	3 Months	6 Months	12 Months
	1st Position*	US\$140	US\$125	US\$115	US\$110
	2nd Position*	US\$110	US\$105	US\$85	US\$70
100 Pixels x 200 Pixels	Home Page	1 Month	3 Months	6 Months	12 Months
	1st Position*	US\$460	US\$410	US\$380	US\$360
	2nd Position*	US\$435	US\$360	US\$330	US\$310
	3rd, 4th, 5th & 6th Position	US\$360	US\$285	US\$255	US\$235
	Category Listing	1 Month	3 Months	6 Months	12 Months
	1st Position*	US\$240	US\$225	US\$215	US\$210
2nd Position*	US\$210	US\$195	US\$185	US\$170	

*Position is first-come, first-served

Full tracking statistics are available on all AIST e-Advertising opportunities.

AIST SteelNews.com

SteelNews.com has the most in-depth daily coverage on steel producers, suppliers, mergers, acquisitions, contracts, equipment, technology, safety and more. SteelNews.com receives approximately 9,000 user sessions per month.

Banner Positions Available — Home page positions 1–6 (right only).

Bonus Opportunity — Run ads on both SteelLinks.com and SteelNews.com and receive 50% off second site.

Banner Ad Size	Position	Cost Per Month			
	Home Page	1 Month	3 Months	6 Months	12 Months
100 Pixels x 100 Pixels	1st Position*	US\$360	US\$310	US\$280	US\$260
	2nd Position*	US\$335	US\$260	US\$230	US\$210
	3rd, 4th, 5th & 6th Position	US\$260	US\$185	US\$155	US\$135
100 Pixels x 200 Pixels	Home Page	1 Month	3 Months	6 Months	12 Months
	1st Position*	US\$460	US\$410	US\$380	US\$360
	2nd Position*	US\$435	US\$360	US\$330	US\$310
	3rd, 4th, 5th & 6th Position	US\$360	US\$285	US\$255	US\$235

*Position is first-come, first-served

AIST Update

The AIST Update is a monthly e-newsletter with a circulation of more than 20,000 opt-in subscribers.

Banner Position Available — Home page (top right). Only one banner per page for the duration of the banner.

Bonus Opportunity — Run your banner in the Update and receive a 1-month SteelLinks.com home page banner for **FREE**.

Banner Ad Size	Cost
100 x 200 pixels	US\$1,200

AIST.org

Premium positions — The top-hitting pages! Place a banner ad in the magazine, employment or calendar areas of the official home of AIST.

AIST.org receives approximately 35,000 user sessions per month.

Banner Position Available — Magazine, employment, calendar home pages and e-Reader, top only. One banner per page for duration of campaign.

Banner Ad Size	Position	Cost Per Month			
		1 Month	3 Months	6 Months	12 Months
450 x 60 pixels	Steel Calendar	US\$600	US\$585	US\$570	US\$555
	Employment				
	Magazine: <i>Iron & Steel Technology</i>				
	Magazine e-Reader				



“We are proud to be a part of AIST. The regular advertising, Web banners and sponsorships that we do with AIST have been a great way to network and reach out to the people who use our products.”

Stacy Thomas, Marketing Coordinator,
Ace World Companies



SteelLinks.com
SteelNews.com +
AIST.org



How to Submit Material

Submit your material to Gina Kosak,
gkosak@aist.org, +1.724.814.3024.



Acceptable file formats: GIF, JPG, PNG, TIFF,
SWF and Flash.



Maximum file size: 25 KB



Sponsorship



“Heraeus Electro-Nite has been an active supporter of AIST since its inception in 2004. Contributing to AIST through sponsorships is an ideal way to publicly show our support and align our company with AIST, a premier steel industry technical association.”

Christopher J. Carr, Marketing Manager,
Heraeus Electro-Nite Co. LLC

Put your company in front of the entire audience! Ranging from individual items to larger conferences, an AIST sponsorship is a cost-effective route to increase visibility.

AISTech

Sponsor a piece of AISTech — The Iron & Steel Technology Conference and Exposition, the largest gathering of steel industry personnel each year in North America. AISTech sponsorships include webcasts, smartphone apps, luncheons, feature giveaways, lanyards, pens, aisle signs, receptions, coffee breaks and much more.



SP&A/MS&T

The Steel Properties & Applications Conference, combined with the Materials Science & Technology Conference and Exhibition, offers such sponsorships as luncheons, happy hours, lanyards, event bags, breaks and more.



Specialty Training Conferences

With up to 15 training seminars per year, and an average of 130 attendees per course, these sponsorships target a specific key audience. Choose the conference that complements your product and company. Sponsorships range from breakfasts, lunches and dinners to receptions and plant tour transportation.



Contact AIST today to customize your sponsorship package!
Visit AIST.org/advertising









Directory Iron and Steel Plants

The AIST *Directory Iron and Steel Plants* is a comprehensive resource that industry professionals rely on — the “black book” of the steel industry.

Features include:



-  Product, equipment and capacity information for steel producers and suppliers in North America and around the world.
-  Up-to-date information on more than 1,500 companies and 15,000 individual contacts.
-  Associations and technical societies affiliated with the iron and steel industry.
-  A searchable CD-ROM containing the full text of the Directory.

Published annually, the Directory is used by steel company executives, operators, engineers and maintenance personnel.

Full-Page Ad Size	Cost
4 x 6.5 in. (101.6 x 165.1 mm)	US\$1,500

Contact AIST today to include the Directory in your advertising plan.

Acceptable material:

-  All ads must be 300 dpi resolution, black and white or grayscale TIFF, EPS or high-resolution PDF files with embedded fonts.
-  No bleeds.



How to Submit Material

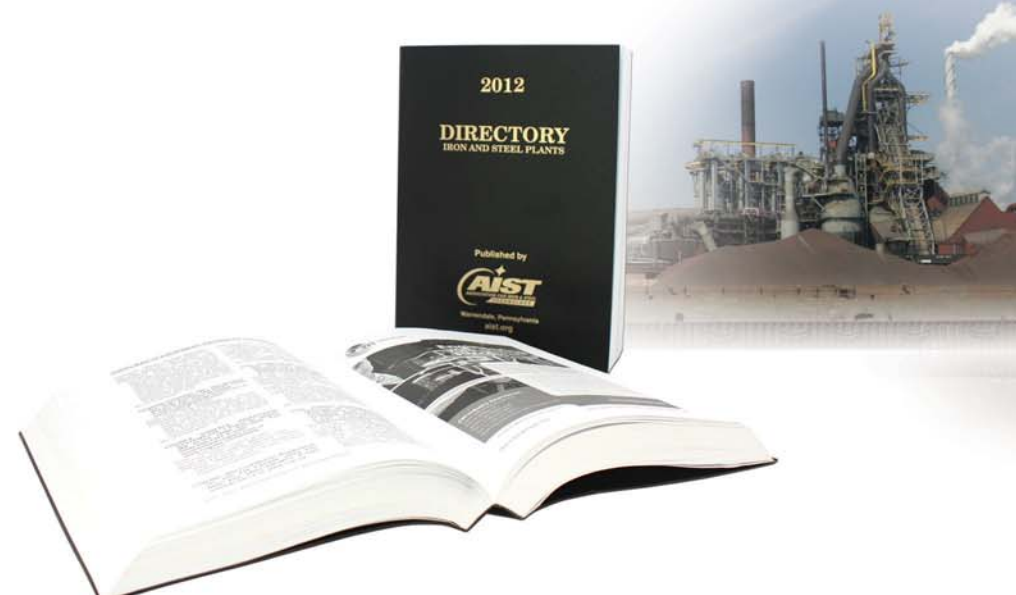
PDF is the preferred format. Submit your material to Janet McConnell, jmccConnell@aist.org, +1.724.814.3028.



“Our ad and company listing in AIST’s *Directory Iron and Steel Plants* gives our products and services exposure in the most

comprehensive reference directory in the industry.”

James Jeschke Jr., President, Herr-Voss Stamco Mill Service Solutions



To Advertise, Contact:



WILLIAM ALBAUGH

SALES MANAGER • balbaugh@aist.org • +1.724.814.3010



GERALDINE KANE

SENIOR SALES REPRESENTATIVE • gkane@aist.org • +1.724.814.3022



BETH KIRSCHNER

SALES REPRESENTATIVE • bkirschner@aist.org • +1.724.814.3030



REBECCA SMITH

SALES ADMINISTRATOR • rsmith@aist.org • +1.724.814.3060



ASSOCIATION FOR IRON & STEEL TECHNOLOGY
186 THORN HILL ROAD
WARRENDALE, PA 15086, USA
AIST.ORG