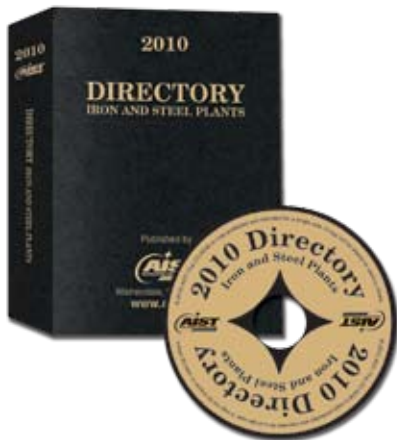


# Advertise in the 2010 Directory Iron and Steel Plants

**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 2009 ad or if complete electronic materials are provided.

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

- Targeted to reach your prospects and customers.
- Published annually — available January 2010.
- Listings of steel producers and supplier companies from around the world.
- Includes a searchable CD-ROM containing the full text of the Directory.

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

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

- Repeat of 2009 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 2009 Directory ad with no revisions — no charge. Unusual layout or digital retouching will incur a charge.

## **Advertising Specifications**

### **PUBLICATION DATE**

January 2010

### **MATERIAL DUE DATE**

October 30, 2009

### **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. PDF is the preferred format.

### **PRODUCTION CHARGES**

**No production charge for repeated 2009 Directory ads or new, complete electronic materials provided by advertiser. To revise a 2009 ad, the charge will be US\$200. To create an ad, the charge will be US\$300.**

### **AD SUBMISSIONS**

Submit materials to:  
2010 Directory Ads  
Attention: Janet McConnell  
186 Thorn Hill Road  
Warrendale, PA 15086  
Phone: (724) 814-3028  
E-mail: [jmccconnell@aist.org](mailto:jmccconnell@aist.org)

## **BILLING INFORMATION**

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
E-MAIL \_\_\_\_\_ PHONE \_\_\_\_\_

**For additional information, contact Geraldine Kane [(724) 814-3022 or [gkane@aist.org](mailto:gkane@aist.org)] or Jeffrey Campbell [(724) 814-3030 or [jcampbell@aist.org](mailto:jcampbell@aist.org)] or visit [www.AIST.org](http://www.AIST.org).**

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

Please send completed order form to: **2010 AIST DIRECTORY OF IRON AND STEEL PLANTS**, Association for Iron & Steel Technology, 186 Thorn Hill Road, Warrendale, PA 15086, or fax to (724) 814-3001.