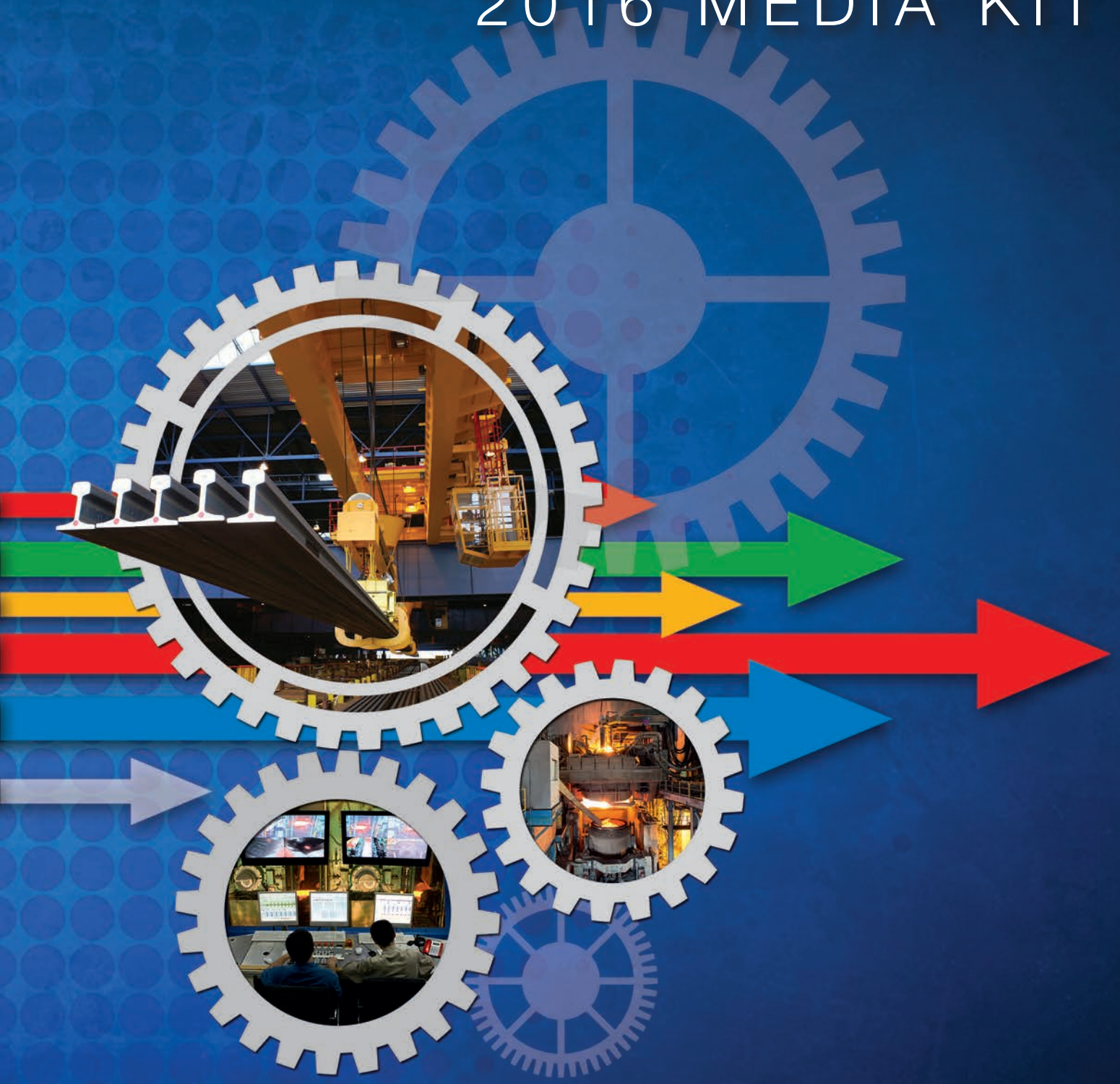


ASSOCIATION FOR IRON & STEEL TECHNOLOGY  
2016 MEDIA KIT



**Iron & Steel  
Technology**



## About AIST

The Association for Iron & Steel Technology (AIST) is a non-profit organization with 17,720 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.

## Moving in the Right Direction

Save time and money by working with AIST's Sales Team to build 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.
- *Directory — Iron and Steel Plants*, the “black book” for the steel industry.
- Digital advertising on our popular websites and HTML campaigns.
- Sponsorship opportunities at AISTech and our Technology Training Conferences.
- Bundle your advertising with conference registrations, publications and memberships to receive additional discounts.



## Contact us today!

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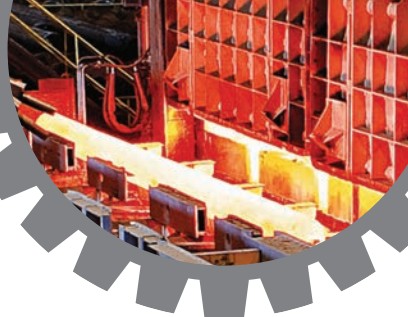
### AIST Anti-Harassment Policy

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.

# Iron & Steel Technology®



## Shift Into Gear

Advertising in *Iron & Steel Technology (I&ST)* lets you tailor your message and target your audience. *Iron & Steel Technology's* trusted technical content and engaging layout provide the perfect counterpart to your attention-getting message. Our journal often remains in offices for weeks, months or years.

Print is the essential component of your integrated marketing campaign.

## I&ST Special Opportunities

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

- AISTech Pre-Show and Show Issues — Save up to 50%! Advertise in the May show issue and get 25% off a March pre-show ad. Advertise in both the March and May issues and receive 50% off an ad in the April pre-show issue.
- Industry Roundup Sponsorships — AIST Roundups cover the comprehensive steel production process. Available Roundups are listed with the **R@UNDUP** symbol on pages 4–5.
- Inserts — Enhance your ad with a unique paper stock or style that stands out from the rest.
- Belly Band — Highlight your company before your readers open the magazine.



# 2016 Iron & Steel Technology Editorial Calendar

Bonus distribution valid as of 27 August 2015. For the latest information visit AIST.org.


**JANUARY**



**Feature:** Electric Steelmaking  
**Bonus Features:**  
 ♦ Electric Arc Furnace R@UNDUP  
 ♦ DRI R@UNDUP  
 ♦ Winners of the Reliability Achievement Award  
**Bonus Distribution:**  
 ♦ Modern Electric Furnace Steelmaking Training Seminar  
 ♦ Globe-Trotters Member Chapter Annual Meeting  
 ♦ Specialty Alloy and Foundry Training Seminar

**Ad Closing:** 17 November 2015  
**Material Due:** 23 November 2015

**FEBRUARY**




**Feature:** Cold Sheet Rolling, Processing, Coating & Finishing  
**Bonus Feature:**  
 ♦ Galvanizing Lines R@UNDUP  
**Bonus Distribution:**  
 ♦ Hot Rolling Fundamentals Training Seminar  
 ♦ Rod and Bar Rolling Training Seminar

**Ad Closing:** 15 December 2015  
**Material Due:** 21 December 2015




**MAY**



**Feature:** Project & Plant Management, Energy & Utilities, and Environmental Technologies  
**Bonus Features:**  
 ♦ AISTech 2016 Show Issue  
 ♦ Winners of the Project Excellence Award  
**Bonus Distribution:**  
 ♦ AISTech 2016

**Ad Closing:** 18 March 2016  
**Material Due:** 24 March 2016

**JUNE**



**Feature:** Material Handling, Packaging & Transportation  
**Bonus Feature:**  
 ♦ Winners of the 2016 Energy Achievement Award  
**Bonus Distribution:**  
 ♦ Crane Symposium

**Ad Closing:** 20 April 2016  
**Material Due:** 26 April 2016


**SEPTEMBER**



**Feature:** Maintenance & Reliability  
**Bonus Feature:**  
 ♦ MS&T Program  
**Bonus Distribution:**  
 ♦ Maintenance Conference  
 ♦ Southeast Member Chapter Annual Meeting  
 ♦ MS&T16

**Ad Closing:** 20 July 2016  
**Material Due:** 26 July 2016

**OCTOBER**



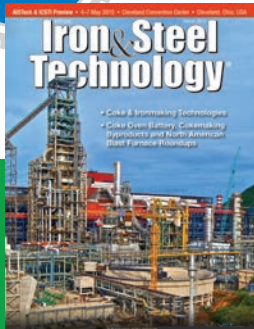
**Feature:** Process Metallurgy & Product Applications  
**Bonus Feature:**  
 ♦ MS&T Program  
**Bonus Distribution:**  
 ♦ MS&T16  
 ♦ Student Issue

**Ad Closing:** 16 August 2016  
**Material Due:** 22 August 2016



25%  
OFF\*

MARCH



**Feature:** Coke & Ironmaking

**Bonus Features:**

- ◆ AISTech 2016 Preview
- ◆ Coke Oven Battery R@UNDUP
- ◆ Cokemaking Byproducts R@UNDUP
- ◆ Blast Furnace R@UNDUP

**Bonus Distribution:**

- ◆ The Making, Shaping and Treating of Steel: 101
- ◆ Southwest Member Chapter Annual Meeting

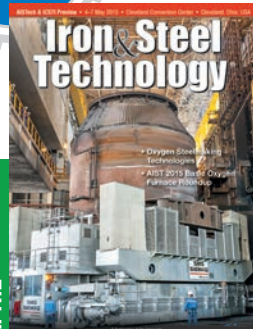
**Ad Closing:**  
15 January 2016

**Material Due:**  
21 January 2016



50%  
OFF\*

APRIL



**Feature:** Oxygen Steelmaking

**Bonus Features:**

- ◆ Basic Oxygen Furnace R@UNDUP
- ◆ AISTech 2016 Preview
- ◆ Developments in the North American Iron and Steel Industry – 2015

**Bonus Distribution:**

- ◆ Philadelphia Member Chapter Annual Meeting
- ◆ Northern Member Chapter Vendor Fair
- ◆ Student Issue

**Ad Closing:**  
17 February 2016

**Material Due:**  
23 February 2016



JULY

**Feature:** Ladle Metallurgy & Continuous Casting

**Bonus Feature:**

- ◆ Continuous Caster R@UNDUP

**Bonus Distribution:**

- ◆ Globe-Trotters Member Chapter Annual Meeting
- ◆ Continuous Casting Training Seminar
- ◆ Specialty Alloy and Foundry Training Seminar
- ◆ Ladle Refractory and Specialty Steelmaking Training Seminar

**Ad Closing:**  
17 May 2016

**Material Due:**  
23 May 2016



AUGUST

**Feature:** Long Products Rolling Technologies

**Bonus Features:**

- ◆ Rod and Bar Rolling R@UNDUP
- ◆ AISTech 2016 Conference and Exposition Retrospective

**Bonus Distribution:**

- ◆ Globe-Trotters Member Chapter Annual Meeting
- ◆ Rod and Bar Rolling Training Seminar
- ◆ Pipe and Tube Training Seminar
- ◆ Student Issue

**Ad Closing:**  
21 June 2016

**Material Due:**  
27 June 2016



NOVEMBER

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

**Bonus Features:**

- ◆ Hot Strip Mill R@UNDUP
- ◆ Plate/Steckel Mill R@UNDUP

**Bonus Distribution:**

- ◆ Cold Rolling Fundamentals Training Seminar
- ◆ Western Conference
- ◆ AIST Leadership Conference

**Ad Closing:**  
21 September 2016

**Material Due:**  
27 September 2016



DECEMBER

**Feature:** Process Control & Automation

**Bonus Distribution:**

- ◆ Rod and Bar Rolling Training Seminar

**Ad Closing:**  
18 October 2016

**Material Due:**  
24 October 2016



Please call +1.724.814.3000 for special pricing information.



"Iron & Steel Technology reaches all the right buyers for our innovative non-contact measurement systems. Every reader is potentially a qualified lead. We appreciate the expansive editorial calendar and bonus distribution at key trade shows. The digital platform gives us an around-the-clock presence and puts us in the hands of important decision makers. For more than a decade, it has been a great vehicle to help us build our brand. We value our relationship with AIST and highly recommend its magazine to prospective advertisers."

John Buckman  
general manager and vice president of operations



## 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.).

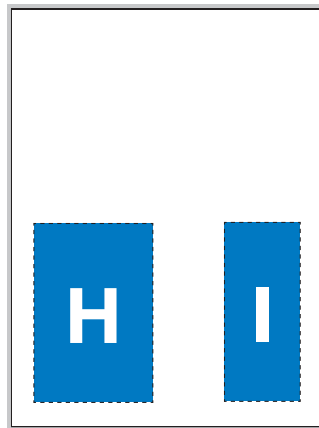
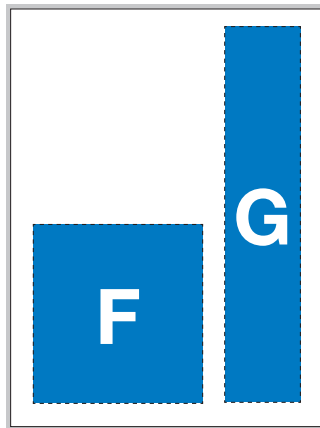
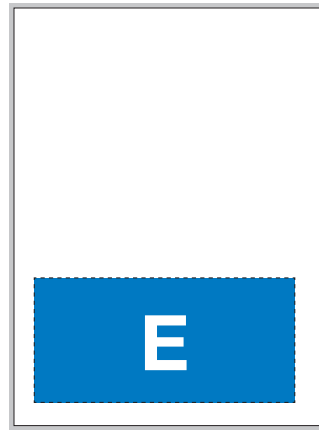
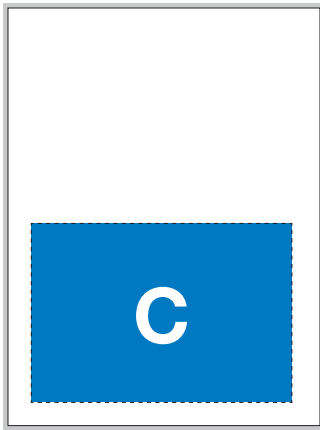
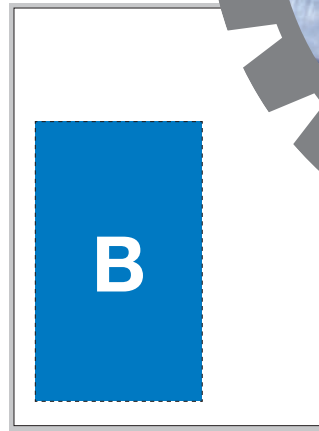
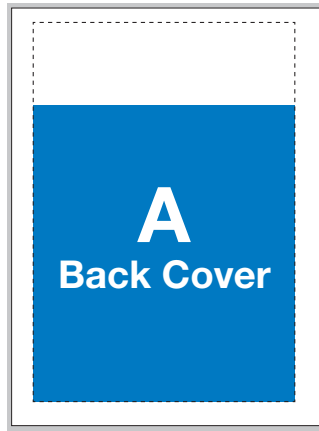
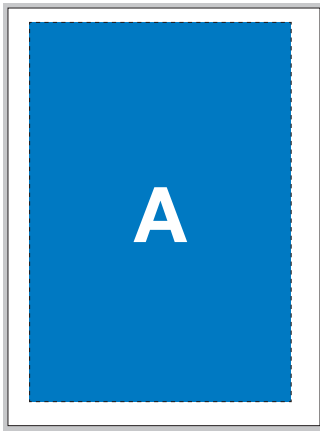
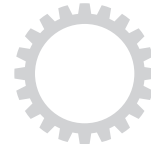
	Ad Size	4-Color Ad Cost per Month*				
		1X	3X	6X	12X	
A	1 page	213 x 283 width x height (mm) 8.25 x 11.125 width x height (in.)	US\$4,175	US\$3,700	US\$3,550	US\$3,450
	1 page, cover position	<b>Back Cover Only:</b> 213 x 219 width x height (mm) 8.25 x 8.625 width x height (in.)	US\$4,475	US\$4,100	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\$300 per column inch	NA	NA	NA
Classified	2 columns — 102 x 25 width x height (mm) 4 x 1 width x height (in.)	US\$300 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
* Special Inserts	Custom	Special Pricing	Special Pricing	Special Pricing	Special Pricing



**Print Advertising Templates**

*Iron & Steel Technology* offers print advertising templates for all ad sizes.

Visit [AIST.org/printadtemplates](http://AIST.org/printadtemplates) to download templates.

## Submission Guidelines

- 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).
- Illustrator EPS files must be saved as version CS5.5 or lower.
- Text for bleed ads must be within live matter area or risk text loss at trim.
- FTP upload is available upon request.



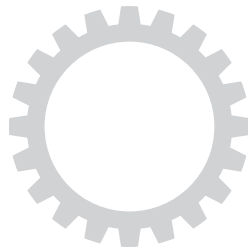
Please call +1.724.814.3000 for special pricing information.



"Since our acquisition this year, the new Regal Power Transmission Solutions has found that the combination of both traditional and digital opportunities offered by *Iron & Steel Technology* gives us the best promotional bang for the buck. In addition to the focused advertising opportunities from AIST, we benefit from the regular market and industry-focused news and statistics. Thanks, AIST!"

Jackie Catalano  
director, marketing communications

REGAL



## Unlimited Opportunities

Build your brand, promote your services and sell your products 24 hours a day with digital advertising!

## Digital Advertising

- SteelNews — 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, training seminars, and committee and chapter meetings.
- Employment Board — Current steel industry positions.
- *Iron & Steel Technology* (magazine Web page and e-reader).
- Buyer's Guide — A database enabling steel industry personnel to find essential products and services.

## Emails

- AIST Update — Includes a company logo on this monthly e-newsletter that is sent to more than 25,000 steel industry professionals.
- AISTech Product Showcase — Describe your products and promote your booth in this AISTech-specific email. This opportunity includes a company logo/image and one descriptive paragraph (50 words or less).





# Digital Advertising Rates

## 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: I&ST Web Page				
450 x 60 pixels	Buyer's Guide				
	Employment Board				
	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\$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
100 x 100 pixels	1st Position	US\$500	US\$450	US\$410	US\$375
	2nd Position	US\$475	US\$430	US\$390	US\$350
	3rd-6th Positions	US\$400	US\$365	US\$335	US\$300

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

## Buyer's Guide Banner Ads

Size	Position	1 month	3 months	6 months	12 months
100 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
100 x 100 pixels	1st Position	US\$500	US\$450	US\$410	US\$375
	2nd Position	US\$475	US\$430	US\$390	US\$350
	3rd-6th Positions	US\$400	US\$365	US\$335	US\$300

## Buyer's Guide Product Category Page Listings

100 x 200 pixels	1st Position	US\$400	US\$365	US\$330	US\$300
	2nd-6th Positions	US\$350	US\$320	US\$290	US\$265
100 x 100 pixels	1st Position	US\$300	US\$275	US\$230	US\$230
	2nd-6th Positions	US\$250	US\$230	US\$210	US\$195

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

## Email Advertising Banner Ads

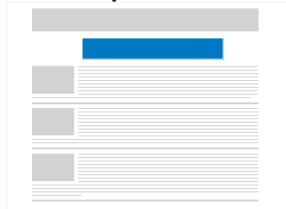
Size	HTML	Cost per Month	Distributed
100 x 200 pixels	AIST Update	US\$2,500	Monthly
150 x 90 pixels	AISTech Product Showcase	US\$1,200	February, March and April

Visit [AIST.org](http://AIST.org) for examples of AIST's digital advertising options.

970 x 250 pixels



450 x 60 pixels

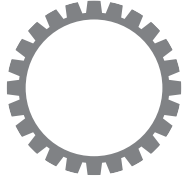


100 x 100 pixels and 100 x 200 pixels



150 x 90 pixels





# Sponsorship Opportunities

Increase your exposure with unlimited sponsorship opportunities, including global sponsorships, lunches, receptions, dinners, features, signs and much more.

Choose a sponsorship or let AIST customize a sponsorship for you at any of the following events:

- **AISTech — The Iron & Steel Technology Conference and Exposition**  
The largest annual steel exposition in the world.
- **Technology Training Conferences**  
Training targeted to specific technologies.
- **NEW — AIST Road Show**  
A one-day visit in which AIST representatives and sponsor present information about AIST directly to mill workers, up close and in person.
- **International Steel Academy**  
In-depth, on-site instruction focused on the fundamental elements of steelmaking, steel shaping and treating.
- **Italy Steel Forum**  
A two-day program highlighting important economic and technical issues in Italy and the surrounding region.
- **MS&T — Materials Science and Technology**  
The leading forum addressing structure, properties, processing and performance across the materials community.

**Increase your visibility by sponsoring an AIST event!**

**Visit [AIST.org](http://AIST.org) for a complete listing of upcoming events**



“Iron & Steel Technology targets the very important buyers of our vacuum pump technology. Its attractive, modern format and relevant content support our advertising and branding programs. We're proud of our long association with AIST.”

Mario Vitale  
senior manager — marketing

**oerlikon**  
leybold vacuum



## 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.
- Listings of worldwide supplier companies.
- Full page advertising opportunities.
- Includes searchable electronic media containing the full text of the Directory plus full-color ads.
- Complimentary Directory mailed to all advertisers and steel executives.

**Full-page ads only US\$1,700**



