

Iron & Steel Technology has been a great help to us in obtaining information and important data about the steel industry. Equally important is the opportunity the magazine gives us to present our company's information to key contacts and decision makers in the industry. As a company, we have been involved in AIST for more than 25 years. I can tell you that Iron & Steel Technology is an important tool for us to provide solutions for steel mills.







## **About AIST**

The Association for Iron & Steel Technology (AIST) is a non-profit organization with more than 18,000 members from over 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.

# Create a Seamless Marketing Campaign

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 "must-have black book" for the steel industry.
- Digital advertising on our popular websites and HTML campaigns.
- Sponsorship opportunities at AISTech, Technology Training Conferences and our Road Shows.
- Bundle your advertising with conference registrations, booth space, publications and memberships to receive additional discounts.

## Stand Out From the Crowd

Print is an essential component of your integrated marketing campaign with opportunities to advertise in *Iron & Steel Technology (I&ST)*, allowing you to 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.



# 2017 Iron & Steel Technology Editorial Calendar

Bonus distribution valid as of 1 September 2016. For the latest information visit, AIST.org.

	Month and Feature Topic		AD Closing Material Due Date	Bonus Features	Bonus Distribution
	Iron Steel Technology	January Electric Steelmaking	23 NOV 2016	Electric Arc Furnace R@UNDUP  DRI R@UNDUP  Winners of the Reliability Achievement	Modern Electric Furnace Steelmaking Training Seminar Specialty Alloy & Foundry Training Seminar
			29 NOV 2016	Award	Globe-Trotters Member Chapter Annual Meeting
	Iron Steel Technology	February Cold Sheet Rolling, Processing, Coating & Finishing	14 DEC 2016	Galvanizing Lines R@UNDUP	Hot Rolling Fundamentals Training Seminar Rod and Bar Rolling Training Seminar
	The part has proming great gre	a riilisiiiig	20 DEC 2016		
	Iron Steel Technology	March Coke & Ironmaking	16 JAN 2017 20 JAN 2017	AISTech 2017 Preview  Coke Oven Battery R@UNDUP  Cokemaking Byproducts R@UNDUP  Blast Furnace R@UNDUP	The Making, Shaping and Treating of Steel: 101 Southwest Member Chapter Annual Meeting
SHOW SPECIALS •	Iron Steel Technology	April Oxygen Steelmaking	15 FEB 2017 21 FEB 2017	Basic Oxygen Furnace R@UNDUP AISTech 2017 Preview	Student Issue Philadelphia Member Chapter Annual Meeting Northern Member Chapter Vendor Fair
	Iron Steel Technology	May Project & Plant Management,	20 MAR 2017	AlSTech 2017 Show Issue Winners of the Project Excellence Award	AISTech 2017 CHS² 2017 International Symposium on New
	Mindan	Energy & Utilities, and Environmental Technologies	24 MAR 2017		Developments in Advanced High- Strength Sheet Steels
	Iron Steel Technology	June Material Handling, Packaging & Transportation	17 APR 2017	Winners of the 2017 Energy Achievement Award	Crane Symposium
			21 APR 2017		

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# Iron&Steel Technology<sup>®</sup>

Month a	and Feature Topic	AD Closing Material Due Date	Bonus Features	Bonus Distribution
Iron Steel Technology	July Ladle Metallurgy & Continuous Casting	23 MAY 2017	Continuous Caster R@UNDUP	Globe-Trotters Member Chapter Annual Meeting Continuous Casting Training Seminar
		30 MAY 2017		Specialty Alloy & Foundry Training Seminar Ladle Refractory & Specialty Steelmaking Training Seminar
Iron Steel Technology	August Long Products Rolling Technologies	20 JUN 2017	Rod and Bar Rolling R@UNDUP Pipe and Tube R@UNDUP AISTech 2017 Conference and Exposition Review	Globe-Trotters Member Chapter Annual Meeting Rod and Bar Rolling Training Seminar
		26 JUN 2017	<u> </u>	Pipe and Tube Training Seminar Student Issue
Iron Steel Technology	September Maintenance & Reliability	19 JUL 2017	MS&T17 Program	Maintenance Conference Southeast Member Chapter Annual Meeting MS&T17
		25 JUL 2017		MS&II7
Iron Steel Technology	October Process Metallurgy & Product Applications	22 AUG 2017	MS&T17 Program	MS&T17 Student Issue
ZS		28 AUG 2017		
Iron Steel * Technology	November  Hot Flat Product Rolling, Rolls, Safety	20 SEP 2017	Hot Strip Mill R@UNDUP Plate/Steckel Mill R@UNDUP	Cold Rolling Fundamentals Training Seminar Western Conference
	& Health	26 SEP 2017		AIST Leadership Conference
Iron Steel Te nology	December Process Control & Automation	18 OCT 2017		Rod and Bar Rolling Training Seminar  Hot Rolling Training Seminar
		24 OCT 2017		



# 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*					
		Ad Size	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		
В	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		
С	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	1/3 page vertical 54 x 251 width x height (mm) 2.125 x 9.875 width x height (in.)		US\$2,825	US\$2,675	US\$2,650		
н	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		
1	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 p	remium of US\$300 over the standard space rat (Proportionately lower premiums will ap			v issue.			
Classif	fied	1 column — 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		
Classif	fied	2 columns — 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 heigh	nt is 25 mm (1 in.). Maximum classified height is	102 mm (4 in.). N	lon-commissiona	able, no cash disc	ount.		
2-page	e 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		
	213 x 283 width x height (mm)							
Advert	torial, 2 pages	8.25 x 11.125 width x height (in.)	US\$5,600	N/A	N/A	N/A		
	torial, 2 half pages, ntal 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		
*	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.

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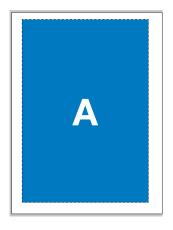
# **I&ST** Special Opportunities

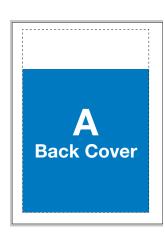
Customize your advertising with Iron & Steel Technology through these promotional opportunities:

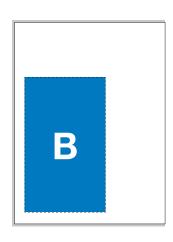
- AISTech Pre-Show and Show Issues Save up to 50%! Advertise in the May Show Issue and get 25% off a March Pre-Show ad. Advertise in both the March and May issues and receive 50% off an ad in the April Pre-Show Issue.
- Industry Roundup Sponsorships AIST Roundups cover the complete steel production process. 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.

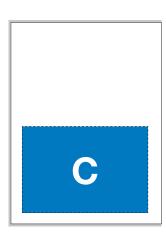
# **Print Advertising Templates**

Iron & Steel Technology offers print advertising templates for all ad sizes. Visit AIST.org/printadtemplates to download.

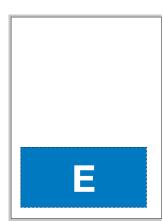


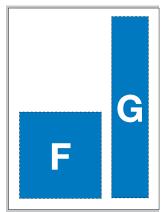


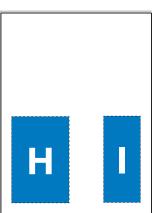












## **Submission Guidelines**

- 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.

Out of all the different advertising channels we work with at Systems, AIST has been by far the most effective when it comes to ROI. Not only have they provided great service when it comes to traditional print advertising, but coupled with AISTech and the innovative Road Show series, it is THE institution to work with in the steel industry, opening many new doors and networking copportunities.

**Kyle Morgan** marketing director The Systems Group





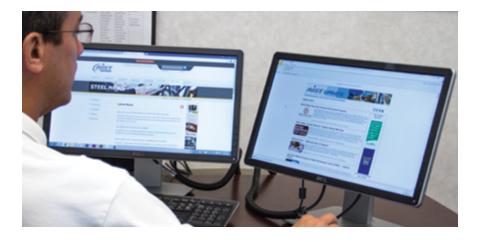
Build your brand, promote your services and sell your products 24 hours a day online!

## **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, training seminars, and committee and chapter meetings.
- Employment Board Current open steel industry positions.
- Iron & Steel Technology Prominent placement on the 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 banner and hyperlink on this monthly e-newsletter that is sent to more than 25,000 steel industry professionals.
- AISTech Product Showcase Released February, March and April.
   Describe your products and promote your booth in this AISTech-specific email. This opportunity includes a company logo/image, hyperlink and one descriptive paragraph of 50 words or less.



# **Digital Advertising Rates**

#### AIST Premium Banner Ads

Size	Premium Pages	1 month	3 months	6 months	12 months
	Steel News	US\$1,000	US\$950	US\$900	US\$850
970 x 250 pixels	Steel Calendar				
	Magazine Web Page				
	Buyer's Guide				
450 x 60 pixels	Employment Board				
	Magazine E-Reader				

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
	1st Position	US\$600	US\$550	US\$500	US\$450
100 x 200 pixels	2nd Position	US\$575	US\$525	US\$475	US\$425
	3rd-6th Positions	US\$500	US\$450	US\$410	US\$375
	1st Position	US\$500	US\$450	US\$410	US\$375
100 x 100 pixels	2nd Position	US\$475	US\$430	US\$390	US\$350
	3rd-6th Positions	US\$400	US\$365	US\$335	US\$300

Note: Steel News positions are available only on the right side.

## Buyer's Guide Banner Ads

Size	Position	1 month	3 months	6 months	12 months
1st	1st Position	US\$600	US\$550	US\$500	US\$450
100 x 200 pixels	2nd Position	US\$575	US\$525	US\$475	US\$425
	3rd-6th Positions	US\$500	US\$450	US\$410	US\$375
	1st Position	US\$500	US\$450	US\$410	US\$375
100 x 100 pixels	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 v 000 pivolo	1st Position	US\$400	US\$365	US\$330	US\$300
100 x 200 pixels	2nd-6th Positions	US\$350	US\$320	US\$290	US\$265
100 v 100 pivole	1st Position	US\$300	US\$275	US\$230	US\$230
100 x 100 pixels	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

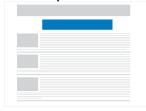
Size	Size HTML		Distributed
100 x 200 pixels	AIST Update	US\$1,500	Monthly
150 x 90 pixels	AISTech Product Showcase	US\$1,200	February, March and April

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

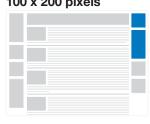
## 970 x 250 pixels



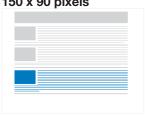
## 450 x 60 pixels



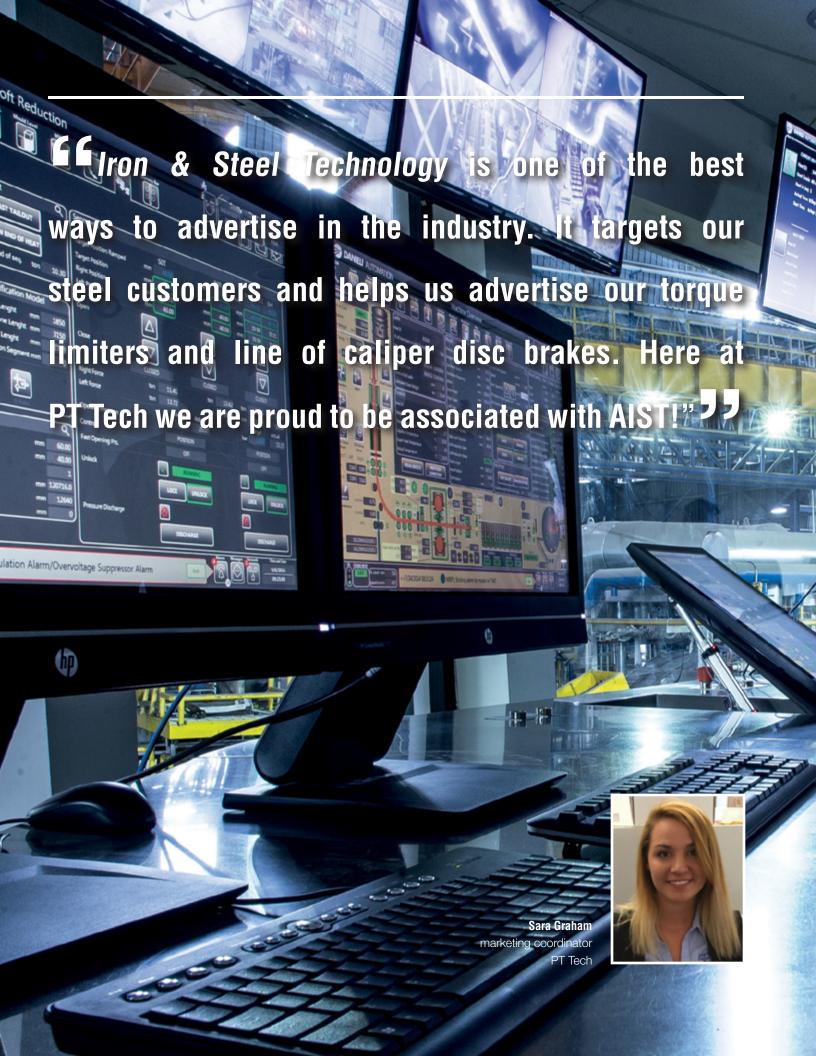
100 x 100 pixels and 100 x 200 pixels



## 150 x 90 pixels



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North American steel market, AIST has been an invaluable partner in providing industry connections and insights. Our participation in AIST events brings us closer to industry players in an open and collaborative environment, and our access to AIST industry reports gives NTN new perspectives on key users' needs.

**DAVID L. WHITE** director of industrial marketing NTN Bearing Corp. of America





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

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

- AlSTech The Iron & Steel Technology Conference and Exposition -The largest annual steel exposition in the world.
- Technology Training Conferences Training targeted to specific technologies across the steel manufacturing process.
- AIST Road Show A one-day visit in which AIST representatives present information about the association directly to mill employees and management. This is a unique opportunity for a limited number of suppliers to showcase their products and services.
- International Steel Academy In-depth, on-site instruction focused on the fundamental elements of steelmaking, steel shaping and treating.
- European Steel Forum A two-day program highlighting important economic and technical issues for today's steel industry.
- Materials Science and Technology (MS&T) The leading forum addressing structure, properties, processing and performance across the materials community.

Visit AIST.org for a complete listing of upcoming events and sponsorship opportunities.



As a global organization that offers a variety of melting, heating, holding, pouring and coating equipment for the metals industry, we rely on Iron & Steel Technology's worldwide reach. The publication offers great editorial content that keeps readers coming back for more. We are proud to be an active member of AIST and take part in both its print and online opportunities. The AIST team works with us to make sure we get the right exposure every time, and their Industry Roundups help us target our products and services to the right customers.



CARA LYNCH manager, advertising





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 digital media containing the entire Directory featuring full-color ads.
- Complimentary Directory mailed to all advertisers and steel executives.

Full-page ads only US\$1,700





**Association for Iron & Steel Technology** 186 Thorn Hill Road Warrendale, PA 15086-7528 USA +1.724.814.3000 • Fax +1.724.814.3005 • AIST.org

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Rebecca Smith inside sales representative Phone: +1.724.814.3060 rsmith@aist.org

Doreen Cary sales administrator Phone: +1.724.814.3018 dcary@aist.org

## 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.