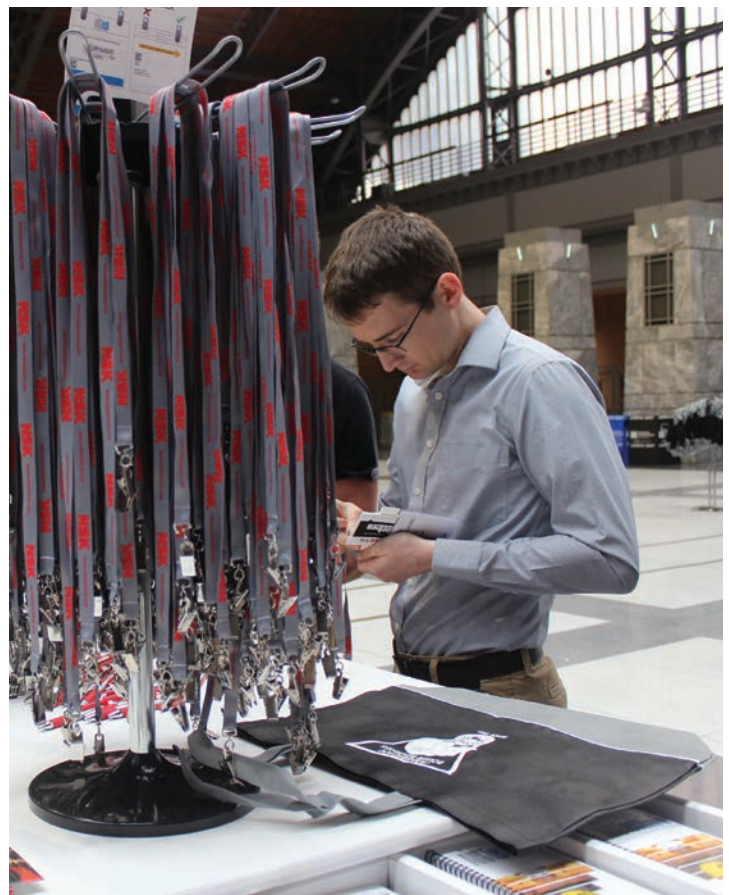


ASSOCIATION FOR IRON & STEEL TECHNOLOGY 2019 MEDIA KIT



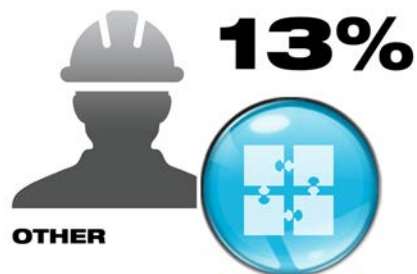
Print | Digital | Sponsorships

About AIST

The Association for Iron & Steel Technology (AIST) is an international non-profit organization with more than 17,500 members. 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.

AIST Members by Job Function



Iron & Steel Technology

27,520

I&ST Monthly Distribution

70+

Countries Reached

6K

Companies Reached

Digital

36,000

Average Monthly Visitors

91,000

Average Monthly Page Views

30K+

Email Database



7K

Industry Personnel Attend

500+

Technical Presentations

100+

Sponsorship Opportunities

AISTech

5K

Yearly Attendance

30+

Conferences Per Year

300+

Sponsorship Opportunities

Conferences & Events



“
AIST's Iron & Steel Technology
 magazine and its website connect
 with a global audience to meet CISDI
 USA's marketing and advertising
 needs. As a member of AIST for
 over 20 years, I would recommend
 AIST for its far-reaching marketing
 capabilities and international network
 to anyone in the metals industry.”

Robert D. Smith
 chief executive officer, CISDI USA
 AISTech 2019 Global Event Sponsor



Month and Feature Topic	AD Closing	Bonus Features
	Material Due Date	
January Electric Steelmaking	19 NOV 2018	Electric Arc Furnace ROUN DUP DRI ROUN DUP
	27 NOV 2018	Reliability Achievement Award Winners
February Cold Sheet Rolling, Processing, Coating & Finishing	11 DEC 2018	Galvanizing Lines ROUN DUP
	17 DEC 2018	
March Coke & Ironmaking	14 JAN 2019	AISTech 2019 Preview Coke Oven Battery ROUN DUP
	18 JAN 2019	Cokemaking Byproducts ROUN DUP Blast Furnace ROUN DUP
April Oxygen Steelmaking	13 FEB 2019	AISTech 2019 Preview Basic Oxygen Furnace ROUN DUP
	19 FEB 2019	Developments in the North American Iron and Steel Industry
May Project & Plant Management, Energy & Utilities, and Environmental Technologies	18 MAR 2019	AISTech 2019 Show Issue Project Excellence Award Winners
	22 MAR 2019	
June Material Handling, Packaging & Transportation	12 APR 2019	Energy Achievement Award Winners
	18 APR 2019	

SHOW SPECIAL: Get 3 ads for the price of 2

See AIST.org for full details

Month and Feature Topic	AD Closing	Bonus Features
	Material Due Date	
July Ladle Metallurgy & Continuous Casting	21 MAY 2019	Continuous Caster ROUN DUP
	28 MAY 2019	
August Long Products Rolling Technologies	18 JUN 2019	AISTech 2019 Conference and Exposition Review Long Products ROUN DUP Pipe and Tube ROUN DUP
	24 JUN 2019	
September Maintenance & Reliability	17 JUL 2019	MS&T19 Program
	23 JUL 2019	
October Process Metallurgy & Product Applications	20 AUG 2019	MS&T19 Program
	26 AUG 2019	
November Hot Flat Product Rolling, Rolls, Safety & Health	18 SEP 2019	Hot Strip Mill ROUN DUP Plate/Steckel Mill ROUN DUP
	24 SEP 2019	
December Process Control & Automation	15 OCT 2019	
	21 OCT 2019	

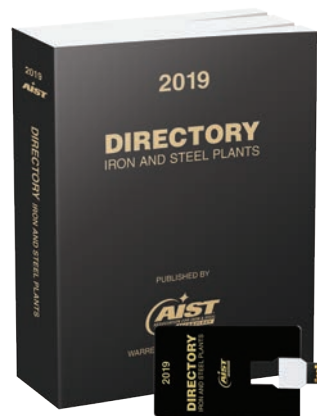
For the latest information, visit AIST.org.

Print Advertising

Directory — Iron and Steel Plants

The AIST *Directory — Iron and Steel Plants* is an annual publication known industry-wide for its comprehensive details on North American steel producers and global industry suppliers.

- 4-color advertising opportunities for **US\$1,700**
- Searchable digital media containing entire *Directory*
- Complimentary copy mailed to steel executives and advertisers



Iron & Steel Technology

With 30 technical areas of interest, *Iron & Steel Technology*, AIST's monthly journal, covers steelmaking from raw materials to finished products. **On average, 17,745 print copies of *Iron & Steel Technology* circulate each month**, with more than 30 potential bonus distribution opportunities throughout the year.

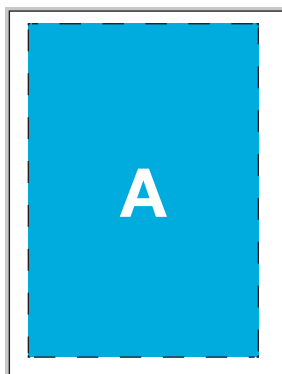
Iron & Steel Technology®

Iron & Steel Technology Advertising Templates

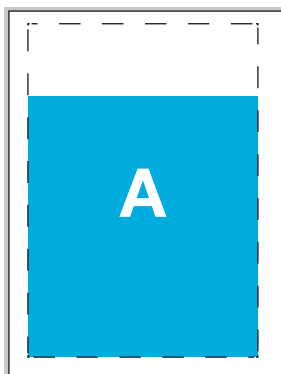
Visit AIST.org/printadtemplates to download.

Please submit ad material to Janet McConnell at jmccconnell@aist.org.

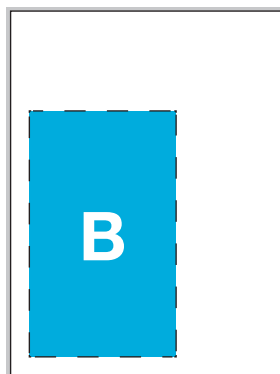
Final trim size:
8.125 x 10.875 in. (206 x 276 mm)



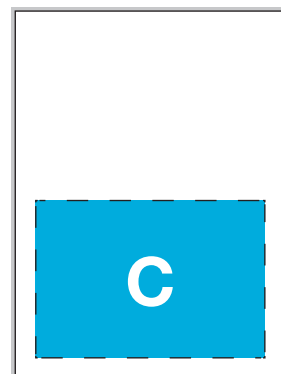
(A) Full Page
8.25" x 11.125"
(213 x 283 mm)



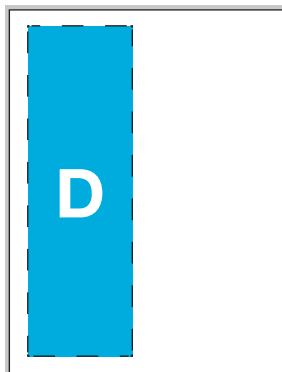
(A) Back Cover
8.25" x 8.625"
(213 x 219 mm)



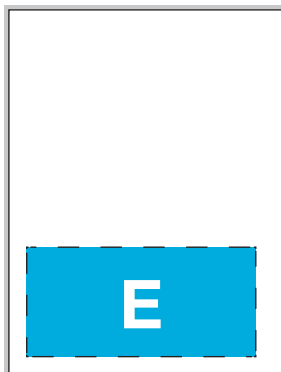
(B) 1/2 Page Island
4.4375" x 7.5"
(113 x 191 mm)



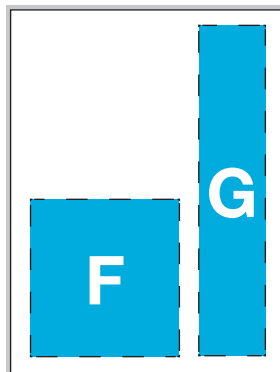
(C) 1/2 Page Horizontal
6.8125" x 4.875"
(173 x 124 mm)



(D) 1/2 Page Vertical
3.25" x 9.875"
(83 x 251 mm)

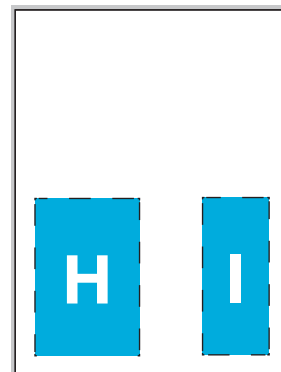


(E) 1/3 Page Horizontal
6.8125" x 3.27"
(173 x 83 mm)



(F) 1/3 Page Square
4.4375" x 4.875"
(113 x 124 mm)

(G) 1/3 Page Vertical
2.125" x 9.875"
(54 x 251 mm)



(H) 1/4 Page
3.25" x 4.875"
(83 x 124 mm)

(I) 1/6 Page
2.125" x 4.875"
(54 x 124 mm)

Iron & Steel Technology Advertising Rates

4-Color Ad Cost per Month

Ad Size		1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
A	1 page	US\$4,250.00	US\$3,825.00	US\$3,612.50	US\$3,400.00
	1 page, cover position	US\$4,600.00	US\$4,140.00	US\$3,910.00	US\$3,680.00
B	1/2 page island	US\$3,500.00	US\$3,150.00	US\$2,975.00	US\$2,800.00
C	1/2 page horizontal	US\$3,150.00	US\$2,835.00	US\$2,677.50	US\$2,520.00
D	1/2 page vertical				
E	1/3 page horizontal	US\$2,950.00	US\$2,655.00	US\$2,507.50	US\$2,360.00
F	1/3 page square				
G	1/3 page vertical				
H	1/4 page	US\$2,425.00	US\$2,182.50	US\$2,061.25	US\$1,940.00
I	1/6 page	US\$2,300.00	US\$2,070.00	US\$1,955.00	US\$1,840.00
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.)					
2-page spread		US\$7,900.00	US\$7,110.00	US\$6,715.00	US\$6,320.00
1/2 page horizontal spread		US\$5,625.00	US\$5,062.50	US\$4,781.25	US\$4,500.00
Advertorial, 2 pages		US\$5,600	N/A	N/A	N/A
Advertorial, 2 half pages, horizontal or vertical		US\$3,925			
★	Belly Band	Call for details and pricing			
★	Special Inserts				

*Contact sales at +1.724.814.3000 or sales@aist.org.

Join some of our
frequent print
advertisers!



Digital Opportunities

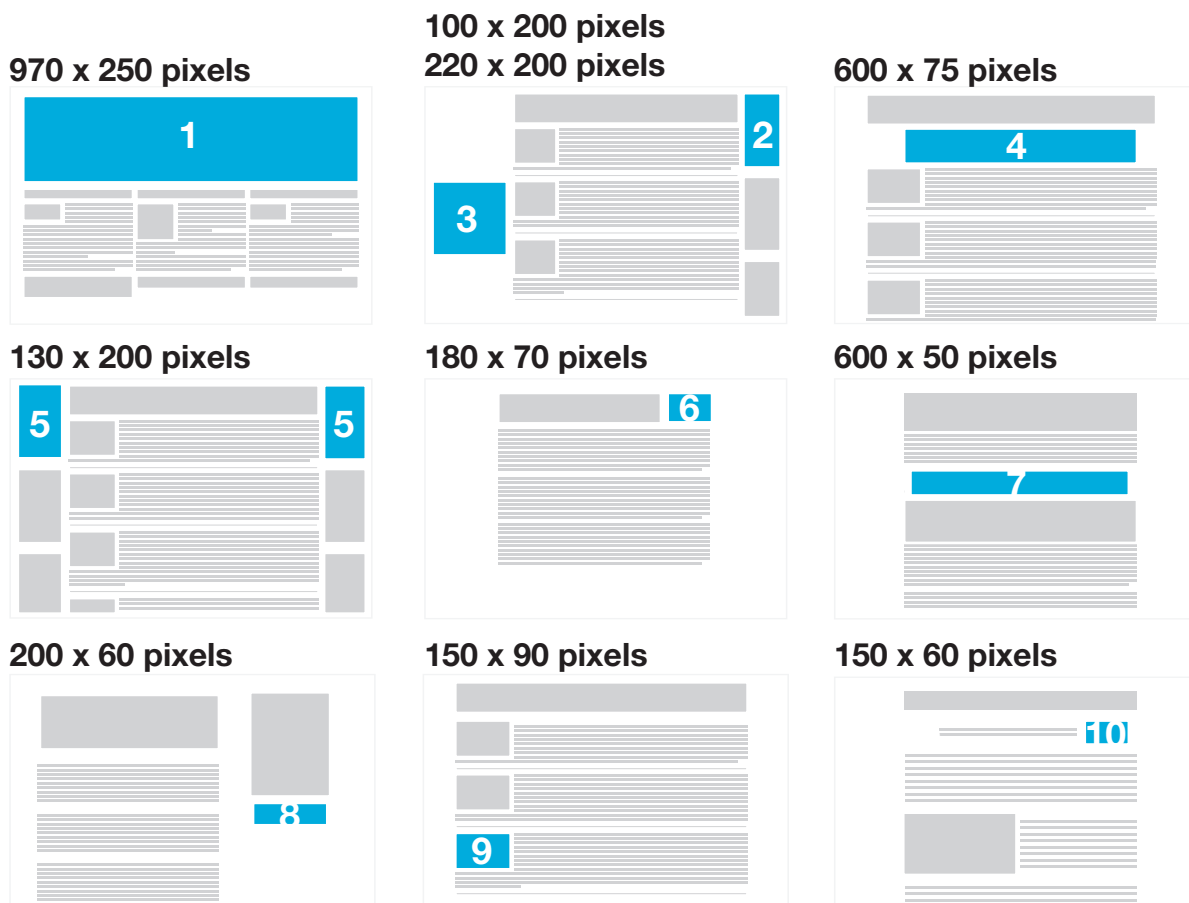
AIST offers multiple opportunities to build your brand, promote your services and sell your products through banner ads on our websites and to a growing audience through weekly, monthly and event-specific emails.

Digital Advertising

- **Steel Calendar** — Find the latest AIST and steel industry events, including annual conferences, Technology Training Conferences, and Technology Committee and Member Chapter meetings.
- **Steel News** — In-depth daily coverage of steel producers and suppliers, mergers and acquisitions, contracts, equipment, technology, and more.
- **Iron & Steel Technology** — Prominent placement on the magazine webpage.
- **Buyer's Guide** — A database enabling steel industry personnel to find essential products and services.

Email

- **Steel News Rewind** — A weekly email sent to more than 20,000 steel-related contacts. This newsletter provides the steel community with select announcements from AIST's Steel News website about North American and international producers and suppliers. One hyperlinked logo is included in the header of each edition.
- **AIST Update** — Includes a hyperlinked company banner on this monthly e-newsletter that is sent to more than 25,000 steel industry professionals. Three positions available.
- **Iron & Steel Technology Digital Edition Email** — An exclusive hyperlinked logo is included in this monthly electronic announcement of the digital edition of *Iron & Steel Technology*. This HTML is sent to more than 11,000 AIST members and subscribers.
- **AISTech Product Showcase** — This AISTech-specific email allows exhibitors to describe products and promote their booths to more than 20,000 recipients. This opportunity includes a company logo/image, URL and one descriptive paragraph of 50 words or less. Released in February, March and April.
- **AISTech Daily Email** — This email is sent Sunday through Wednesday during AISTech to a distribution upwards of 20,000. Sponsorship includes an exclusive hyperlinked logo. Two opportunities are available: Sunday and Tuesday editions and Monday and Wednesday editions.



AIST.org

	Top Premium Center Location	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
1	Steel Calendar Non-rotating	US\$1,300.00 US\$650.00	US\$1,170.00 US\$585.00	US\$1,105.00 US\$552.50	US\$1,040.00 US\$520.00
	Steel Calendar 50/50 rotating				
	/&ST Homepage Non-rotating				
	/&ST Homepage 50/50 rotating				

Note: Premium Banner Ads are located at the top and center of the page.

Steel News

	Position	1X	3X	6X	12X
1	Top Premium Non-rotating	US\$1,300.00	US\$1,170.00	US\$1,105.00	US\$1,040.00
	Top Premium 50/50 rotating	US\$650.00	US\$585.00	US\$552.50	US\$520.00
2	1st Position (right)	US\$625.00	US\$562.50	US\$531.50	US\$500.00
	2nd Position (right)	US\$600.00	US\$540.00	US\$510.00	US\$480.00
	3rd–6th Positions (right)	US\$500.00	US\$450.00	US\$425.00	US\$400.00
3	Top Left Non-rotating	US\$1,000.00	US\$900.00	US\$850.00	US\$800.00
	Top Left 50/50 rotating	US\$500.00	US\$450.00	US\$425.00	US\$400.00

Buyer's Guide

	Position	1X	3X	6X	12X
4	Top Premium	US\$700.00	US\$630.00	US\$595.00	US\$560.00
5	1st Position Home Page	US\$400.00	US\$360.00	US\$340.00	US\$320.00
	2nd–6th Positions Home Page	US\$300.00	US\$270.00	US\$255.00	US\$240.00

Email Advertising

	HTML	Cost	Distributed
6	Steel News Rewind	US\$250.00	Weekly
7	AIST Update	1st Position: US\$1,800.00	Monthly
		2nd Position: US\$1,500.00	
		3rd Position: US\$1,200.00	
8	/&ST Digital Edition	US\$1,000.00	Monthly
9	AISTech Product Showcase	US\$1,200.00	February, March and April
10	AISTech Daily Email	US\$5,000.00	Sunday and Tuesday/ Monday and Wednesday during AISTech

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

Join some of our
frequent digital
advertisers!



Sponsoring an AIST event!
Our global events allow your company to gain maximum exposure in one location.

AISTech

Steel's Premier Technology Event —
More than 7,000 iron and steel personnel
attend each year, making this the largest
annual steel exposition in the world



International Steel Academy

This international course provides
on-site training and high-level instruction
to industry professionals.

Technology Training Events

Thousands of industry workers attend
these technology-specific training
courses each year.

European Steel Forum

Industry leaders gather together at
this annual European event that highlights
economic and technical issues facing
the steel industry.

AIST Road Show

Sponsors meet with hundreds of
personnel, including key decision-makers,
from a specific producer company
at this one-day plant visit.



Materials Science & Technology (MS&T)

Thousands of materials science personnel
meet for this yearly technical conference
and exposition.

MS&T

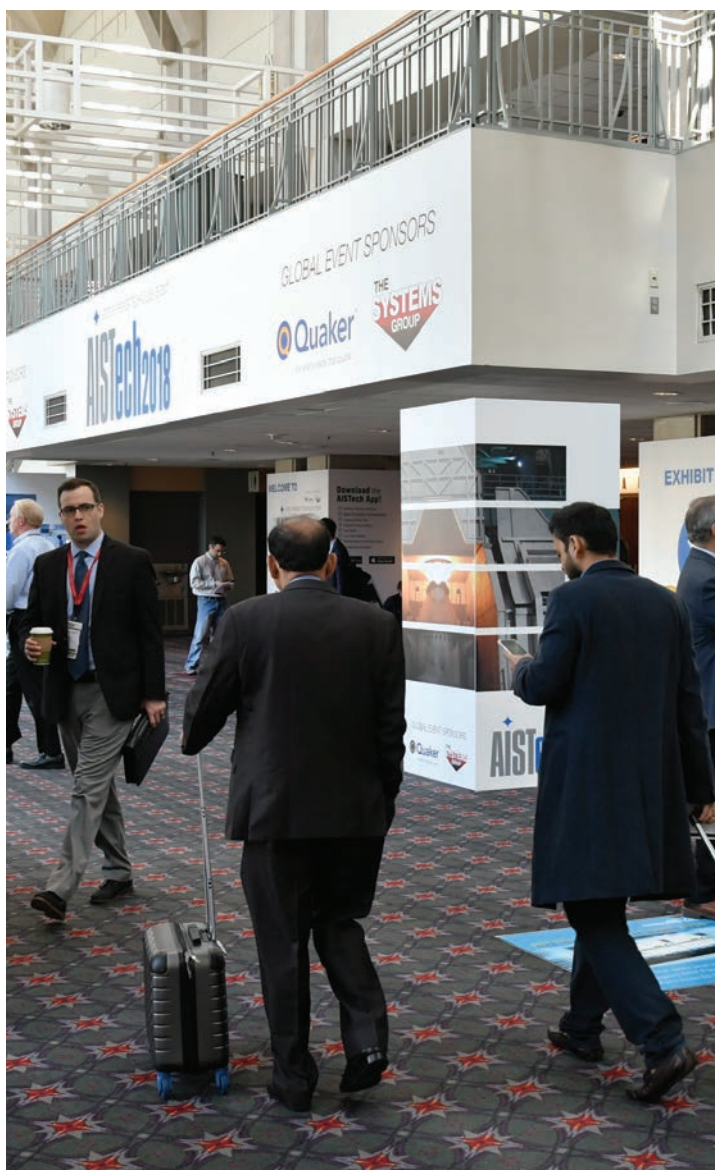
Check out AIST.org to see which sponsorship is right for you!



“AIST provides the platform to merge producers and suppliers to provide the most technically advanced solutions to the steel industry. It is both a privilege and an honor to be associated with AIST for more than two decades.”

Jeffrey G. Blankenship
president, MRSI

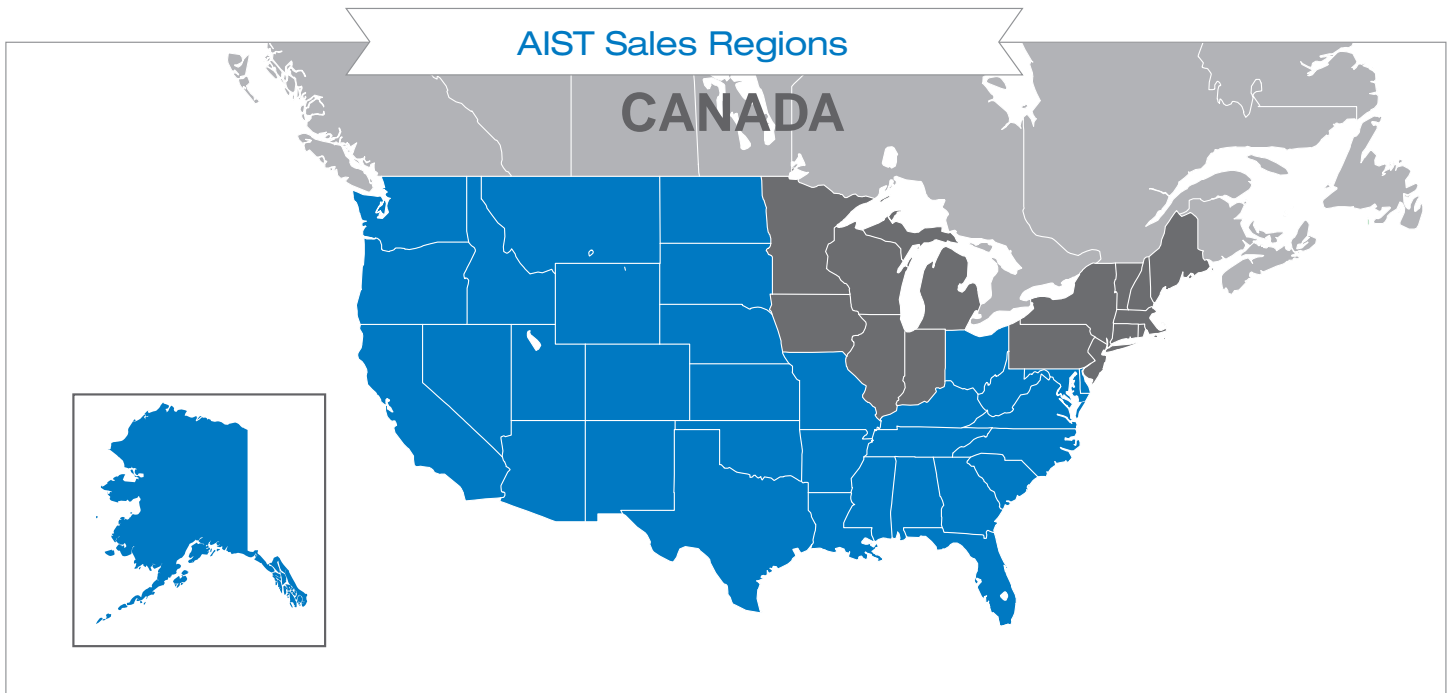
MRSI is part of the SuperBooth,
AISTech 2019 Global Event Sponsor





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Let us help you make an impact in your marketing plan!



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Vicki Dean

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vdean@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.