



2021

MEDIA KIT

We are your **STEEL NETWORK.**

Partner with AIST and expand your reach!

Print Advertising

Digital Advertising

Sponsorships



[AIST.org](https://www.aist.org)

ABOUT AIST

The Association for Iron & Steel Technology (AIST) is an international non-profit organization with more than 17,600 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.

POTENTIAL ADVERTISING REACH

IRON & STEEL TECHNOLOGY

19,245
I&ST Monthly Distribution

3,599
Companies Reached

69
Countries Reached

DIGITAL ADVERTISING

50,000
Average Monthly Visitors

105,000
Average Monthly Page Views

30K
Email Database

EVENT STATISTICS

AISTECH

7K
Industry Personnel Attendance

100+
Sponsorship Opportunities

500+
Technical Presentations

WEBINARS & VIRTUAL EVENTS*

225
Average Attendance

5+
Events Per Month

100+
Sponsorship Opportunities

*Information presented is current as of 31 July 2020. AIST is fully committed to holding in-person meetings as soon as they are safe and viable for all to attend.

AIST MEMBERS BY JOB FUNCTION

24%
Corporate Management & Administration

19%
Maintenance Operations

15%
Other

21%
Engineering

15%
Sales & Marketing

6%
Research & Academia

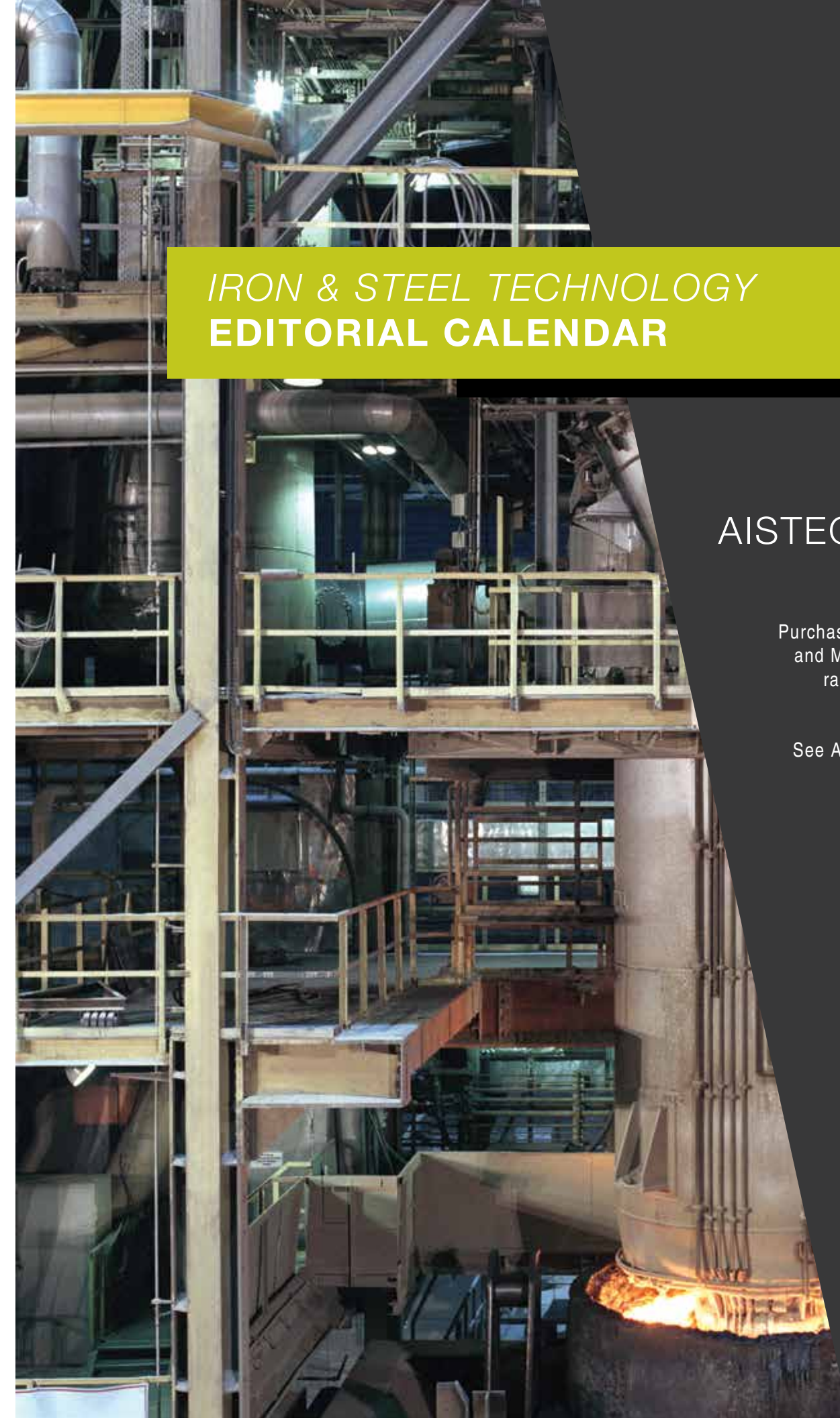
BOOST YOUR BRAND

An effective marketing campaign goes a long way to make your company successful.

Let AIST help you achieve your goals by taking advantage of several opportunities.

Bundle your advertising with conference registrations, publications and memberships to receive additional discounts.

Month and Feature Topic	Ad Closing	Bonus Features
	Material Due Date	
JANUARY Electric Steelmaking	16 NOV 2020	Electric Arc Furnace Roundup DRI Roundup Reliability Achievement Award Winners
	20 NOV 2020	
FEBRUARY Cold Sheet Rolling, Processing, Coating & Finishing	15 DEC 2020	Galvanizing Lines Roundup Cold Mill Roundup
	21 DEC 2020	
MARCH Coke & Ironmaking	14 JAN 2021	AISTech 2021 Preview Coke Oven Battery Roundup Cokemaking Byproducts Roundup Blast Furnace Roundup
	21 JAN 2021	
APRIL Oxygen Steelmaking	16 FEB 2021	AISTech 2021 Preview Basic Oxygen Furnace Roundup Developments in the North American Iron and Steel Industry
	22 FEB 2021	
MAY Project & Plant Management, Energy & Utilities, and Environmental Technologies	18 MAR 2021	AISTech 2021 Show Issue Project Excellence Award Winners
	26 MAR 2021	
JUNE Material Handling, Packaging & Transportation	15 APR 2021	Energy Achievement Award Winners
	23 APR 2021	
JULY Ladle Metallurgy & Continuous Casting	18 MAY 2021	Continuous Caster Roundup
	25 MAY 2021	
AUGUST Maintenance & Reliability	22 JUN 2021	AISTech 2021 Conference and Exposition Review
	28 JUN 2021	
SEPTEMBER Long Products Rolling Technologies	21 JUL 2021	Long Products Roundup Pipe and Tube Roundup
	27 JUL 2021	
OCTOBER Process Metallurgy & Product Applications	17 AUG 2021	MS&T21 Program
	23 AUG 2021	
NOVEMBER Hot Flat Product Rolling, Rolls, Safety & Health	22 SEP 2021	Hot Strip Mill Roundup Plate/Steckel Mill Roundup
	28 SEP 2021	
DECEMBER Process Control & Automation	20 OCT 2021	
	26 OCT 2021	



**IRON & STEEL TECHNOLOGY
EDITORIAL CALENDAR**

AISTECH SPECIAL

BUY 2 ADS, GET 1 FREE!

Purchase advertising in the March and May Issues at the published rate and receive an ad in the April issue for FREE!

See AIST.org/AdvertisingSpecial for full details.

With 30 technical areas of interest, *Iron & Steel Technology*, AIST's monthly journal, covers steelmaking from raw materials to finished products. On average, 20,000 copies of *Iron & Steel Technology* circulate each month, with more than 30 potential bonus distribution opportunities throughout the year.

IRON & STEEL TECHNOLOGY ADVERTISING SOLUTIONS

4-Color Ad Cost per Month

AD SIZE	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
A	FULL PAGE	US\$4,500	US\$4,050	US\$3,600
	COVER POSITIONS	US\$4,800	US\$4,320	US\$3,840
B	1/2 PAGE ISLAND	US\$3,700	US\$3,330	US\$2,960
C	1/2 PAGE	US\$3,300	US\$2,970	US\$2,640
D	1/4 PAGE	US\$2,500	US\$2,250	US\$2,000
2-PAGE SPREAD		US\$7,900	US\$7,110	US\$6,320
1/2 PAGE HORIZONTAL SPREAD		US\$5,625	US\$5,063	US\$4,500
ADVERTORIAL, 2 PAGES		US\$6,000	US\$5,400	US\$4,800
ADVERTORIAL, 2 HALF PAGES, HORIZONTAL OR VERTICAL		US\$4,500	US\$4,050	US\$3,600
BELLY BAND NOT AVAILABLE FOR MARCH ISSUE		US\$6,500	N/A	N/A

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.)

A
FULL PAGE
INSIDE FRONT &
INSIDE BACK
COVER
8.25" x 11.125"
(213 x 283 mm)

A
BACK COVER
8.25" x 8.625"
(213 x 219 mm)

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

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

C
1/2 VERTICAL
3.25" x 9.875"
(83 x 251 mm)

D
1/4 PAGE
3.25" x 4.875"
(83 x 124 mm)

SPECIAL INSERTS

For more information on special inserts, please contact Sales at +1.724.814.3000, ext. 2 or sales@aist.org.

PRINT TEMPLATES AVAILABLE

Visit AIST.org/PrintAdTemplates to download our ad templates.

Please submit ad material to PrintAds@aist.org.

DIGITAL ADVERTISING SOLUTIONS

POSITION	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
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CALENDAR

Find the latest AIST and steel industry events, including annual conferences, Technology Training Conferences, and Technology Committee and Member Chapter meetings.

1	TOP PREMIUM CENTER NON-ROTATING	US\$1,450	US\$1,305	US\$1,233	US\$1,160
	TOP PREMIUM CENTER 50/50 ROTATING	US\$725	US\$653	US\$617	US\$580

I&ST HOMEPAGE

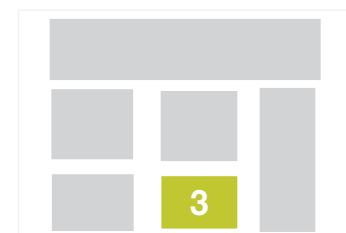
Prominent placement on the magazine webpage.

1	TOP PREMIUM CENTER NON-ROTATING	US\$1,450	US\$1,305	US\$1,233	US\$1,160
	TOP PREMIUM CENTER 50/50 ROTATING	US\$725	US\$653	US\$617	US\$580
2	1ST POSITION (right)	US\$700	US\$630	US\$595	US\$560

Note: A 10% premium over the standard pricing will be charged for the March, April and May months.



(1) 970 x 250 px (2) 170 x 200 px



(3) 280 x 1600 px

NEW FOR 2021

AIST.ORG HOMEPAGE

Create a company advertorial to be on the AIST.org homepage.

3	FEATURE AREA	US\$5,000/month
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AIST SOCIAL MEDIA POSTS

AIST will post company-sponsored content to our steel-specific LinkedIn and Facebook pages.

US\$500/post	US\$750/post with video
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(4) 600 x 75 px
(5 & 6) 130 x 200 px



(7-9) 220 x 200 px
(10-12) 100 x 200 px

POSITION	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
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BUYER'S GUIDE

A database enabling steel industry personnel to find essential products and services.

4	TOP CENTER	US\$700	US\$630	US\$595	US\$560
5	1ST POSITION HOME PAGE (left & right)	US\$400	US\$360	US\$340	US\$320
6	2ND-6TH POSITIONS HOME PAGE (left & right)	US\$300	US\$270	US\$255	US\$240

POSITION	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
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STEEL NEWS

In-depth daily coverage of steel producers and suppliers, mergers and acquisitions, contracts, equipment, technology, and more.

1	TOP PREMIUM CENTER NON-ROTATING	US\$2,000	US\$1,800	US\$1,700	US\$1,600
	TOP PREMIUM CENTER 50/50 ROTATING	US\$1000	US\$900	US\$850	US\$800
7	1ST LEFT NON-ROTATING	US\$1,200	US\$1,080	US\$1,020	US\$960
	1ST LEFT 50/50 ROTATING	US\$600	US\$540	US\$510	US\$480
8	2ND LEFT NON-ROTATING	US\$1,200	US\$1,080	US\$1,020	US\$960
	2ND LEFT 50/50 ROTATING	US\$600	US\$540	US\$510	US\$480
9	3RD LEFT NON-ROTATING	US\$1,000	US\$900	US\$850	US\$800
	3RD LEFT 50/50 ROTATING	US\$500	US\$450	US\$425	US\$400
10-11	1ST & 2ND POSITION (right)	US\$700	US\$630	US\$595	US\$560
12	3RD-6TH POSITION (right)	US\$500	US\$450	US\$425	US\$400

WEBSITE BANNER AD OPPORTUNITIES

AIST offers multiple chances to build your brand, promote your services and sell your products through our digital advertising opportunities. Reach new customers and grow your audience through banner ads on AIST.org or by advertising in our weekly, monthly and event-specific emails.

DIGITAL TEMPLATES AVAILABLE

Visit AIST.org/DigitalAdTemplates to download our ad templates.

Please submit ad material to DigitalAds@aist.org.

EMAIL BANNER AD OPPORTUNITIES

Email advertising is an effective tool for maintaining consistent communication with prospects and customers for brand promotion. Choose between the AIST Update, Steel News Rewind, AISTech Product Showcase and Daily email, and the *Iron & Steel Technology* digital edition announcement.

POSITION	RATE	DISTRIBUTION
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STEEL NEWS REWIND

Sent to more than 20,000 steel-related contacts, this weekly newsletter provides the steel community with select announcements from AIST's Steel News about North American and international producers and suppliers.

A	TOP CENTER	US\$1,000	WEEKLY
B	NEW ADVERTORIAL, 3RD POSITION	US\$1,000	WEEKLY

AIST UPDATE

The AIST monthly email newsletter is sent to more than 25,000 steel industry professionals, informing them of all AIST and steel industry happenings.

C	1ST POSITION CENTER	US\$1,800	MONTHLY
	2ND POSITION CENTER	US\$1,200	
	3RD POSITION CENTER	US\$1,000	

I&ST DIGITAL EDITION

Exclusive to one company, this monthly email is sent to more than 11,000 AIST members and subscribers announcing the digital edition of *Iron & Steel Technology*.

D	CENTER POSITION	US\$1,000	MONTHLY
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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.

E	1ST-10TH POSITION	US\$1,200/MONTH	FEBRUARY, MARCH AND APRIL
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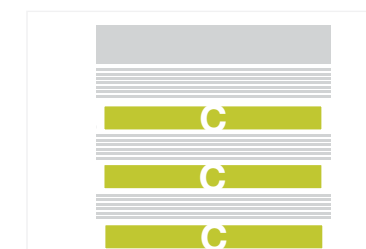
AISTECH DAILY EMAIL

Sent daily during AISTech to a distribution upwards of 20,000. We offer four opportunities that can be purchased individually or exclusively.

F	TOP CENTER	US\$1,750/DAY	DAILY; SUNDAY-WEDNESDAY
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(A) 650 x 50 px



(C) 600 x 50 px



(D) 650 x 50 px



(E) 150 x 90 px



(F) 650 x 75 px

SPONSORSHIP SOLUTIONS

SPONSOR AN AIST EVENT!

Our global events allow your company to gain maximum exposure, whether it's in person, hybrid or virtual.

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.

EUROPEAN STEEL FORUM

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

AIST WEBINARS

AIST webinars bring together industry experts to discuss topics and events impacting all aspects of the steel community.

TECHNOLOGY TRAINING EVENTS

More than 5,000 industry workers attend these technology-specific training courses each year.

MATERIALS SCIENCE & TECHNOLOGY (MS&T)

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

INTERNATIONAL STEEL ACADEMY

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

Let us help you make an
**IMPACT ON YOUR
MARKETING PLAN!**
Contact the AIST Sales Team
at +1.724.814.3000, ext. 2
or sales@aist.org.

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.

AIST Anti-Harassment Policy

The Association for Iron & 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.