



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**

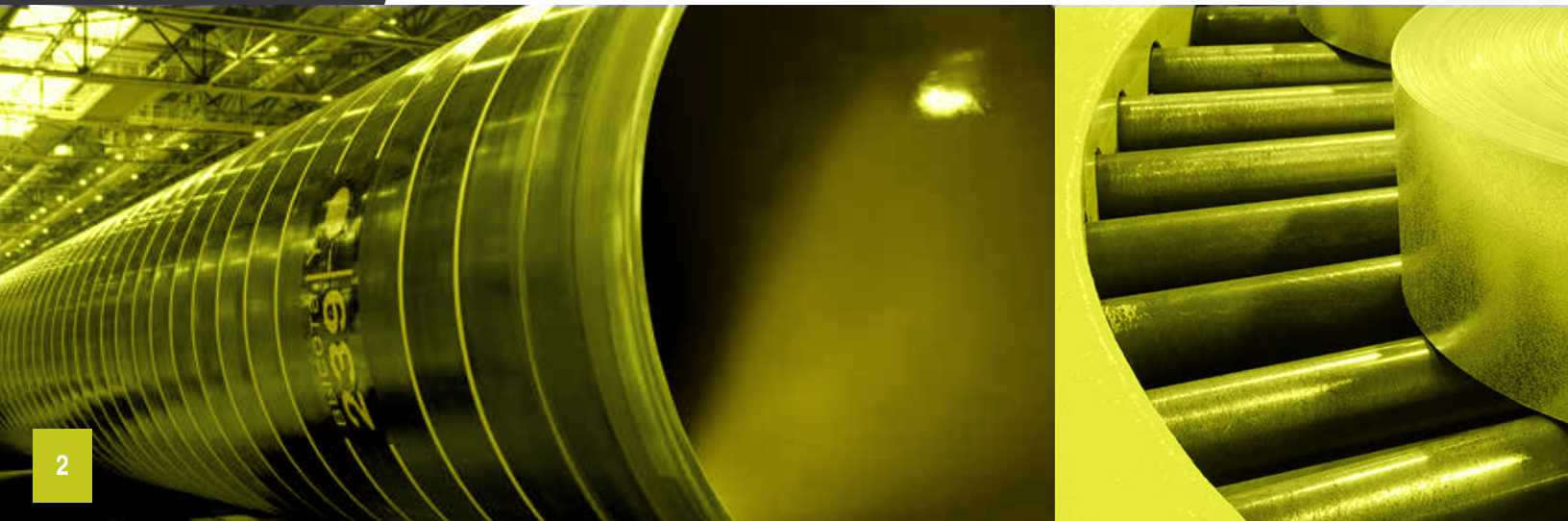
Average Monthly Visitors

**105,000**

Average Monthly Page Views

**30K**

Email Database



# EVENT STATISTICS

## AISTECH

**7K**

Industry Personnel Attend

**100+**

Sponsorship Opportunities

**500+**

Technical Presentations

## WEBINARS & VIRTUAL EVENTS

**225**

Average Attendance

**5+**

Events Per Month

**100+**

Sponsorship Opportunities

## 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	
<b>JANUARY</b> Electric Steelmaking	16 NOV 2020	Electric Arc Furnace Roundup DRI Roundup Reliability Achievement Award Winners
	20 NOV 2020	
<b>FEBRUARY</b> Cold Sheet Rolling, Processing, Coating & Finishing	15 DEC 2020	Galvanizing Lines Roundup
	21 DEC 2020	
<b>MARCH</b> Coke & Ironmaking	14 JAN 2021	AISTech 2020 Preview Coke Oven Battery Roundup Cokemaking Byproducts Roundup Blast Furnace Roundup
	21 JAN 2021	
<b>APRIL</b> Oxygen Steelmaking	16 FEB 2021	AISTech 2020 Preview Basic Oxygen Furnace Roundup Developments in the North American Iron and Steel Industry
	22 FEB 2021	
<b>MAY</b> Project & Plant Management, Energy & Utilities, and Environmental Technologies	18 MAR 2021	AISTech 2020 Show Issue Project Excellence Award Winners
	26 MAR 2021	
<b>JUNE</b> Material Handling, Packaging & Transportation	15 APR 2021	Energy Achievement Award Winners
	23 APR 2021	
<b>JULY</b> Ladle Metallurgy & Continuous Casting	18 MAY 2021	Continuous Caster Roundup
	25 MAY 2021	
<b>AUGUST</b> Maintenance & Reliability	22 JUN 2021	AISTech 2020 Conference and Exposition Review
	28 JUN 2021	
<b>SEPTEMBER</b> Long Products Rolling Technologies	21 JUL 2021	Long Products Roundup Pipe and Tube Roundup
	27 JUL 2021	
<b>OCTOBER</b> Process Metallurgy & Product Applications	17 AUG 2021	MS&T20 Program
	23 AUG 2021	
<b>NOVEMBER</b> Hot Flat Product Rolling, Rolls, Safety & Health	22 SEP 2021	Hot Strip Mill Roundup Plate/Steckel Mill Roundup
	28 SEP 2021	
<b>DECEMBER</b> Process Control & Automation	20 OCT 2021	
	26 OCT 2021	



*IRON & STEEL TECHNOLOGY*  
**EDITORIAL CALENDAR**

## AISTECH SPECIAL

**GET 3 ADS FOR THE PRICE OF 2!**

Purchase advertising in the October and November issues at the published price and receive an ad in the November issue for FREE!

Contact [Sales@aist.org](mailto:Sales@aist.org) 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.

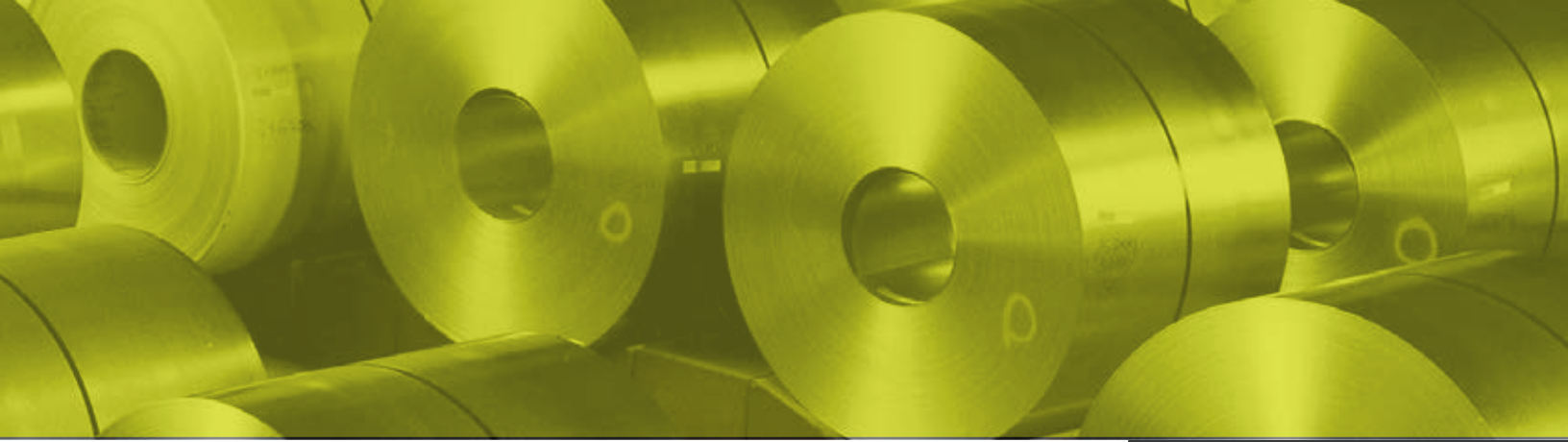
## IRON & STEEL TECHNOLOGY ADVERTISING SOLUTIONS

4-Color Ad Cost per Month

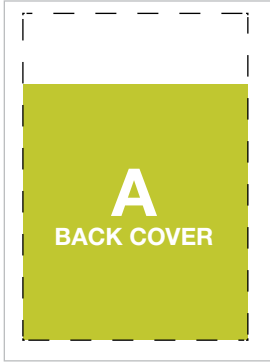
AD SIZE		1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
A	FULL PAGE	US\$4,500.00	US\$4,050.00	US\$3,825.00	US\$3,600.00
	COVER POSITIONS	US\$4,800.00	US\$4,320.00	US\$4,080.00	US\$3,840.00
B	1/2 PAGE ISLAND	US\$3,700.00	US\$3,330.00	US\$3,145.00	US\$2,960.00
C	1/2 PAGE	US\$3,300.00	US\$2,970.00	US\$2,805.00	US\$2,640.00
E	1/4 PAGE	US\$2,500.00	US\$2,250.00	US\$2,125.00	US\$2,000.00
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\$5,062.00	US\$4,781.00	US\$4,500.00
ADVERTORIAL, 2 PAGES		US\$6,000.00	US\$5,400.00	US\$5,100.00	US\$4,800.00
ADVERTORIAL, 2 HALF PAGES, HORIZONTAL OR VERTICAL		US\$4,500.00	US\$4,050.00	US\$3,825.00	US\$3,600.00
BELLY BAND NOT AVAILABLE FOR MARCH ISSUE		US\$6,500.00	N/A	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.)

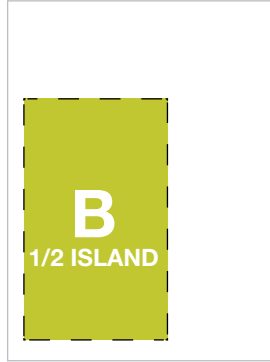




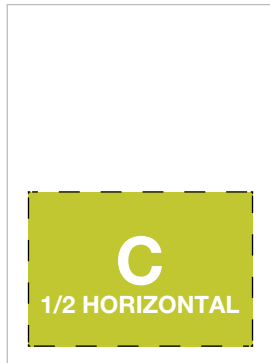
8.25" x 11.125"  
(213 x 283 mm)



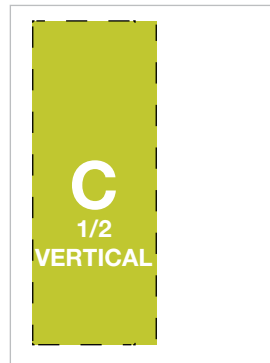
8.25" x 8.625"  
(213 x 219 mm)



4.4375" x 7.5"  
(113 x 191 mm)



6.8125" x 4.875"  
(173 x 124 mm)



3.25" x 9.875"  
(83 x 251 mm)



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](http://AIST.org/PrintAdTemplates) to download our ad templates.

Please submit ad material to [printads@aist.org](mailto:printads@aist.org).

# DIGITAL ADVERTISING SOLUTIONS

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

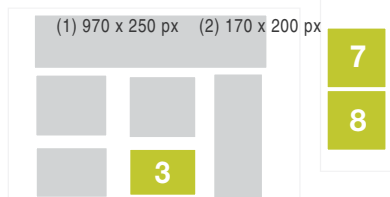
Find the latest AIST and steel industry events, including annual conferences, Technology Training Conferences, and Technology Committee and Member Chapter meetings.

1	TOP PREMIUM CENTER NON-ROTATING	US\$1,450.00	US\$1,305.00	US\$1,233.00	US\$1,160.00
	TOP PREMIUM CENTER 50/50 ROTATING	US\$725.00	US\$653.00	US\$617.00	US\$580.00

## I&ST HOMEPAGE

Prominent placement on the magazine webpage.

1	TOP PREMIUM CENTER NON-ROTATING	US\$1,450.00	US\$1,305.00	US\$1,233.00	US\$1,100.00
	TOP PREMIUM CENTER 50/50 ROTATING	US\$725.00	US\$653.00	US\$617.00	US\$580.00
2	1 <sup>ST</sup> POSITION (right)	US\$700.00	US\$630.00	US\$595.00	US\$560.00



## NEW FOR 2021

POSITION	1X - Monthly
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## AIST.ORG HOMEPAGE

Create a company advertorial to be featured front and center on the AIST.org homepage.

3	FEATURE AREA	US\$5,000.00
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(4) 600 x 75 px  
(5 & 6) 130 x 200 px



(7 & 8) 220 x 200 px  
(9-11) 100 x 200 px

# WEBSITE BANNER AD 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.

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\$700.00	US\$630.00	US\$595.00	US\$560.00
5	1 <sup>ST</sup> POSITION HOME PAGE (left & right)	US\$400.00	US\$360.00	US\$340.00	US\$320.00
6	2 <sup>ND</sup> -6 <sup>TH</sup> POSITIONS HOME PAGE (left & right)	US\$300.00	US\$270.00	US\$255.00	US\$240.00

POSITION	1X	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
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## STEELNEWS

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

1	TOP PREMIUM CENTER NON-ROTATING	US\$2,000.00	US\$1,800.00	US\$1,700.00	US\$1,600.00
	TOP PREMIUM CENTER 50/50 ROTATING	US\$1000.00	US\$900.00	US\$850.00	US\$800.00
7	1 <sup>ST</sup> LEFT NON-ROTATING	US\$1,200.00	US\$1,080.00	US\$1,020.00	US\$960.00
	1 <sup>ST</sup> LEFT 50/50 ROTATING	US\$600.00	US\$540.00	US\$510.00	US\$480.00
8	2 <sup>ND</sup> LEFT NON-ROTATING	US\$1,200.00	US\$1,080.00	US\$1,020.00	US\$960.00
	2 <sup>ND</sup> LEFT 50/50 ROTATING	US\$600.00	US\$540.00	US\$510.00	US\$480.00
9-10	1 <sup>ST</sup> & 2 <sup>ND</sup> POSITION (right)	US\$700.00	US\$630.00	US\$595.00	US\$560.00
11	3 <sup>RD</sup> -6 <sup>TH</sup> POSITION (right)	US\$500.00	US\$450.00	US\$425.00	US\$400.00



## DIGITAL TEMPLATES AVAILABLE

Visit [AIST.org/DigitalAdTemplates](https://www.aist.org/DigitalAdTemplates) to download our ad templates.

Please submit ad material  
to [digitalads@aist.org](mailto:digitalads@aist.org).

## EMAIL BANNER AD OPPORTUNITIES

Email campaigns are a great way to stand out. 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\$1,000.00	WEEKLY
B	<b>NEW</b> ADVETORIAL, 3 <sup>RD</sup> POSITION	US\$1,000.00	WEEKLY

## AIST UPDATE

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

C	1 <sup>ST</sup> POSITION CENTER	US\$1,800.00	MONTHLY
	2 <sup>ND</sup> POSITION CENTER	US\$1,200.00	
	3 <sup>RD</sup> POSITION CENTER	US\$1,000.00	

## 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 RIGHT	US\$1,000.00	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	1 <sup>ST</sup> -10 <sup>TH</sup> POSITON	US\$1,200.00/MONTH	FEBRUARY, MARCH AND APRIL
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## AISTECH DAILY

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\$1,750.00/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 in one location.

## AISTECH

Steel's Premier Technology Event — More than 8,000 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 the steel community.

## TECHNOLOGY TRAINING EVENTS

More than five thousand industry workers attend these technology-specific training courses each year.

## AIST SOCIAL MEDIA POSTS

Expand your reach through AIST's social media networks. AIST will post sponsored content to our steel-specific LinkedIn and Facebook pages, giving your post additional exposure through our growing presence.

## 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 IN YOUR  
MARKETING PLAN!  
Contact the sales team at  
724.814.3000 ext. 2  
or [sales@aist.org](mailto: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; elaborate 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.