

We are your STEEL NETWORK.
Partner with AIST and expand your reach!

2022

MEDIA KIT

PRINT ADVERTISING

DIGITAL ADVERTISING

SPONSORSHIPS



AIST.org

AIST Sales Team

+1.724.814.3000, ext. 2
sales@aist.org



ABOUT AIST

The Association for Iron & Steel Technology (AIST) is an international non-profit organization with more than 15,500 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

- 25%

Corporate Management & Administration
- 22%

Engineering
- 17%

Maintenance Operations
- 17%

Other
- 13%

Sales & Marketing
- 6%

Research & Academia

POTENTIAL ADVERTISING REACH

IRON & STEEL TECHNOLOGY MAGAZINE

- 15,780*

I&ST Monthly Distribution
- 3,599

Companies Reached
- 69

Countries Reached

*Includes print and digital copies distributed to professional members, students and subscribers.

DIGITAL ADVERTISING

- 48K

Average Monthly Visitors
- 114,000

Average Monthly Page Views
- 30K+

Email Database

BOOST YOUR BRAND

An effective marketing campaign goes a long way to make your company successful. Don't keep your success a secret—let AIST help you achieve your goals by putting your company in front of our extensive steel industry membership base.

EVENT STATISTICS

AISTECH

- 7K

Industry Personnel Attendance
- 100+

Sponsorship Opportunities
- 500+

Technical Presentations

CONFERENCES, WEBINARS & VIRTUAL EVENTS

- 5K

Annual Yearly Attendance
- 30+

Events in 2021-2022
- 100+

Sponsorship Opportunities

DIRECTORY — IRON AND STEEL PLANTS

ADVERTISING OPPORTUNITIES

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

- 4-color advertising opportunities for US\$1,700 includes a copy of the *Directory*.
- Searchable digital media containing entire *Directory*.
- Complimentary copy mailed to a select group of steel industry VIPs.

See [AIST.org/Directory](https://aist.org/Directory) for full details.
Please submit ad material to printads@aist.org.



IRON & STEEL TECHNOLOGY

EDITORIAL CALENDAR

Month and Feature Topic	Ad Closing	Bonus Features
	Material Due Date	
JANUARY Electric Steelmaking	15 NOV 2021	Electric Arc Furnace Roundup* DRI Roundup* Reliability Achievement Award Winners
	19 NOV 2021	
FEBRUARY Cold Sheet Rolling, Processing, Coating & Finishing	16 DEC 2021	Galvanizing Lines Roundup* Cold Mill Roundup*
	22 DEC 2021	
MARCH Coke & Ironmaking	14 JAN 2022	AISTech 2022 Preview Coke Oven Battery Roundup*, Cokemaking Byproducts Roundup* Blast Furnace Roundup*
	21 JAN 2022	
APRIL Oxygen Steelmaking	16 FEB 2022	AISTech 2022 Preview Basic Oxygen Furnace Roundup* Developments in the North American Iron and Steel Industry
	22 FEB 2022	
MAY Project & Plant Management, Energy & Utilities, and Environmental Technologies	18 MAR 2022	AISTech 2022 Show Issue Project Excellence Award Winners
	24 MAR 2022	
JUNE Material Handling, Packaging & Transportation	15 APR 2022	Energy Achievement Award Winners
	21 APR 2022	
JULY Ladle Metallurgy & Continuous Casting	18 MAY 2022	Continuous Caster Roundup*
	24 MAY 2022	
AUGUST Maintenance & Reliability	21 JUN 2022	AISTech 2022 Conference and Exposition Review
	27 JUN 2022	
SEPTEMBER Long Products, Rolling Technologies	20 JUL 2022	Long Products Roundup* Pipe and Tube Roundup*
	26 JUL 2022	
OCTOBER Process Metallurgy & Product Applications	23 AUG 2022	MS&T22 Program Specialty Alloy and Foundry Roundup*
	29 AUG 2022	
NOVEMBER Hot Flat Product Rolling, Rolls, Safety & Health	21 SEP 20212	Hot Strip Mill Roundup* Plate/Steckel Mill Roundup*
	27 SEP 2022	
DECEMBER Process Control & Automation	19 OCT 2022	
	25 OCT 2022	

AIST’S INDUSTRY DATA are snapshots of the global steel industry on a variety of levels, from international production levels to equipment and production data for a variety of iron- and steelmaking facilities.

*INDUSTRY ROUNDUPS ARE COMPILED BY THE AIST TECHNOLOGY COMMITTEES to cover the comprehensive steel production process from coke oven batteries, blast furnaces and EAFs to continuous casters and rolling facilities. Cost is \$1,000. Refer to editorial calendar for publication date.

IRON & STEEL TECHNOLOGY SOLUTIONS

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.

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)

4-Color Ad Cost per Month

AD SIZE		1X	3X - SAVE 10%	6X - SAVE 15%	12X - SAVE 20%
A	FULL PAGE	US\$4,500	US\$4,050	US\$3,825	US\$3,600
	COVER POSITIONS	US\$4,800	US\$4,320	US\$4,080	US\$3,840
B	1/2 PAGE ISLAND	US\$3,700	US\$3,330	US\$3,145	US\$2,960
C	1/2 PAGE	US\$3,300	US\$2,970	US\$2,805	US\$2,640
D	1/4 PAGE	US\$2,500	US\$2,250	US\$2,125	US\$2,000
2-PAGE SPREAD		US\$7,900	US\$7,110	US\$6,715	US\$6,320
1/2 PAGE HORIZONTAL SPREAD		US\$5,625	US\$5,063	US\$4,781	US\$4,500
ADVERTORIAL, 2 PAGES		US\$6,000	US\$5,400	US\$5,100	US\$4,800
ADVERTORIAL, 2 HALF PAGES, HORIZONTAL OR VERTICAL		US\$4,500	US\$4,050	US\$3,825	US\$3,600
BELLY BAND NOT AVAILABLE FOR MARCH ISSUE		US\$6,500	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.)

WHY ADVERTISE WITH AIST

With 30 technical areas of interest, *Iron & Steel Technology*, AIST’s monthly journal, covers steelmaking from raw materials to finished products.

On average, more than 15,000 copies of *Iron & Steel Technology* circulate each month, with more than 30 potential bonus distribution opportunities throughout the year.

AISTECH AD SPECIAL**

BUY 2 ADS, GET 1 FREE!

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

See AIST.org/AdvertisingSpecial for full details.

MOULD OPERATOR
STN FOR STRAND 1

MOULD OPERATOR
STN FOR STRAND 2

MOULD OPERATOR
STN FOR STRAND 3

MOULD OPERATOR
STN FOR STRAND 4

MOULD OPERATOR
STN FOR STRAND 5

MOULD OPERATOR
STN FOR STRAND 6

9 METER FLOOR

6

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

IRON & STEEL TECHNOLOGY 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

AIST.ORG HOMEPAGE

Create a company advertorial to be featured front and center 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.

4	US\$500/post	US\$750/post with video
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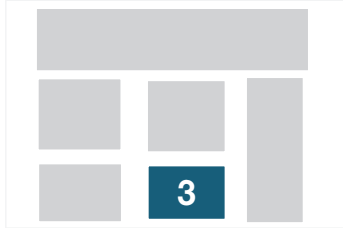
A 10% premium over the standard pricing will be charged for all digital advertising in the months of March, April and May.

WEBSITE BANNER AD OPPORTUNITIES

AIST offers multiple opportunities 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.



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



(3) 280 x 160 px



(4) 1200 x 628 px
280 characters



(5) 600 x 75 px
(6 & 7) 130 x 200 px



(8-10) 220 x 200 px
(11-13) 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.

5	TOP CENTER	US\$700	US\$630	US\$595	US\$560
6	1ST POSITION HOME PAGE (left & right)	US\$400	US\$360	US\$340	US\$320

DIGITAL AD TEMPLATES AVAILABLE

Visit [AIST.org/DigitalAdTemplates](https://aist.org/DigitalAdTemplates) to download our ad templates. Please submit ad material to digitalads@aist.org.

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\$1,000	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



EMAIL BANNER AD OPPORTUNITIES

Email advertising is an effective tool for maintaining consistent communications 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 25,000 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	ADVERTORIAL	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
	ADVERTORIAL	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 when the digital edition of Iron & Steel Technology is available online.

D	TOP 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 a 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 30,000. 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) Banners: 650 x 50 px; Advertorial: graphic - 160 x 60 px, headline - 66 characters, text - 66 characters



(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 event that highlights economic and technical issues facing the European 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!

AIST Sales Team

+1.724.814.3000, ext. 2
or sales@aist.org

AIST ANTI-HARASSMENT POLICY

AIST has a strict Anti-Harassment policy and is dedicated to providing harassment free forums for everyone. Visit AIST.org for full policy details.