



digital ad retargeting

Reach your **CUSTOMERS!**
Reach your **GOALS!**

A new opportunity to increase your presence
with trackable and quantifiable digital exposure

AIST Sales Team

+1.724.814.3000, ext. 2

sales@aist.org

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.org Web Statistics

44K Average Monthly Visitors
105K Average Monthly Page Views



Overview

Increase your visibility and gain exposure to AIST’s online audience through ad retargeting. AIST.org is the premier website for the steel industry, bringing together people from every aspect of the steelmaking process, from raw materials to finished products.



Why Retargeting?

Our audience is your audience. You can have access to AIST.org visitors. Retarget these visitors with your company’s ads anywhere they visit online.



Quality Targeting

Ad retargeting with AIST guarantees sustained, specific exposure to the iron and steel industry audience you’re trying to reach, rather than broad, generic targeting on common ad platforms.



Quantifiable Results

Advertisers will receive access to a detailed online dashboard to see campaign results in real time, including impressions, clicks and geographic locations of ads served.





choose your package

| PACKAGE | PRICE | DURATION | NUMBER OF IMPRESSIONS |
|---------|-----------|----------|-----------------------|
| GOLD | US\$3,000 | 3 Months | 100,000 |
| PREMIER | US\$4,000 | 3 Months | 200,000 |

A 10% premium over the above standard pricing will be charged in the months of March, April and May.

LEADERBOARD

728 x 90 px

SQUARE POP-UP

300 x 250 px

WIDE SKYSCRAPER

160 x 600 px

SMALL RECTANGLE

180 x 150 px

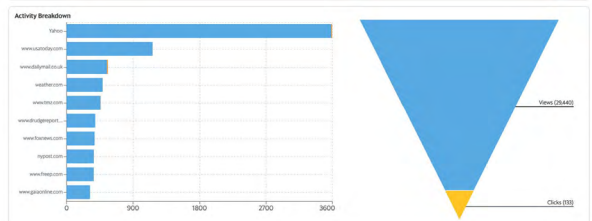
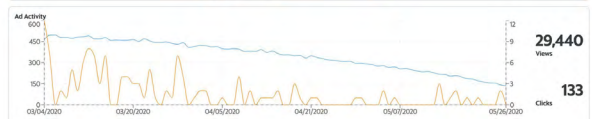
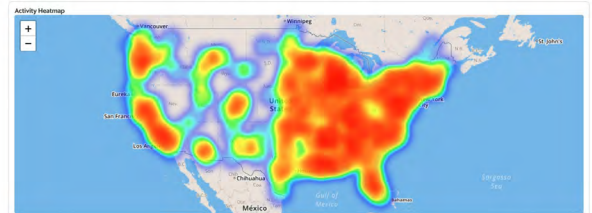
Advertisers to provide one ad of each size.

Specs: .jpg or .gif static images only; no flash ads.

Your Company Name Here

Overview of marketing activity from March 4th 2020 to May 26th 2020

| | | | | | | | |
|-------|--|--------|--|---------------|------------|-------|--------------|
| Views | 29,440 <small>(out of 30,000 (98.13%))</small> | Clicks | 133 <small>0.45% CTR</small> | Unique Clicks | 129 | Reach | 7,764 |
|-------|--|--------|--|---------------|------------|-------|--------------|



FAQ

What is ad retargeting?

Ad retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites.

Will my ads be on AIST.org?

No. Your ads will be visible on other websites after visitors leave AIST.org.

Will I receive the contact information for the people visiting my site?

AIST is not able to provide this information. Companies should set up an in-bound marketing campaign to capture visitors to their site.

let us help you make an impact on your marketing plan!

AIST Sales Team

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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.