



# 2024 media kit

Your connection to the **GLOBAL STEEL INDUSTRY.**  
Partner with **AIST** and expand your reach!

- ✓ Print Advertising
- ✓ Digital Advertising
- ✓ Sponsorships

**AIST Sales Team**

+1.724.814.3000, ext. 2

[sales@aist.org](mailto:sales@aist.org)



# table of contents

**1 About AIST**

**2 Why Advertise With AIST**

Increase Your Visibility

**4 Iron & Steel Technology Editorial Calendar**

**5 Iron & Steel Technology Solutions**

**6 Digital Advertising Solutions**

Monthly Website Banner Ads

Email Banner Ads

AISTech Product Showcase, Daily Email,  
Push Notifications, AIST Student Newsletter

**10 Digital Ad Retargeting**

AIST Digital Retargeting

**12 Directory – Iron and Steel Plants**

AIST's Best-Selling Publication

**Back Cover Sponsorship Solutions**

# 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.





# why advertise with AIST

With 29 technical areas of interest, *Iron & Steel Technology*, AIST's monthly journal, covers steelmaking from raw materials to finished products.

On average, more than 16,000 copies of *Iron & Steel Technology* circulate each month, with more than 29 potential bonus distribution opportunities throughout the year.

## AIST MEMBERS BY JOB FUNCTION\*

- 28% Corporate Management & Administration
- 21% Engineering
- 18% Maintenance Operations
- 16% Sales & Marketing
- 11% Other
- 6% Research & Academia

# advertising reach

## IRON & STEEL TECHNOLOGY MAGAZINE

- 16,773\*\* I&ST Monthly Distribution
- 3,050 Companies Reached
- 69 Countries Reached

## DIGITAL ADVERTISING

- 45K Average Monthly Visitors
- 116K Average Monthly Page Views
- 32K+ Email Database

# increase your visibility

There's never been a better time to be in the global iron and steel industry! An effective marketing campaign goes a long way to make your company stand out. 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 network.

# event statistics

## AISTech

- 7K Industry Personnel Attendance
- 100+ Sponsorship Opportunities
- 400+ Technical Presentations

## CONFERENCES & WEBINARS

- 4K Annual Attendance
- 40+ Events in 2023-2024
- 100+ Sponsorship Opportunities



\*Stats from June 2023 month end.

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



# IRON & STEEL TECHNOLOGY

## editorial calendar

MONTH AND FEATURE TOPIC	AD CLOSING DATE	MATERIAL DUE DATE	BONUS FEATURES
<b>JANUARY</b> Steelmaking Technologies (Electric Steelmaking and Oxygen Steelmaking)	20 NOV 2023	28 NOV 2023	Electric Arc Furnace Roundup* Basic Oxygen Furnace Roundup*
<b>FEBRUARY</b> Plant Services (Maintenance & Reliability, Project & Plant Management, and Rolls)	13 DEC 2023	18 DEC 2023	Winners of the Project Excellence Award Winners of the Reliability Achievement Award
<b>MARCH</b> Cold Sheet Rolling, Processing, Coating & Finishing	15 JAN 2024	19 JAN 2024	AISTech 2024 Preview Galvanizing Lines Roundup* Cold Mill Roundup* Winners of the Energy Achievement Award
<b>APRIL</b> Coke & Ironmaking	19 FEB 2024	23 FEB 2024	AISTech 2024 Preview Developments in the North American Iron & Steel Industry – 2023 Coke Oven Battery Roundup* Cokemaking Byproducts Roundup* Blast Furnace Roundup*
<b>MAY</b> Digitalization Applications	18 MAR 2024	22 MAR 2024	AISTech 2024 Show Issue
<b>JUNE</b> Material Handling, Packaging & Transportation	18 APR 2024	24 APR 2024	
<b>JULY</b> Ladle Refining & Refractories	17 MAY 2024	24 MAY 2024	
<b>AUGUST</b> Decarbonization Technologies (and Energy & Utilities and Environmental)	17 JUN 2024	21 JUN 2024	AISTech 2024 Conference and Exposition Review DRI-HBI Roundup*
<b>SEPTEMBER</b> Continuous Casting	22 JUL 2024	29 JUL 2024	Continuous Caster Roundup* MS&T24 Program
<b>OCTOBER</b> Process Metallurgy & Product Applications	19 AUG 2024	23 AUG 2024	MS&T24 Program Specialty Alloy and Foundry Roundup*
<b>NOVEMBER</b> Hot Flat Product Rolling	17 SEP 2024	23 SEP 2024	Hot Strip Mill Roundup* Plate/Steckel Mill Roundup*
<b>DECEMBER</b> Long Products Rolling Technologies	22 OCT 2024	28 OCT 2024	Long Products Roundup* Pipe and Tube Roundup*

\*INDUSTRY ROUNDUPS are compiled by the AIST Technology Committees to cover the comprehensive steel production process from coke oven batteries, blast furnaces and electric arc furnaces to continuous casters and rolling facilities. Refer to page 5 for advertising opportunity.

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.)

# 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 for acceptable file formats and 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	SAVE 10% 3X	SAVE 15% 6X	SAVE 20% 12X
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/ADVERTORIAL		US\$7,900	US\$7,110	US\$6,715	US\$6,320
1/2 PAGE HORIZONTAL SPREAD/ADVERTORIAL		US\$5,625	US\$5,063	US\$4,781	US\$4,500
INDUSTRY ROUNDUP, LOGO		NON-ADVERTISER US\$1,000 ADVERTISER US\$500	N/A	N/A	N/A
BELLY BAND NOT AVAILABLE FOR MARCH ISSUE		US\$6,500	N/A	N/A	N/A

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.

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\$5,500
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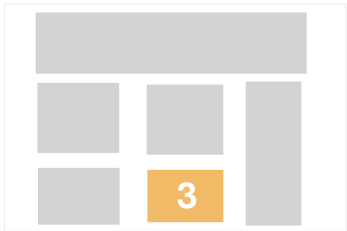


(1) 970 x 250 px  
(2) 170 x 200 px

AIST SOCIAL MEDIA POSTS

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

4	US\$550/post	US\$800/post with video
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(3) Image Size - 280 x 160 px,  
Headline - 10 words,  
Text - 30 words



(4) Image Size - 1200 x 628 px,  
Text - 280 characters

monthly website banner ad opportunities

AIST offers multiple opportunities to build your brand, promote your services and sell your products with 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.

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

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\$2,100	US\$1,890	US\$1,785	US\$1,680
	TOP PREMIUM CENTER 50/50 ROTATING	US\$1,050	US\$945	US\$893	US\$840
7	1ST LEFT NON-ROTATING	US\$1,260	US\$1,134	US\$1,071	US\$1,008
	1ST LEFT 50/50 ROTATING	US\$630	US\$567	US\$536	US\$504
8	2ND LEFT NON-ROTATING	US\$1,260	US\$1,134	US\$1,071	US\$1008
	2ND LEFT 50/50 ROTATING	US\$630	US\$567	US\$536	US\$504
9	3RD LEFT NON-ROTATING	US\$1,050	US\$945	US\$893	US\$840
	3RD LEFT 50/50 ROTATING	US\$525	US\$473	US\$446	US\$420
10-11	1ST & 2ND POSITION (right)	US\$735	US\$662	US\$625	US\$588
12	3RD-6TH POSITION (right)	US\$525	US\$473	US\$446	US\$420

digital ad templates available

Visit AIST.org/DigitalAdTemplates for acceptable file formats and to download our ad templates.

Please submit ad material to digitalads@aist.org.



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



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

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



# 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, AIST Student Newsletter, and the *Iron & Steel Technology* digital edition announcement.

POSITION	RATE	DISTRIBUTION
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## STEEL NEWS REWIND EMAIL

Sent to more than 25,000 global iron and steel industry personnel, 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\$1,100	WEEKLY
B	ADVERTORIAL	US\$1,100	WEEKLY

## AIST UPDATE EMAIL

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

C	1ST POSITION CENTER	US\$1,800	MONTHLY
D	ADVERTORIAL	US\$1,200	
C	3RD POSITION CENTER	US\$1,000	

## I&ST DIGITAL EDITION EMAIL

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.

A	TOP POSITION	US\$1,000	MONTHLY
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(A) 650 x 50 px  
(B) Headline - 66 characters,  
Text - 100 characters



(C) 650 x 50 px  
(D) Advertorial: Image Size - 160 x 60 px,  
Headline - 66 characters, Text - 66 characters

POSITION	RATE	DISTRIBUTION
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## AISTECH PRODUCT SHOWCASE EMAIL

This AISTech-specific email allows exhibitors to describe products and promote their booths to more than 25,000 recipients. This opportunity includes a company logo/image, URL and a descriptive paragraph.

F	ROTATING POSITIONS	US\$3,600/3 MONTHS	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.

G	TOP CENTER	US\$1,750/DAY	DAILY; SUNDAY-WEDNESDAY
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## AISTECH APP PUSH NOTIFICATION

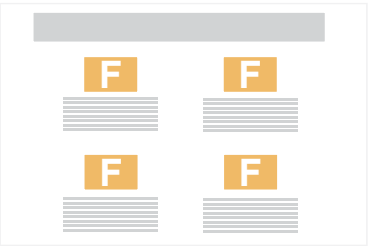
275-character sponsored message sent out via the AISTech mobile app.

H	TEXT MESSAGE IN MOBILE APP	US\$1,500 EA.	MONDAY, TUESDAY AND WEDNESDAY
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## AIST STUDENT NEWSLETTER

Distributed monthly to more than 3,000 students. We offer two opportunities to promote open positions or internships available. Includes a company logo/image, URL, and a descriptive paragraph.

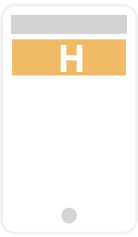
I	LEFT OR RIGHT POSITION	US\$1,200	MONTHLY
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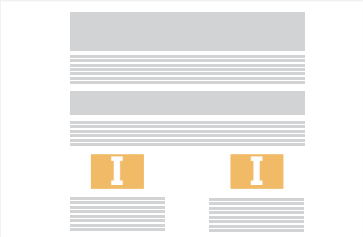
(F) Image Size: 150 x 90 px,  
Headline - 66 characters,  
Text - 50 words



(G) 650 x 50 px



(H) Text - 275 characters



(I) Image Size: 150 x 90 px,  
Headline - 66 characters,  
Text - 50 words

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



# digital ad retargeting

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

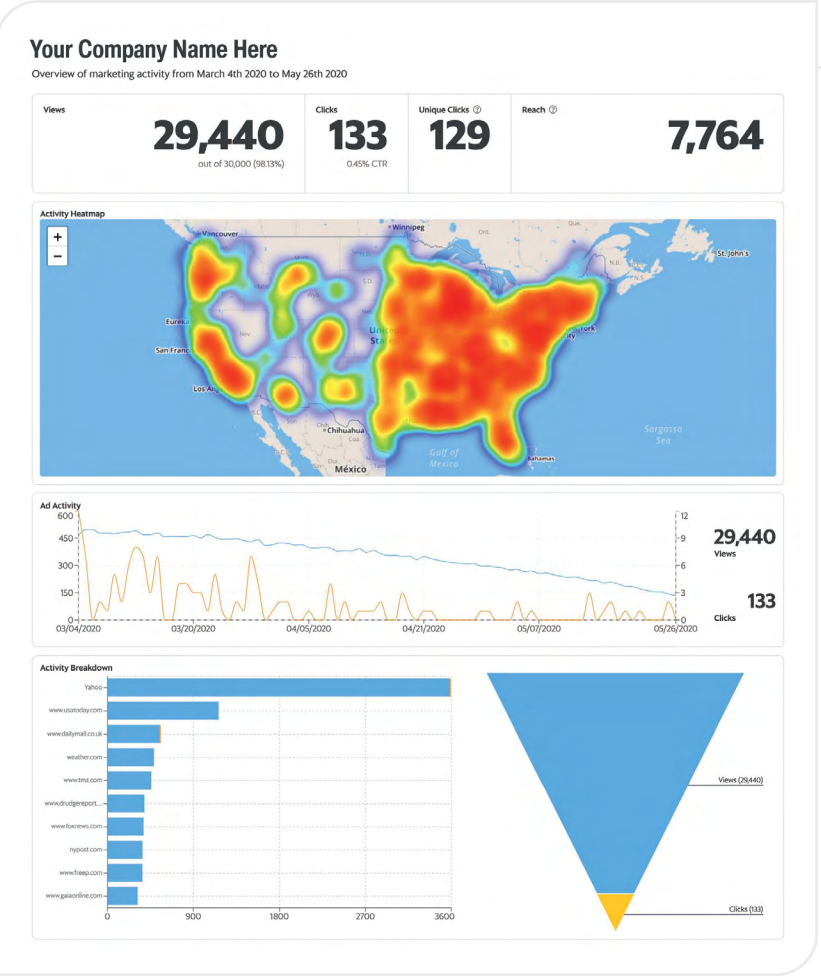
Advertisers will receive access to a detailed online dashboard to see campaign results in real time, including impressions, clicks and geographic locations of ads served.

# AIST digital retargeting

PRICE	DURATION	NUMBER OF IMPRESSIONS
US\$4,000	3 Months	200,000

- 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.



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



# DIRECTORY – IRON AND STEEL PLANTS advertising opportunities

4-color advertising opportunities for US\$1,700, which include a copy of the *Directory*.  
Available as a printed book and e-book.  
Complimentary copy mailed to a select group of steel industry VIPs.



AD CLOSING DATE  
3 OCT 2024

MATERIAL DUE DATE  
10 OCT 2024

See [AIST.org/Directory](https://AIST.org/Directory) for full details.

## AIST’s best-selling publication

As AIST’s best-selling publication, the *Directory* serves as an effective advertising medium, as well as a useful personnel source and sales tool. The *Directory* is used by steel company executives, operators, engineers and maintenance personnel.

### About

Featuring data on essentially every U.S., Canadian and Mexican steel producer, this comprehensive resource also includes names and titles of executive, engineering, maintenance and operating personnel; an alphabetical listing of all major suppliers within the global iron and steel industry; a listing of associations and technical societies affiliated with the iron and steel industry; and complete geographical indexing for steel producers and suppliers of equipment, products and services.

### Why Advertise

Industry professionals rely on the *Directory* because of its extensive information. More than 1,500 companies and 15,000 individual names are included! In addition to reaching customers worldwide, the *Directory* is distributed annually to a select group of industry VIPs.

### Audience

The *Directory* is used by steel company executives, operators, engineers and maintenance personnel. The annual publication is targeted to reach your prospects and customers, putting your company’s information in front of the right people. Get a year’s worth of advertising with one ad!





# sponsorship solutions

## sponsor an **AIST event!**

Our sponsorship opportunities are designed to make an impact and provide the ROI you are looking for. Our goal is to put your brand front and center with new and existing customers.



### **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.

### **Global Steel Dynamics Forum *NEW***

World Steel Dynamics and AIST have joined to host the world's premier executive event focused on industry dynamics, critical insights and essential strategic outlooks.

### **Women in Steel Conference *NEW***

Created to support the recruitment, engagement and professional development of women in the global steel industry, this event will feature three panel discussions, two keynote speakers, and leadership skills training to enhance attendee personal and professional growth.

### **International Steel Forums**

Steel industry executives will present their perspectives, experiences, challenges and road maps to incorporating new technology and transforming their production value chain.

### **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 4,000 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.

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

**AIST Sales Team**

**+1.724.814.3000, ext. 2 or [sales@aist.org](mailto: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](http://AIST.org) for full policy details.