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ASM
INTERNATIONAL

ADVERTISE WITH ASM INTERNATIONAL

ASM MEMBERSHIP & DEMOGRAPHIC

ASM WEBSITE ADVERTISING OPPORTUNITIES

SPONSORED WEBINARS & TARGETED EMAILS

ADVANCED MATERIALS & PROCESSES

AM&P PRINT ADVERTISING

AM&P PRINT RATES & DIGITAL EDITION SPONSORSHIPS

AM&P PRINT PUBLICATION SPECIFICATIONS

AM&P ADVERTORIALS

AM&P EDITORIAL CALENDAR

AM&P ENEWSLETTER

ASM INTERNATIONAL & AFFILIATE SOCIETY EVENTS

ASM INTERNATIONAL CORPORATE MEMBERSHIP

ADVERTISE@ASMINTERNATIONAL.ORG | ASMINTERNATIONAL.ORG

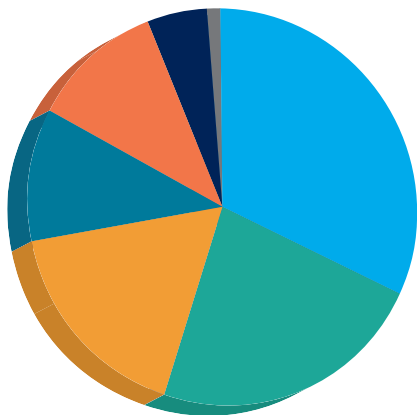
ASM MEMBERSHIP & DEMOGRAPHIC

2023

ASM INTERNATIONAL IS THE WORLD'S LARGEST ASSOCIATION OF MATERIALS-CENTRIC ENGINEERS AND SCIENTISTS.

ASM International is a Society of professionals who have come together to accomplish great works for the common good, which cannot be achieved independently. The maximum value ASM can bring to its members and society can be achieved by working at the intersection of Design, Structural Engineering, Manufacturing, Quality, and Materials. The shared values of transparency, integrity, technical excellence, diversity, and constancy of purpose are the great enablers. Guided by those values, ASM's vision is to be the leading global resource for materials information.

WHAT OUR MEMBERS DO



32% RESEARCH & DEVELOPMENT

23% MANUFACTURING / PROCESS ENGINEERING

17% MATERIALS TESTING

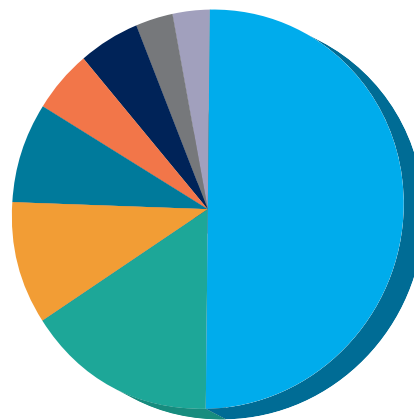
11% QA / QC

11% SELECTION OF MATERIALS

5% TRAINING

1% PURCHASING

WHO OUR MEMBERS ARE



50% ENGINEER / SCIENTIST

16% MANAGER / SUPERVISOR OF A DIVISION OR GROUP

10% CEO / PRESIDENT / GENERAL MANAGEMENT

8% PROFESSOR / INSTRUCTOR

5% PROGRAM / PROJECT MANAGER

5% TECHNICIAN / OPERATOR

3% STUDENT

3% OTHER

TO LEARN MORE ABOUT ASM, VISIT:
asminternational.org



ASM DIGITAL ADVERTISING OPPORTUNITIES

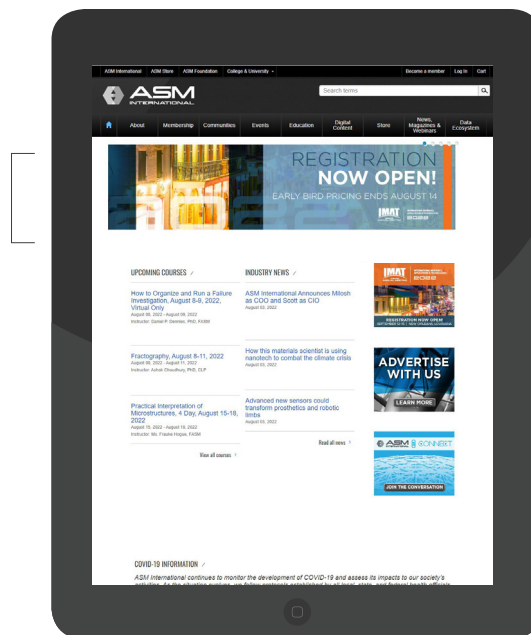
ASM HOMEPAGE BANNER ADVERTISING

ASM International's homepage hosts over 40,000 monthly visitors. Drive brand awareness, generate leads, and promote your products and services to an audience of materials science focused individuals through a prime spot in our banner advertisement rotation!

Drive traffic to your website and increase your SEO by taking advantage of this premier advertising location monthly.

When submitting your advertisement, please provide the following:

- Image 600 x 235 px
- Submit file as a JPEG or PNG
- Provide company URL for redirect



KEYWORD DISPLAY ADVERTISING

TARGETED KEYWORD PROGRAM DISPLAYS YOUR COMPANY'S MESSAGE.

Every day, ASM website viewers search for information using keywords that relate to your product or industry. Maximize your advertising dollar with ASM's NEW keyword-driven display advertising program by purchasing targeted keywords. Each keyword is an opportunity to advertise your product or service on a month-by-month basis.

HOW DOES IT WORK?

When a user searches with a keyword on asminternational.org, your ad will be shown on the selected page(s) that the user clicks, throughout the term of your sponsorship.

This targeted approach directly reaches customers interested in your services, so you get a better return on your advertising dollar.

When submitting your advertisement, please provide the following:

- Image 160 x 600 px
- Submit file as a JPEG or PNG
- Provide company URL for redirect

For the list of available keywords, view the next page or click [here](#).

ASM DIGITAL LIBRARY & HANDBOOKS ONLINE

EVERY TIME AN ASM MEMBER OR SUBSCRIBER VISITS THE HANDBOOKS ONLINE HOMEPAGE, THEY WILL SEE YOUR AD.

The ASM Digital Library provides convenient access to the world's largest collection of information and data of engineering materials.

ASM Handbooks Online™ is a comprehensive guide to the structure, properties, processing, performance, and evaluation of metals and nonmetallic engineering materials. Written and reviewed by experts, the volumes in the series provide trusted and in-depth articles, illustrations, graphs, tables, and practical examples on key topics related to the engineering applications of materials.

CONTACT US FOR PRICING ON THIS OPPORTUNITY!

When submitting your advertisement, please provide the following:

- Image 300 x 250 px
- Submit file as a JPEG or PNG
- Provide company URL for redirect

TO ADVERTISE WITH ASM, CONTACT:
advertise@asminternational.org

AVAILABLE KEYWORDS

2023

EACH KEYWORD IS LISTED ON THE ASM WEBSITE THOUSANDS OF TIMES, SO YOU HAVE MANY OPPORTUNITIES TO DISPLAY YOUR MESSAGE.

- Additive Manufacturing
- Adhesive Bonding
- Aerospace and Defense
- Aluminum
- Automobiles and Ground Transportation
- Batteries and Energy Storage
- Binary Systems
- Biomaterials
- Boilers, Pressure Vessels, and Heat Exchangers
- Brazing
- Buildings and Infrastructure
- Carbon and Alloy Steels
- Cast Irons
- Casting
- Ceramics
- Ceramic-Matrix Composites
- Coating
- Composite Materials
- Composites Processing
- Computational Materials Engineering
- Consumer Products
- Copper
- Corrosion
- Crystal Structures
- Elastomers
- Electrical Properties
- Electronics
- Electronic Materials
- Environmental Impacts
- Extraction and Primary Processing
- Extrusion
- Failure Analysis
- Fatigue
- Forging
- Forming
- Fossil Fuel Power
- Fracture
- Friction and Wear
- Glasses
- Heat Treating
- Industrial Design
- Industries and Applications
- Machining and Finishing
- Magnesium
- Marine Applications
- Material Selection
- Materials Characterization
- Materials Processing and Treatment
- Materials Properties and Performance
- Materials Testing and Evaluation
- Mechanical Fastening
- Mechanical Properties
- Mechanical Testing
- Medical Devices
- Metal Products and Machinery
- Metallic Glasses
- Metal-Matrix Composites
- Metals and Alloys
- Metallography and Microstructures
- Microelectronic Failure Analysis
- Mining and Metals Processing
- Nanotechnology
- Natural Materials
- Nondestructive Testing
- Nonmetallic Engineering Materials
- Nuclear Power
- Petroleum and Chemical Processing
- Phase Diagrams and Crystallography
- Physical Properties
- Pipelines
- Plastics Processing
- Polymer-Matrix Composites
- Polymers and Plastics
- Powder Metallurgy
- Precious Metals
- Recycling
- Refractory Metals
- Renewable Energy
- Shape Memory Alloys
- Soldering
- Stainless Steels
- Superalloys, Nickel, and Cobalt
- Surface Engineering
- Ternary Systems
- Thermal Properties
- Thermal Spray Technology
- Titanium
- Tool Steels
- Tools and Dies
- Welding

ASM SPONSORED WEBINARS & TARGETED EMAILS

2023

WEBINARS

EMAIL

SPONSORED WEBINARS

When sponsoring a custom ASM webinar, not only does the sponsor provide value added information for existing customers and potentially boost sales — the event also attracts new, qualified leads that expand the sponsor's market and reach.

Let ASM customize a webinar for you that delivers solution-driven content to industry professionals in an easy-to-use and cost effective format. ASM has been collecting and producing quality materials information resources for over 100 years – and we want to help you deliver that relevant content to your customers and prospects right where they live and work.

ASM webinars are a powerful lead generation tool that helps you reach buyers and up-and-coming decision makers: metallurgists, engineers, managers, technicians, and more who use, purchase, and implement products and services. Our custom marketing and promotional webinar planning will get you the targeted audience that you want in any materials science field.

GET THE POWER OF AN ASM WEBINAR WORKING FOR YOU.

[CLICK HERE TO VIEW OUR WEBINAR ARCHIVE.](#)

ASM TURNKEY WEBINAR SERIES

The ASM Turnkey Webinar Series is a sponsored webinar where we provide a list of topics to select from, the speaker, and all of the marketing and promotions. You are only responsible for selecting the topic that best fits your strategy. Following the webinar, you will receive detailed metrics on the registered attendees that can help grow your business!

Topics include, but are not limited to:

- How to Organize and Run a Failure Investigation
- Failure Analysis Series — FA Procedures, Corrosion, Wear, Elevated Temp, Fatigue, Brittle and Ductile Failures
- Microstructure Series — Aluminum, Steels, Titanium, Superalloys, Copper, etc.

Daniel Dennies, FASM, will be the speaker for the ASM Turnkey Webinar Series. He is a long time ASM member and fellow and has over 30 years experience as a metallurgist and years of teaching and speaking practice.

TARGETED EMAILS

REACH YOUR IDEAL AUDIENCE THROUGH ASM'S EMAIL LIST.

Sending your customized email to ASM's highly targeted distinguished audience will help increase your reach and provide your sales team with leads who are the most interested in your offering. ASM is a well-respected society that engineers, metallurgists, scientists, and engineering managers trust to provide them with the latest advancements in the field of materials science. Don't miss your opportunity to connect with these decision makers and industry influencers.

PRICING IS BASED ON TARGETED SIZE.

EMAIL GUIDELINES:

- HTML that is no more than 640 pixels wide.
- Subject line.
- Preheader if possible. A preheader is a secondary subject line and will appear in smart phone menus as well as new versions of Outlook.

EMAIL TIPS:

- Avoid using java script or linking to external style sheets, or style sheets that are part of a web site.
- Use inline styles instead of external styles.
- HTML emails render differently in different email clients. Keep the HTML simple.
- Avoid using images with large file sizes.
- We recommend avoiding animated gifs. Many email clients do not render animations.



IN EVERY ISSUE

Technology Developments and Business News covers Additive Manufacturing; Metals, Polymers, Ceramics; Testing; Characterization; Nanotechnology; Process Technology; Energy Trends; Sustainability; and Emerging Technologies.

Research Tracks reports on the latest R&D initiatives taking place across the industry, universities, and government labs.

Machine Learning covers cutting edge advances and applications of artificial intelligence in materials science and engineering.

In-depth Feature Articles discuss areas of interest to materials science and engineering professionals to help them in their daily work.

3D PrintShop provides information on technology advancements in additive manufacturing.

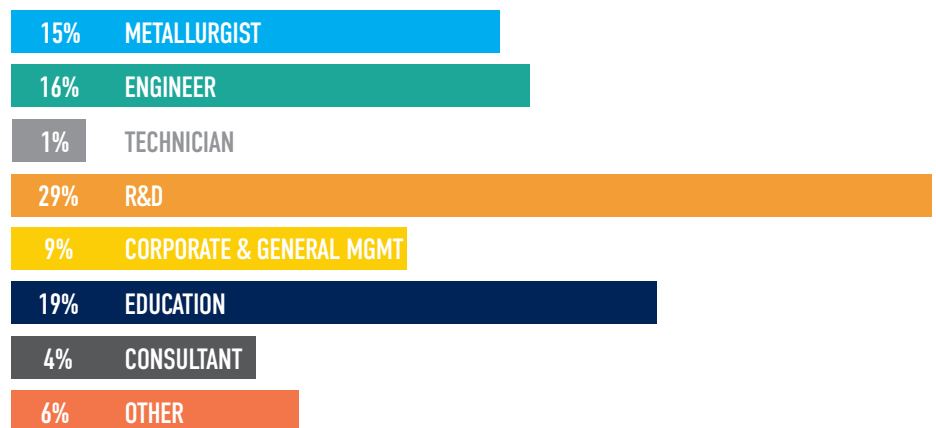
ASM News covers breaking news about ASM members, chapters, events, awards, conferences, affiliates, and other society activities.

ADVANCED MATERIALS & PROCESSES (AM&P)

The industry leading technical magazine for materials professionals.

Advanced Materials & Processes® (AM&P) is the flagship technical magazine from ASM International, the world's largest society for materials scientists and engineers. AM&P is packed with materials engineering content for a highly engaged readership of ASM members. The 20K+ ASM members (who are AM&P readers) are materials scientists, engineers, managers, professors, and technicians across every field of materials science who make decisions and recommend products.

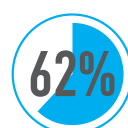
PRIMARY JOB FUNCTION OF AM&P READERS



READERS INVOLVED IN THE RECOMMENDATION, APPROVAL, OR PURCHASE OF ANY OF THE FOLLOWING PRODUCTS OR SERVICES:

Metals.....	57%
Testing Inspection	39%
Thermal Treatment.....	36%
Surface Treating / Coating.....	31%
Specialty Metals / Superalloys	30%
Processes for Parts / Components, Forming, Shaping, Molding.....	27%
Powder Metals / Materials	24%
Ceramics	19%
Instrumentation & Control Systems	18%
Plastics	16%
Electronic Materials	6%

81% are involved in one or more of the above.



of AM&P readers indicated they took an action (visited a website, bought products, etc.) based on the advertisements in AM&P.

AM&P PRINT AND DIGITAL EDITION RATES

2023

PRINT RATES

All issues of AM&P magazine are also digital and live on the ASM website. See below for additional digital edition advertising opportunities.

SIZE	AD RATE
2 PAGE SPREAD	\$6,500
FULL PAGE	\$5,000
FULL PAGE ADVERTORIAL	\$5,300
HALF PAGE (VERTICAL OR HORIZONTAL)	\$4,000
HALF PAGE ISLAND	\$4,500
1/3 PAGE VERTICAL	\$3,000
1/4 PAGE	\$2,300
CLASSIFIED	\$1,000
1/10 PAGE	\$950
COVER OPTIONS	
GATEFOLD COVER	\$8,000
BACK COVER	\$5,600
INSIDE FRONT COVER	\$5,400
INSIDE BACK COVER	\$5,200

Specified or guaranteed positions, other than covers, space cost +10%.

Agency discounts: 15% agency commission. Net 30 days.

Additional discounts will apply to advertisers running in multiple issues.

PACKAGE PRICING

An integrated combination of ASM products can help you reach the greatest number of prospects for the lowest cost. Call to discuss how volume buying and bundled packages can give you the greatest impact.



DIGITAL EDITION SPONSORSHIPS

AM&P Magazine's digital edition provides your company with additional exposure and presents you with the opportunity to be an issue's primary sponsor. Connect to our readers in two ways — a **full-page ad** adjacent to the front cover and a **banner ad** featured prominently at the top of the digital edition notification email. Don't miss the opportunity to boost brand awareness as an AM&P digital edition sponsor.

2022 ADVERTISERS INCLUDE:

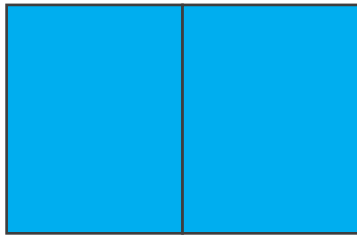
Allied High Tech Products Inc.
Applied Test Systems Inc.
Buehler Ltd., An ITW Company
Centorr Vacuum Industries Inc.
ECM, USA
Ed Fagan Inc.
Epsilon Technology Corp.
Gasbarre Products Inc.
Impact Innovations
Indium Corp.
Instron
LECO Corp.
Luminous Device Technologies Inc.
Master Bond Inc.
MIPAR Image Analysis
Norman Noble Inc.
NSL Analytical Services Inc.
Saint Gobain Coating Solutions
Sallolytech
Surface Combustion Inc.
Thermo-Calc Software Inc.
Thermo Fisher Scientific
Tinius Olsen
Westmoreland Mechanical Testing & Research Inc.
ZwickRoell

GENERAL RATE POLICY

Rates are based on number of insertions within a 12-month period. 90 days notice will be given in the event of a rate revision. Contract may be canceled at the time revision becomes effective, without short rate adjustment on space already run, provided the contract rate has been earned up to the date of cancellation.

AM&P PRINT PUBLICATION SPECIFICATIONS

2023



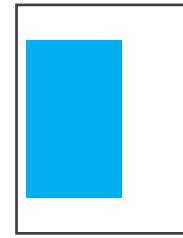
2 PAGE SPREAD

NON-BLEED: 15 1/8 x 10 in.
BLEED: 16 1/2 x 11 1/8 in.



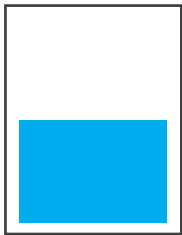
1 PAGE

NON-BLEED: 7 x 10 in.
BLEED: 8 3/8 x 11 1/8 in.



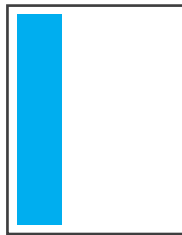
1/2 ISLAND

NON-BLEED: 4 5/16 x 7 1/2 in.
BLEED: 5 3/8 x 7 7/8 in.



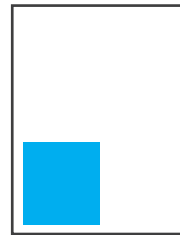
1/2 HORIZONTAL

NON-BLEED: 7 x 4 7/8 in.
BLEED: 8 3/8 x 5 5/16 in.



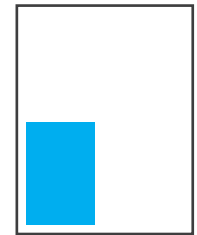
1/3 VERTICAL

NON-BLEED: 2 1/8 x 10 in.
BLEED: 3 x 11 1/8 in.



1/3 SQUARE

NON-BLEED: 4 5/16 x 4 7/8 in.



1/4 SQUARE

NON-BLEED: 3 1/4 x 4 7/8 in.

MECHANICAL REQUIREMENTS (WEB-OFFSET)

- Publication Trim Size: 8 1/8" x 10 7/8"
- Keep important illustrations and type at least 3/8" from trim edge and 5/8" from binding edge.
- 133 line screen / 300 dpi

ELECTRONIC SPECIFICATIONS

Advertisements should be submitted electronically via the following:

- Formats: High-resolution PDFs or InDesign files
- Graphics / Images: TIFF, JPEG or EPS format (CMYK), high-resolution (300 dpi).

BINDING AND PAPER STOCK

- Perfect bound
- Stock is white, coated enamel

1/10TH PAGE ADS MECHANICAL SPECIFICATIONS

Please provide approximately 50 words of typewritten copy about your company, featured product, service, or website, along with a company logo, brochure, or photograph. High-resolution digital files are preferred; see Electronic Specifications for details. Layout is included in the advertising rate.

INSERT / OUTSERT SPECIFICATIONS

- For mechanical specifications related to supplied inserts, contact the Digital Media Manager: kelly.sukol@asminternational.org.
- Multi-page supplied inserts count as one insertion.

CLASSIFIED ADVERTISING

ASM has several ways to advertise your classified ads.

AM&P Magazine

- Advertise your open position, used equipment or general information within AM&P Magazine. Please contact us for specs and pricing.

ASM CareerHub

- Post your job or internship listing using the ASM CareerHub. This is an online, self-service model that allows you to select your package directly online. Visit the CareerHub at careercenter.asminternational.org/employer-offers.

Classified advertising does not count toward general advertising frequency and is not agency commissionable (billed gross).

Copy and Contract Regulations

The publisher reserves the right to decline or cancel any advertisement at any time. Advertisements which in the judgment of the publisher attempt to create the illusion that they are editorial matter shall carry the word "Advertisement" at the top. Advertiser and its advertising agency, jointly and severally, agree to indemnify, defend, and save harmless the Publisher, its employees and agents from any claims, actions, expenses, or losses, based on or arising out of anything contained in such advertising, including the unauthorized use of any person's name or photograph or of any sketch, map, words, labels, trademarks, or copyrighted material, obscene language, libelous statements, invasion of privacy, or anything unlawful, in connection with advertising purchased according to the terms of this rate card.

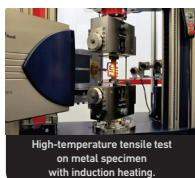
DEVELOPING HIGH TEMPERATURE MATERIALS

Testing at temperatures up to 2000°C is essential for designing materials that can handle the heat.

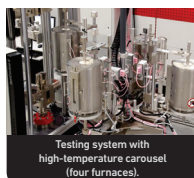
Metallic and ceramic high-temperature materials represent a fundamental area of research within the energy and transportation industries. The overall efficiency of power plants and aircraft turbines depends on the performance of these materials. Testing these materials is of critical importance to ensure their performance, and one of the leading manufacturers of testing systems for high temperature materials is ZwickRoell.

For energy conversion systems with single-cycle operation (e.g., steam or gas turbine power plants and internal combustion engines) as well as in multi-cycle systems (e.g., gas and steam turbine combined power plants), higher thermal efficiencies and thereby lower CO₂ emissions can only be achieved by increasing process temperatures and pressures. This also applies to aircraft turbines.

Traditional metallic and ceramic materials—such as those used in compressors, turbines, combustion chambers, and boilers—must be further developed and improved. Metallic materials are increasingly subjected to corrosive loading at elevated temperatures due to the atmosphere in which they operate. Therefore, it is vital that the materials are protected. One approach is to form a passivation layer through the material itself. In the high temperature range, oxides from chromium (Cr₂O₃, up to approximately 900°C), aluminum (Al₂O₃, up to approximately 1500°C) and silicon (SiO₂, up to approximately 1800°C) are best suited for use as protective coatings.



High-temperature tensile test on metal specimen with induction heating.



Testing system with high-temperature carousel (four furnaces).

Optimized materials development requires a thorough understanding of the correlation between chemical compounding, microstructures, mechanical properties, and long-term stability. To ensure the economical use of costly high-performance materials, material characteristics under practical loading must be determined, e.g., tensile loading, fracture mechanical behavior, creep, fatigue, and thermo-mechanical fatigue. Models for durability forecasting under complex loading also must be calculated.

Thermomechanical Testing

High temperature tests (e.g., tensile and flexure tests) are used to determine the thermal-elastic behavior, heat resistance, and recrystallization temperature of materials. It is common practice to install the high temperature unit (up to 2000°C) directly in the materials testing machine. This arrangement allows tensile tests to be performed at both room temperature to ISO 6892-1 or ASTM E8, and at elevated temperatures to ISO 6892-2 or ASTM E21. During room temperature testing, components such

as the high temperature furnace and extensometer are simply swiveled out of the test area.

Testing systems from ZwickRoell feature optimal coordination of furnaces including temperature controllers, correct specimen grips for tensile and flexure tests, and the appropriate extensometer. With the videoXtens (up to 1200°C) video extensometer and the laserXtens (up to 1800°C) based on the laser speckle principle, ZwickRoell offers two noncontact measuring solutions ideally suited to high-temperature tensile testing. These systems offer distinct advantages, particularly when used with sensitive specimens at high temperatures in air or vacuum environments. The combination of furnace volume, temperature tolerances and hold times specified in the standard, and heating and cooling times determine the testing duration.

Zwick / Roell

For more information on high temperature materials testing systems, contact ZwickRoell at 770.420.6555 / www.zwickroell.com.

SPONSORED CONTENT

SHARE YOUR STORY IN THE NEXT ISSUE OF AM&P



DO YOU HAVE A STORY TO TELL?

Our audience of highly engaged materials professionals is listening. Advertorials give marketers the opportunity to tell their story in a longer format than a traditional advertisement. ASM's flagship technical magazine, *Advanced Materials & Processes*, makes sharing your story both easy and extremely effective.

Discreetly labeled as “sponsored content,” your company can highlight its capabilities and points of difference, share a customer success story, or provide a detailed application example.

All we need is 500 words, your logo, and a couple of images and captions. Our editorial and design team will create the layout and then return it to you for review and approval.

Advertorial materials are due one week before ad close date.

CONTACT US DIRECTLY FOR A PRICE QUOTE

ADVERTORIALS ARE AN IDEAL WAY TO SHOWCASE:

- Interesting case studies
- Customer success stories
- Uniqueness of your products or services
- Historical profile of your company
- New capabilities and services
- Future plans and direction of your organization

TO ADVERTISE IN AM&P, CONTACT:
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AM&P EDITORIAL CALENDAR

2023

ISSUE	FOCUS	ADDED VALUE	AD CLOSE
JANUARY/ FEBRUARY	Emerging Analysis Methods <ul style="list-style-type: none"> Machine Learning Applications Data Analytics and Microscopy Novel NDT Methods AeroMat Program Highlights 	New Year Advertising Specials	JAN. 3
MARCH	Aerospace Materials and Testing <ul style="list-style-type: none"> Aerospace Materials for Lightweighting Innovations for Aerospace Applications Next-Generation Aerospace Testing AeroMat Show Preview SMST Show Preview 	Show Issue for AeroMat, Heat Treat Mexico, and SMST Signet Ad Study Special Supplements: <i>HTPro</i> <i>SMST NewsWire</i> Bonus Distribution: AeroMat Collocated with SAE's AeroTech March 14–16, Fort Worth, TX SMST Entrepreneurial Workshop March 14–15, Fort Worth, TX Heat Treat Mexico March 28–30, Monterrey, Mexico	FEB. 1
APRIL	Additive Manufacturing <ul style="list-style-type: none"> Powders for Metal AM Characterization of AM Components Composite Additive Manufacturing Safety and Standards ITSC Show Preview 	Show Issue for ITSC Special Supplement: <i>Intl. Thermal Spray & Surface Engineering</i> Bonus Distribution: (included in registration bags): ITSC May 22–25, Quebec City, Canada	MARCH 8
MAY/JUNE	Materials Testing/ Characterization <ul style="list-style-type: none"> Jacquet-Lucas Award Winner Archaeometallurgy of Early Metals Ceramics and Testing EV Battery Testing Solutions 	Special Supplement: <i>HTPro</i>	MAY 3
JULY / AUGUST	Green Materials Engineering <ul style="list-style-type: none"> Sustainable Materials for Energy Trends in Automotive Materials Net Zero and Renewable Energy TS4E Show Preview IMAT Program Highlights 	TS4E Show Issue Signet Ad Study Special Supplement: <i>Intl. Thermal Spray & Surface Engineering</i> Bonus Distribution: TS4E September 12–13, University West, Sweden	JUNE 28
SEPTEMBER	Advanced Manufacturing <ul style="list-style-type: none"> ICME for Advanced Manufacturing Processing Considerations for Polymer AM Parts Qualification AI and Robotics for Discovery IMAT Show Preview Heat Treat Show Preview 	IMAT & Heat Treat Show Issue Special Supplement: <i>HTPro</i> Bonus Distribution: (included in event registration bags): IMAT Conference October 16–19, Detroit, MI Heat Treat Conference October 17–19, Detroit, MI	AUG. 16
OCTOBER	Nondestructive Testing & Failure Analysis <ul style="list-style-type: none"> Advanced NDE Methods Corrosion Prevention and Analysis Testing for Concrete and Building Materials Analyzing Electronics Failures ISTFA Show Preview 	Special Supplement: <i>SMST NewsWire</i> Bonus Distribution: ISTFA November 12–16, Phoenix, AZ	SEPT. 13
NOVEMBER / DECEMBER	Materials Testing / Characterization <ul style="list-style-type: none"> Emerging Test Methods Characterization of High-entropy Alloys Trends in Testing Equipment Archaeometallurgy Showcase 	Advertising Specials	NOV. 1



AM&P eNews delivers the latest updates from the metals and materials industries. As an eNews sponsor, you can promote yourself in a large format position through an image, text, a direct link to your website, and your company name – and we provide full tracking statistics.



of AM&P eNews readers use, purchase, recommend, and implement products and services in the materials science industry.



of all subscribers have directly purchased products or actively researched purchasing products as a direct result of reading the AM&P eNews.



of all subscribers are not ASM members — additional audience reach of 11,500 subscribers.



of all AM&P eNews readers receive the AM&P print magazine. Therefore, advertisers can't reach all buyers through only the print magazine.*

*Based on a media research/readership study by Z-Squared Media.

AM&P eNEWSLETTER

The bi-weekly supplement to AM&P print magazine.

With a growing circulation of over 17,000, AM&P eNews delivers timely industry news, technology updates, fun videos and facts, and much more to materials professionals from around the globe. Advertise in AM&P to get the reach, frequency and views that you want with a target audience of materials professionals.

SPONSORSHIP PACKAGES

PRIMARY SPONSORSHIP: \$1,600 PER AM&P eNEWS

Only ONE primary sponsorship is available for each AM&P eNews – which means your message stands out. Your large format rectangle is featured prominently “above the scroll” on the eNews.

AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 640 x 200 px) and provide a URL for clickthroughs.

PRODUCT SPOTLIGHT: \$1,000 PER AM&P eNEWS

Submit 75 words and one image for a Product Spotlight, which is a great way to highlight new products and company updates.

AD REQUIREMENTS: Submit 75 words (including a title); one image (TIFF or JPEG); and provide a URL for clickthroughs.

VIDEO SPONSORSHIP: \$1,600 PER AM&P eNEWS

Capture the attention of your buyers through video with the ASM International Sponsored Video Showcase. The video sponsorships are the number one clicked item within each newsletter.

AD REQUIREMENTS: Submit a video title and 75 words; one image (TIFF or JPEG) - we will design this image to be 640 x 200 px; and provide a video URL for clickthroughs.

TILE ADVERTISEMENT: \$725 PER AM&P eNEWS / OR \$16,500 FOR EVERY ISSUE IN 2023 (25 ISSUES)

Increase your brand awareness with a tile ad. Submit a 300 x 185 px image and a URL for clickthroughs.

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ASM INTERNATIONAL & AFFILIATE SOCIETY EVENTS

2023

Staying current is key to staying relevant, so ASM Conferences and Expositions cover the latest trends and developments in industries like heat treating, thermal spray, shape memory alloys, aerospace materials and more.

AEROMAT MARCH 14 – 16, 2023 | FORT WORTH, TX | CO-LOCATED WITH: AEROTECH

AeroMat focuses on innovative aerospace materials, fabrication and manufacturing methods that improve performance, durability and sustainability of aerospace structures and engines with reduced life-cycle costs. Co-located with AeroTech.

SMST ENTREPRENEURIAL WORKSHOP MARCH 14 – 15, 2023 | FORT WORTH, TX

SMST Entrepreneurial Workshop is a 1.5 day event for SMA entrepreneurs across all fields, existing and emerging. Education toward startup success will be provided from technology and business experts through short talks and panel discussion. Networking events, including a pitch session with live expert feedback, will engage new and experienced SMA entrepreneurs.

HEAT TREAT MEXICO MARCH 28 – 30, 2023 | MONTERREY, MEXICO

Heat Treat Mexico is powered by the strength of the ASM Heat Treating Society, ASM Mexico Chapter, and the organizers of Heat Treat North America. This conference and expo will showcase heat treating resources, programming and technology for the emerging markets in Mexico.

ITSC MAY 22 – 25, 2023 | QUEBEC CITY, CANADA

ITSC is the world's foremost international conference and exhibition for thermal spray technologists, researchers, manufacturers, and suppliers. This conference rotates between North America, Europe, and the Pacific Rim and is organized by the ASM Thermal Spray Society, the German Welding Society (DVS), and iiw.

TS4E SEPTEMBER 12 – 13, 2023 | UNIVERSITY WEST, SWEDEN

The ASM Thermal Spray Society will again offer a symposium focused on suspension and solution thermal spray technology. This symposium offers an opportunity for scientists and engineers interested in the emerging S&STS technologies to address both research challenges and development of industrial applications.

IMAT OCTOBER 16 – 19, 2023 | DETROIT, MI

IMAT is ASM's annual event, is the only targeted event on advanced materials, applications and technologies in key growth markets that will have a focus on economic trends and business forecasts. The event will include a diverse group of materials experts, including the ASM Programming Committees, AeroMat Committee, and all six of ASM's Affiliate Societies, who are heavily involved in building the technical symposiums, which will have a strong focus on real-world technologies that can be put to use today. Co-located with Heat Treat.

HEAT TREAT OCTOBER 17 – 19, 2023 | DETROIT, MI

Heat Treat, the biennial show from the ASM Heat Treating Society, is considered the premier, can't-miss event for heat treating professionals in North America. Heat Treat features an exciting mix of new technology, exhibits, technical programming, and networking events geared toward the heat treating industry. Co-located with IMAT.

ISTFA NOVEMBER 12 – 16, 2023 | PHOENIX, AZ

ISTFA is the only North American event devoted to the semiconductor, electronic sample preparation, and imaging markets. ISTFA offers the best venue for failure analysts and the FA community for sharing challenges and acquiring the technical knowledge and resources needed to take them on. The event is part of ASM's Electronic Device Failure Analysis Society.

ASM GLOBAL MATERIALS SUMMIT DECEMBER 6 – 8, 2023 | LAPLAYA BEACH & GOLF RESORT, NAPLES, FL

The ASM Global Materials Summit is a unique opportunity to connect with visionaries in the materials community in an interactive environment about the future of the materials world. This exclusive FASM and senior level event will provide a platform for our distinguished leaders to have meaningful discussions and develop tangible solutions to the biggest challenges facing the materials community.

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