



IMS SLIPLINES eNEWSLETTER

The monthly newsletter from the International Metallographic Society (IMS).

SliPlines eNews is a monthly newsletter that provides metallography information and news to over 3,800 IMS members and customers who are involved in the art and science of metallography and materials characterization. Each issue covers topics of interest to metallographers such as articles on microscopy; technical notes on new techniques, etchants and unusual microstructures; product and equipment related news; IMS activities and events; and much more.

SPONSORSHIP PACKAGES

PRIMARY SPONSORSHIP: \$650 PER SLIPLINES eNEWS

Only ONE primary sponsorship is available for each SliPlines 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: \$500 PER SLIPLINES 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; one image (TIFF or JPEG); and provide a URL for clickthroughs.

VIDEO SPONSORSHIP: \$650 PER SLIPLINES eNEWS

Capture the attention of your buyers through video with the ASM International / IMS 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: \$400 PER SLIPLINES eNEWS / OR \$4,000 FOR EVERY ISSUE IN 2023 (12 ISSUES)

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

AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 300 x 185 px) and provide a URL for clickthroughs.

As an exclusive sponsor of SliPlines, you can promote yourself in a large format position through text, a direct link to your website, and your company name – and we provide full tracking statistics.

A smart, strategic way to align your product with a highly reputable and credible source of metallographic information and industry news.

REACHING THE RIGHT PEOPLE IS THE FIRST STEP IN CLOSING THE DEAL.

ASM International delivers the best opportunities for suppliers of products and services to reach the 20,000+ ASM members and other decision makers in the materials science industry. ASM offers a full suite of advertising, promotional, and face-to-face opportunities for modern marketers. ASM products continue to meet the high standard for editorial quality and integrity that our readers and members have come to expect.

More information is available online at asminternational.org/access.

TO ADVERTISE IN SLIPLINES, CONTACT:

advertise@asminternational.org

IMS
International Metallographic Society
ASM INTERNATIONAL

IMS SPONSORSHIP OPPORTUNITIES

2023

IMS ONLINE COMMUNITY

Sponsoring the IMS Online Community is a great way to reach an audience that includes professionals involved with materials and their fabrication, their performance and behavior, their analysis and evaluation, and/or the equipment needed to conduct these studies. These professionals are metallurgists, technicians, engineers and managers and more that use, purchase and implement products. Our new and enhanced online products are the best way to expand your reach to the IMS online audience.

FEATURED SPONSOR AD

TOTAL SITE SPONSORSHIP PACKAGE: \$1,500 PER MONTH

Promote your company or product on the IMS site with a logo placement – there's no better way to promote identity than on top level pages of a targeted site. In addition, featured ads are a dynamic and highly visible way to place your message in front of your audience on pages they visit most. Being a featured sponsor is an excellent choice for both branding and direct response campaigns.

AD REQUIREMENTS: Submit one image (TIFF or JPEG - dimensions: 978 x 235 px) and provide a URL for clickthroughs.

MONTHLY STATS

AVERAGE MONTHLY USERS: 7,000+

AVERAGE MONTHLY PAGEVIEWS: 14,500+

The online IMS community, an interactive world of industry professionals, offers access to the global source for metallography and microstructural analysis professionals, to network and exchange information, ideas, and solutions.

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 big file sizes.
- We recommend avoiding animated gifs. Many email clients do not render animations.

TO BECOME A IMS SPONSOR, CONTACT:

advertise@asminternational.org

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.

FOR EVENT ADVERTISING OPPORTUNITIES, CONTACT:
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