



## ADVERTISE IN SMST NEWSWIRE

As a featured supplement to AM&P magazine, SMST NewsWire reaches the larger audience of over 20,000 ASM and SMST members in the shape memory alloy industry.

Your message is viewed by members of the International Organization on Shape Memory and Superelastic Technologies, some of the most knowledgeable and influential people in the industry.

Published both in print and digitally, to reach the audience on a variety of platforms.

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

## SMST NEWSWIRE ADVERTISING RATES

SIZE	
FULL PAGE ADVERTORIAL	\$3,200
FULL PAGE	\$3,000
1/2 PAGE	\$2,500
1/4 PAGE	\$2,000
1/10 PAGE	\$500

For pricing packages, contact:  
[advertise@asminternational.org](mailto:advertise@asminternational.org)

# SMST NEWSWIRE

The bi-annual publication for shape memory alloy professionals.

Be a part of the newest supplement to Advanced Materials & Processes magazine! The SMST NewsWire is essential for shape memory professionals who want reliable, up-to-date information and covers shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets, along with SMST news and initiatives. This supplement, featured twice a year within AM&P, provides the latest research, applications, and trends on this growing sector.

## SMST NEWSWIRE 2023 EDITORIAL CALENDAR

ISSUE	FOCUS	ADDED VALUE	AD CLOSE
MARCH	<p><b>Featuring:</b></p> <ul style="list-style-type: none"> <li>SMST 2023 Event Information</li> <li>Trends in Shape Memory Research</li> <li>SMST Society News</li> </ul> <p><b>SMST NewsWire Content</b> Shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets</p>	<p><b>Show Issues:</b>  <b>Heat Treat Mexico</b>  <b>AeroMat 2023</b>  <b>SMST Workshop</b></p> <p><b>Signet Ad Study</b></p> <p><b>Bonus Distribution</b>  <b>AeroMat 2023</b>  <b>Collocated with SAE's AeroTech</b>            March 14–16            Fort Worth, TX</p> <p><b>SMST Entrepreneurial Workshop</b>            March 14–15            Fort Worth, TX</p> <p><b>Heat Treat Mexico</b>            March 28–30            Monterrey, Mexico</p>	FEB. 1
OCTOBER	<p><b>Featuring:</b></p> <ul style="list-style-type: none"> <li>SMST 2023 Event Recap</li> <li>Advancements in Shape Memory Technologies</li> <li>SMST Society News</li> </ul> <p><b>SMST NewsWire Content</b> Shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets</p>	<p><b>Bonus Distribution</b>  <b>ISTFA</b>            November 12–16            Phoenix, AZ</p>	SEPT. 13

# SMST PRINT PUBLICATION SPECIFICATIONS

# 2023



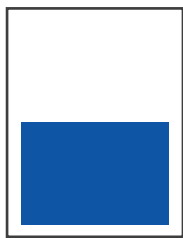
## 2 PAGE SPREAD

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



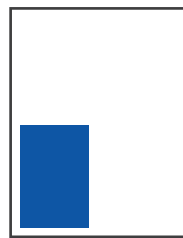
## 1 PAGE

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



## 1/2 HORIZONTAL

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



## 1/4 SQUARE

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

### 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. The SMST Society's flagship technical magazine, SMST, 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.

[advertise@asminternational.org](mailto:advertise@asminternational.org).

### 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

### 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 Digital Media Manager: [kelly.sukol@asminternational.org](mailto:kelly.sukol@asminternational.org).
- Multi-page supplied inserts count as one insertion.

### CLASSIFIED ADVERTISING

ASM has several ways to advertise your classified ads.

#### SMST NewsWire Supplement in 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](http://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.

# eELASTIC eNEWSLETTER

The quarterly newsletter from the International Organization on Shape Memory and Superelastic Technologies (SMST).

eElastic is the only newsletter dedicated exclusively to shape memory and effect alloys – and it is where you will find nearly 1,000 professionals from that industry. Published by the International Organization on Shape Memory and Superelastic Technologies (SMST), an ASM affiliate society, this quarterly newsletter presents the latest news about memory materials, applications and the SMST society. The members of the SMST community also have exclusive access to members-only feature articles written by industry thought leaders.

## SPONSORSHIP PACKAGES

### PRIMARY SPONSORSHIP: \$795 PER eELASTIC eNEWS

Only ONE primary sponsorship is available for each eElastic 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 eELASTIC 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: \$795 PER eELASTIC eNEWS

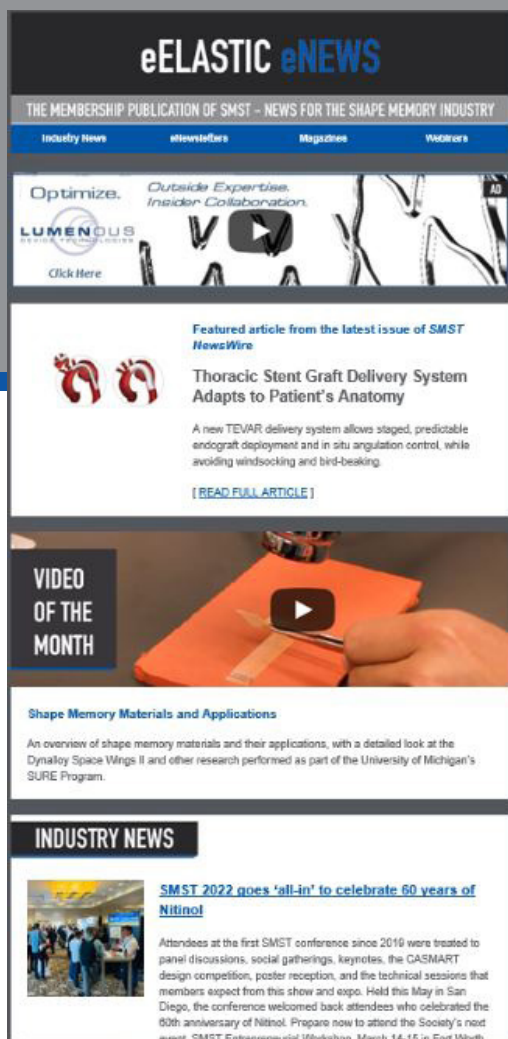
Capture the attention of your buyers through video with the ASM International / SMST Sponsored Video Showcase. The video sponsorships are the number one clicked item within each newsletter.

**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: \$300 PER eELASTIC eNEWS / OR \$1,000 FOR EVERY ISSUE IN 2023 (4 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 eElastic, 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.

Your ad will be viewed by SMST Society members, some of the most knowledgeable and influential people in the Shape Memory industry.

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

TO ADVERTISE IN SMST NEWSWIRE OR eELASTIC, CONTACT:

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# SMST SPONSORSHIP OPPORTUNITIES

# 2023

## SMST ONLINE COMMUNITY

Sponsoring the Shape Memory and Superelastic Technologies Online Community is the best way to reach an audience that focuses on the engineering aspects and applications of shape memory alloys and technologies. Our new and enhanced online products are the best way to expand your reach to this targeted audience.

## FEATURED SPONSOR AD

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

Promote your company or product on the SMST 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 of 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: 225 x 187 px) and provide a URL for clickthroughs.

## MONTHLY STATS

**AVERAGE MONTHLY USERS: 7,000+**

**AVERAGE MONTHLY PAGEVIEWS: 14,500+**

The online SMST Community, an interactive world of industry professionals, offers access to the global source for shape memory and superelastic technologies 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 SMST SPONSOR, CONTACT:**  
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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.

**FOR EVENT ADVERTISING OPPORTUNITIES, CONTACT:**  
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