



# iTSSe MAGAZINE

A timely thermal spray insert from ASM's Thermal Spray Society (TSS).

The International Thermal Spray & Surface Engineering (iTSSe) supplement within AM&P magazine focuses exclusively on thermal spray and other surface engineering technologies. Both issues in 2023 contain industry news, technical articles, products and equipment, company profiles, and more. Focus your marketing and reach more than 1,000 TSS members and the entire AM&P audience.

## iTSSe 2023 EDITORIAL CALENDAR

| ISSUE         | FOCUS   | ADDED VALUE   | AD CLOSE |
|---------------|---|---|----------|
| APRIL         | <b>Aerospace Industry &amp; Military Applications</b><br>The aerospace industry relies on coating technologies to improve materials properties and durability. Engineered surfaces are used for thermal protection, corrosion and wear resistance, weight reduction, sealing, and more. Military turbine units in service around the world contain hundreds of components that rely on thermal spray coatings as a defense mechanism against wear and corrosion, and to promote life extension of critical parts. | <b>ITSC Show Issue</b><br><b>Bonus Distribution</b><br><i>(included in event registration bags):</i><br><br><b>ITSC 2023:</b><br>May 22-25<br>Quebec City, Canada | MARCH 8  |
| JULY / AUGUST | <b>Energy &amp; Power Generation</b><br>Efficient and reliable power generation requires advanced materials, engineered surfaces, and coatings to achieve extended component service life and increased operating efficiency. Thermal spray coatings provide protection and enable superior performance of materials used in a wide range of applications in industrial gas turbines, solid oxide-fuel cells, solar power, fossil fuel power plants, and oil and gas exploration and production.                  | <b>TS4E Show Issue</b><br><b>Signet Ad Study</b><br><b>Bonus Distribution</b><br><br><b>TS4E:</b><br>September 12-13<br>University West, Sweden                   | JUNE 28  |

## ADVERTISE IN iTSSe

Each iTSSe issue contains industry news, products, and technical articles related to the major focus of the issue, as well as other applications as appropriate plus the regular content of thermal spray event information, TSS News, and other related items.

Highlights from the Journal of Thermal Spray Technology (JTST) are also provided.

Your message is viewed by Thermal Spray Society members, some of the most knowledgeable and influential people in the thermal spray industry.

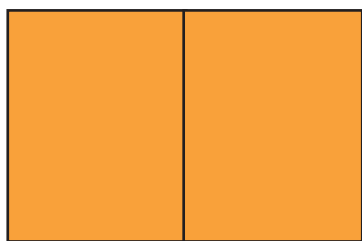
## iTSSe ADVERTISING RATES

| 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)

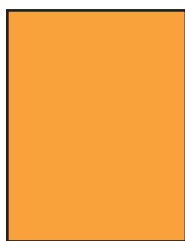
# iTSSe PRINT PUBLICATION SPECIFICATIONS

# 2023



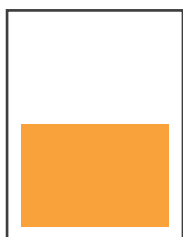
## 2 PAGE SPREAD

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



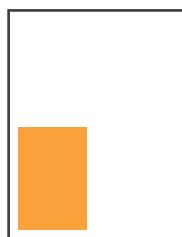
## 1 PAGE

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 1/16 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 Thermal Spray Society's flagship technical magazine, iTSSe, 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.

#### iTSSe 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.

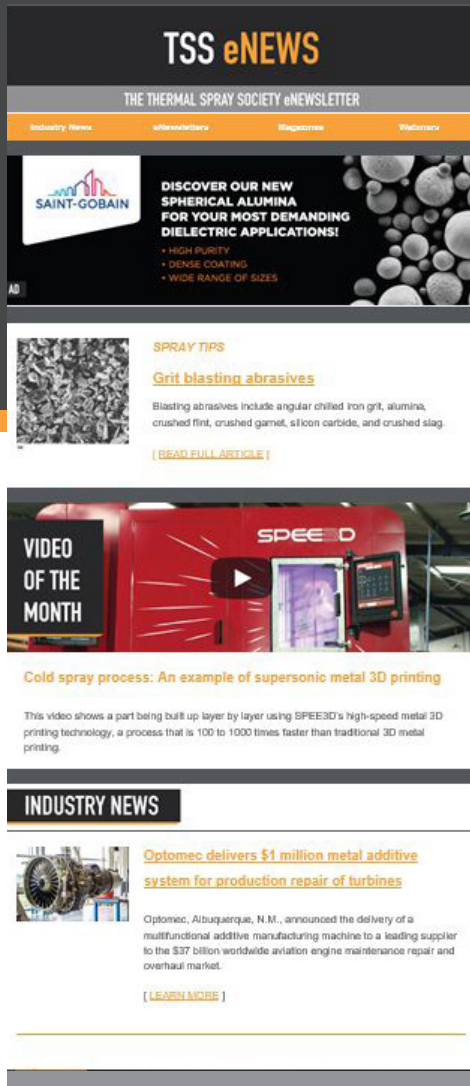
#### ASM CareerHub

- 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.



As an exclusive sponsor of TSS, 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 Thermal Spray Society members, some of the most knowledgeable and influential people in the industry.

# TSS eNEWSLETTER

The monthly eNewsletter from the ASM Thermal Spray Society (TSS).

With a growing circulation of over 6,000 subscribers, TSS eNews delivers timely industry news, technology updates and more. Advertise in TSS to get the reach, frequency and views that you want with a target audience of thermal spray professionals.

## SPONSORSHIP PACKAGES

### PRIMARY SPONSORSHIP: \$1,100 PER TSS eNEWS

Only ONE primary sponsorship is available for each TSS 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: \$750 PER TSS 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: \$1,100 PER TSS eNEWS

Capture the attention of your buyers through video with the ASM International / TSS 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 TSS eNEWS / OR \$3,500 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.

## 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.

Whether it is online, in print or at the show, your company can benefit from association with the well-known and established ASM brand.

More information is available online at [asminternational.org/access](http://asminternational.org/access).

TO ADVERTISE IN TSS, CONTACT:  
[advertise@asminternational.org](mailto:advertise@asminternational.org)



# THERMAL SPRAY SOCIETY SPONSORSHIP OPPORTUNITIES

## AN ONLINE HUB FOR THERMAL SPRAY PROFESSIONALS WORLDWIDE

Sponsoring the Thermal Spray Society (TSS) community site is the best way to reach buyers of thermal spray services and equipment. These professionals are engineers, managers, technicians and more that use, purchase and implement products. Advertising on the TSS website is an excellent way to expand your reach to this thermal spray audience.

### FEATURED SPONSOR AD

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

Promote your company or product on the TSS 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: 2,500+**

**AVERAGE MONTHLY PAGEVIEWS: 5,600+**

The online TSS Community, an interactive world of industry professionals, offers access to the global source for thermal spray professionals, captive and commercial, 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 TSS SPONSOR, CONTACT:  
[advertise@asminternational.org](mailto:advertise@asminternational.org)

 **TSS**  
Thermal Spray Society  
ASM INTERNATIONAL

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

