



ADVERTISE IN HTPRO

As a featured supplement to AM&P magazine, HTPro reaches the larger audience of over 20,000 ASM and HTS members in fields like heat treating.

Your message is viewed by Heat Treating Society members, some of the most knowledgeable and influential people in the heat treating industry.

HTPro reaches our audience on a variety of platforms.

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

HTPRO ADVERTISING RATES

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

Additional discounts will apply to advertisers running in all three issues. For pricing, contact: advertise@asminternational.org

For ad specifications, please refer to AM&P Print Specifications in the ASM Media Kit.

HTPRO MAGAZINE

The must-have publication for heat treat professionals.

ASM International has a long history of heat treating expertise, starting with our founding in 1913 as the Steel Treaters Club. HTPro continues that legacy by serving as the official voice of the Heat Treating Society (HTS), an affiliate of ASM International. This supplement, featured three times per year within AM&P, is essential for heat treating professionals who want reliable, up-to-date heat treating and thermal processing technical information.

HTPRO 2021 EDITORIAL CALENDAR

ISSUE	FOCUS	ADDED VALUE	AD CLOSE
MAY / JUNE	Testing & Control <ul style="list-style-type: none"> Mechanical Testing and Nondestructive Testing for Quality Control Process Control for Optimum Performance (Sensors, Flowmeters, Thermocouples) 	Heat Treat Preshow Issue	APRIL 21
SEPTEMBER	Thermal Processing in On / Off Highway Applications <ul style="list-style-type: none"> Additively Manufactured Automotive Components & Heat Treating Carburizing Nitriding Induction Hardening 	Exhibitor Spotlight Specials Bonus Distribution: Heat Treat 2021: September 14-16 St. Louis, MO	AUG. 9
NOVEMBER / DECEMBER	Atmosphere & Vacuum Heat Treating <ul style="list-style-type: none"> Atmosphere Control Combustion Control Burners / Recuperators High Pressure Gas Quenching Heating (Electric and Gas) 	Signet Ad Study	OCT. 20

TO ADVERTISE IN HTPRO, CONTACT:
advertise@asminternational.org





Featured article from the September issue of
Advanced Materials & Processes

**Laser Heat Treating Cuts Heat
Treating Time and Shortens
Schedules in the Manufacture
of Automotive Dies**

[[READ ARTICLE](#)]



**Achieve Record Uptime with Ipsen
Customer Service**

When it's time to replace your hot zone, choose one with better uniformity, greater reliability and faster processing. Ipsen's aftermarket specialists also provide electrical and software upgrades, replacement parts, and immediate technical assistance for any brand of furnace. With hundreds of employees dedicated to worldwide aftermarket support, and the largest field service presence in the industry, Ipsen Customer Service provides the rapid response needed to keep your operations running longer with minimal downtime.

[Visit Our Sponsor](#)

INDUSTRY NEWS



31%

AVERAGE CLICK-TO-OPEN RATE

FORMAT: HTML & TEXT

As an exclusive sponsor of HTPro, 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.



73% of HTPro eNews readers purchase and implement products and services in the heat treating industry.



75% of all readers have directly purchased products or actively researched purchasing products as a direct result of reading HTPro eNews.



74% of all HTPro eNews subscribers are ASM members. 26% are not – gain additional audience reach.*

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

HTPro eNEWSLETTER

The bi-weekly newsletter from the Heat Treating Society (HTS).

HTPro eNews is the bi-weekly touchpoint with a growing heat treat audience of over 7,700 subscribers. Heat treating professionals from all around the world subscribe to HTPro for regular updates on industry news, new products and services, and HTS society news. These professionals use, purchase, and implement heat treat products – and are potential leads for you.

2021 is a Heat Treat show year so book your eNews Sponsorship early!

SPONSORSHIP PACKAGES

PRIMARY SPONSORSHIP: \$1,300 PER HTPro eNEWS

Only ONE primary sponsorship is available for each HTPro eNews – which means your message stands out. Your large format rectangle is featured prominently “above the scroll” on the eNews, and also includes a “sponsored by” byline that includes your company or product name.

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

PRODUCT SPOTLIGHT: \$750 PER HTPro 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: \$1,300 PER HTPro eNEWS

Capture the attention of your buyers through video with the ASM International / HTS 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.

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.

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HTS
Heat Treating Society
ASM INTERNATIONAL

HEAT TREATING SOCIETY SPONSORSHIP OPPORTUNITIES

AN ONLINE COMMUNITY FOR HEAT TREATERS WORLDWIDE

Sponsoring the Heat Treating Society Online Community is the best way to reach buyers of heat treating services and equipment. These professionals are metallurgists, technicians, engineers, managers, and others who use, purchase and implement heat treating goods and services. Our new and enhanced online products are the best way to expand your message to this heat treating audience. Reach a targeted heat treat audience through HTS Online.

FEATURED SPONSOR AD

TOTAL SITE SPONSORSHIP PACKAGE: \$2,000 PER MONTH

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

MONTHLY STATS

AVERAGE MONTHLY USERS: 7,000+

AVERAGE MONTHLY PAGEVIEWS: 14,500+

The online HTS community, an interactive world of industry professionals, offers access to the global source for heat treating 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 AN HTS SPONSOR, CONTACT:
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