

SliPlines eNews
The International Metallographic Society eNewsletter

October 27, 2020 Newsletter

Qpol XL

Automatic Grinding & Polishing Machine

magersci.com

IMS Announces New Board Members

The ASM International Metallographic Society recently elected board members.

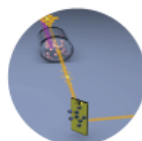
Andrew Kitahara, Ph.D. candidate, Carnegie Mellon University is appointed to the IMS Board for a three-year term (2020-2023). **Bemoulli Andilab**, Ph.D. candidate in mechanical engineering, Ryerson University, Toronto, is named student board member for a one-year term. Pictured left to right below are the new Board members Kitahara and Andilab.

The IMS board officers **Daniel P. Dennies**, FASM, president; **Mike Keeble**, vice president; **James Martinez**, immediate past president; and **Geo Abraham**, secretary, remain on the Board for 2020-2021. Also remaining on the board are **Burak Akyuz**, **Dominik Britz**, **Michael Connelly**, FASM, **Steven Gentz**, **Larry Hanke**, FASM, and **Laura Moyer**.

Thank you to our outgoing board members, **David Rollings** and **Johnathan Brehm**. We appreciate all your time and commitment to IMS.



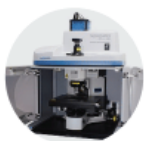
INDUSTRY NEWS



Quantum light squeezes noise out of microscopy signals

Researchers at the Department of Energy's Oak Ridge National Laboratory (ORNL) used quantum optics to advance state-of-the-art microscopy and illuminate a path to detecting material properties with greater sensitivity than is possible with traditional tools. Their work is the first practical application of nonlinear interferometry.

[Read Article](#)



Shimadzu and Horiba combine Raman spectrometer with liquid chromatograph

Shimadzu Corp. and Horiba Ltd., both of Japan, have concluded a basic agreement to commence collaboration on the development and sales of LC-Raman analytical and measuring instruments that combine Shimadzu's high-performance liquid chromatographs (HPLCs, hereinafter LCs) with Horiba's Raman spectrometers.

[Learn More](#)

23%

AVERAGE CLICK-TO-OPEN RATE

FORMAT: HTML & TEXT

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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 5,800 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

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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: \$1,000 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.

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.

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

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IMS
International Metallographic Society
ASM INTERNATIONAL

IMS SPONSORSHIP OPPORTUNITIES

2021

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.

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