



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. The inaugural issue appeared in the October 2019 AM&P magazine. The supplement has since been included in every April and October issue of the magazine.

PREVIOUS ISSUES INCLUDE:

- Editorials by SMST President Othmane Benafan and Vice President Jeremy Schaffer
- Feature Articles:
 - Shape Memory Alloy Actuated Vortex Generators by The Boeing Company/NASA
 - Toward Integrated Wearable Devices by University of Minneapolis
 - The Effect of Nitinol Micropurity on Device Reliability by G. Rau
- SMST Society News including biographies of new Board members
- Journal Highlights from Shape Memory and Superelasticity

SMST NEWSWIRE 2021 EDITORIAL CALENDAR

ISSUE	FOCUS	ADDED VALUE	AD CLOSE
APRIL	Featuring: <ul style="list-style-type: none"> • SMST 2021 Event Information • Trends in Shape Memory Research • SMST Society News SMST NewsWire Content Shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets	SMST Show Issue Bonus Distribution <i>(included in event registration bags):</i> SMST 2021: May 17-21 San Diego, CA	MARCH 6
OCTOBER	Featuring: <ul style="list-style-type: none"> • SMST 2021 Event Recap • Advancements in Shape Memory Technologies • SMST Society News SMST NewsWire Content Shape memory and superelastic technologies for biomedical, actuator applications, and emerging markets	Advertising Specials	SEPT. 4

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

For pricing packages, contact:
advertise@asinternational.org

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



The membership publication of SMST

News for the Shape Memory Industry

October 27, 2020 Newsletter



INNOVATION EVERY DAY

Click Here

INDUSTRY NEWS



Legov Systems Group awarded competitive grant from the National Science Foundation
 Legov Systems Group, Boise, Idaho, has been awarded a National Science Foundation (NSF) Small Business Innovation Research (SBIR) grant for \$225,000 to conduct research and development (R&D) work on a shape memory alloy (SMA) Thermal Energy Harvesting System.

Read Full Article



Exponent celebrates fifteen years in Asia
 Exponent established its first office in China in 2015. Since then, they have provided clients with on-the-ground testing and analysis services for manufacturing operations in the Asia-Pacific region.

Read Full Article



Confluent Medical opens new catheter development center
 Confluent Medical Technologies, Austin, Texas, has announced the opening of its new Complex Catheter Design and Development Center. The state-of-the-art facility expands Confluent's ability to provide customers with electrophysiology and neurovascular catheters, as well as complex delivery systems for structural heart and vascular applications.

Read Full Article



MedShape receives \$2.6M DOD grant for Nitinol dynamic compression devices
 MedShape Inc., Atlanta, has received a Technology/Therapeutic Development Award funded by the Department of Defense Peer-Reviewed Medical Research Program (PRMRP) to assist in the research and development of a dynamic compression fusion device using superelastic nickel-titanium (Nitinol) for use in diabetic foot limb salvage surgery.

Read Full Article



Introducing the new SMST supplement to Advanced Materials & Processes magazine! The SMST NewsWire is essential for shape memory professionals who want reliable, up-to-date information and will cover shape memory and superelastic technologies for

25%
AVERAGE CLICK-TO-OPEN RATE
 FORMAT: HTML & TEXT

As an exclusive sponsor of e-Elastic, 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.

e-ELASTIC eNEWSLETTER

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

e-Elastic is the only newsletter dedicated exclusively to shape memory and effect alloys – and it is where you will find over 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 e-ELASTIC eNEWS

Only ONE primary sponsorship is available for each e-Elastic 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: \$500 PER e-ELASTIC 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 e-ELASTIC 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.

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.

TO ADVERTISE IN SMST NEWSWIRE OR e-ELASTIC, CONTACT:
advertise@asminternational.org

SMST
 Shape Memory & Superelastic Technologies
 ASM INTERNATIONAL

SMST SPONSORSHIP OPPORTUNITIES

2021

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:
advertise@asminternational.org