



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 2021 contain industry news, technical articles, products and equipment, company profiles, and more. Focus your marketing and reach more than 1000 TSS members and the entire AM&P audience.

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

For pricing packages, contact:
advertise@asminternational.org

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

iTSSe 2021 EDITORIAL CALENDAR

ISSUE	FOCUS	ADDED VALUE	AD CLOSE
APRIL	Aerospace Industry & Military Applications 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.	ITSC Show Issue Bonus Distribution AeroMat 2021: May 24-27 Quebec City, Canada ITSC 2021: May 24-27 Quebec City, Canada	MARCH 6
JULY / AUGUST	Energy & Power Generation 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.	IMAT Show Issue Signet Ad Study Bonus Distribution <i>(included in event registration bags):</i> Cold Spray 2021: September 14-16 St. Louis, MO IMAT 2021: September 13-16 St. Louis, MO	JUNE 23



Spray Tips: Particle velocity of cold spray compared with thermal spray

In the cold spray process, the gas and particle temperatures are much lower and the gas and particle velocity are much higher than in other thermal spray processes. There typically are four regions of particle/substrate interactions that can be defined by particle velocity.

[\[READ FULL ARTICLE \]](#)

INDUSTRY NEWS



Oerlikon Metco new hardfacing alloys created by Rapid Alloy Computational Design

Oerlikon Metco, Westbury, N.Y., customizes hardfacing alloys for specific applications and processes through its Scoperta Rapid Alloy Computational Design process.

[Read Full Article](#)



Yttrium aluminum garnet thermal barrier coatings enable higher service temperatures

Researchers from the University of Connecticut at Storrs and Solution Spray Technologies, also of Storrs, presented a discussion of yttrium aluminum garnet thermal barrier coatings at ITSC 2019 in Japan last May.

[Read Full Article](#)



Wall Colmonoy study shows hard surfacing alloy properties change with application method

Researchers from Wall Colmonoy Corp. discussed how the properties of a hard surfacing alloy differed when applied by a variety of methods, in a presentation at the ITSC conference in Japan last May.

[Read Full Article](#)



Charles Kay of ASB Industries recognized as ASM Fellow for leadership in thermal spray

ASB Industries, Barberton, Ohio, announces that Charles Kay, vice president of ASB Industries, was recognized as an ASM Fellow at the annual ASM Awards Banquet in October.

[Read Full Article](#)

26%
AVERAGE CLICK-TO-OPEN RATE
FORMAT: HTML & TEXT

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.

TSS eNEWSLETTER

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

With a growing circulation of over 9,000 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, 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 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.

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 TSS, CONTACT:
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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. 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.

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