



Advertise in the Heat Treat Mexico Final Program
FINAL PROGRAM ADS ARE DUE: Friday, January 20, 2023

Artwork Specs for 8.5" x 11" Trim Size

Full Page

Non-Bleed Dimensions: 7" (w) x 10" (h)

Bleed Dimensions: 8 3/4" (w) x 11 1/4" (h)

Price: \$1,575.00 USD

Cover Price: \$2,500.00 USD

Half Page (Horizontal)

Non-Bleed Dimensions: 7" (w) x 5" (h)

Price: \$975.00 USD

Bleed dimensions above are for covers only

Electronic Format:

- All color ads are in 4-color CMYK
- High-resolution files accepted: .PDF, .EPS or .TIF
- Fonts MUST be embedded
- Bleeds are accepted for cover, inside cover, back cover, and inside back cover ONLY
- Bleeds should be at least 1/8" past the trim
- For full page, all vital copy must be at least 3/16" from trim
- Line art must have a resolution of 600 dpi
- Screened graphics must have a resolution of 300 dpi

File Submission:

- Submit files to: exposales@asminternational.org
- Files should not require any production work by ASM
- The ASM server does not accept zipped files

Full Payment due with signed advertising contract!

Signed advertising contract indicates the applicant's willingness to abide by all terms & conditions and general regulations. The Terms of Cancellation are located in the Terms and Conditions.

Final Program Advertising Contract

Exhibiting Company Name: _____

Address: _____

City/ST/Zip: _____

Website: _____

Contact Person For All Advertising Correspondence:

Contact Name: _____

Title: _____

Telephone: _____

Fax: _____

Email: _____

Payment Information:

FULL payment MUST accompany this application.

Check Enclosed (payable to ASM International) \$ _____

Charge: Credit Card Amount \$ _____

___ VISA ___ MasterCard ___ AMEX

Credit Card Number: _____

Expiration Date: _____ CSV Code: _____

Billing Address Same As Listed Above? ☐ YES

☐ If NO, Full Billing Address: _____

Billing Zip Code: _____

Authorized Signature: _____

Name of Cardholder: (print) _____

This application should be signed and emailed to:
ExpoSales@asminternational.org

To make a payment by mail send to:
ASM International, Attn.: Events Department
9639 Kinsman Road, Materials Park, OH 44073