THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

CASTING SOURCE

2020 MEDIA KIT
First published in 1999 and newly renamed this year, *Casting Source* reaches a unique, highly qualified audience of design engineers and buyers of cast metal components, with content developed for this specialized community. *Casting Source* is North America’s only magazine devoted to providing your customers with detailed information on casting design and purchasing, metalcasting technology and processes, and the latest news affecting the metalcasting industry.

Published seven times per year, *Casting Source* distributes up to 11,000 printed copies per issue and reaches a worldwide online audience with digital editions and its website, CastingSource.com.

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MEDIA OPTIONS

*Casting Source* is the only publication in North America reaching an audience of buyers, designers and end-users of metal castings. Today, industry leaders engage with *Casting Source* in many different ways. Choose the platforms that fit your strategy best!
WHY ADVERTISE IN CASTING SOURCE?

AFS seeks to support the metalcasting industry, and that includes support in finding new customers. *Casting Source* reaches the decision-makers who choose the design, method of manufacture, and/or the source of the final part. Put your foundry in front of our readers in print and online.

CASTING SOURCE READERS REPRESENT THE FOLLOWING COMPANIES (AND MANY MORE!)

- 3M Company
- Aerojet Rocketdyne
- Agco Corp.
- Allison Transmission
- Alstom Inc.
- Arctic Cat Inc.
- Atlas Copco
- Baldor Electric Company
- Boeing Co.
- Borgwarner Turbo Systems
- Brunswick Corp.
- Cameron
- Carrier Corporation
- Caterpillar Inc.
- Cessna Aircraft Co.
- Comptec Inc.
- Crane Aerospace
- Crane Pumps & Systems Inc.
- Crown Equipment Corp.
- Cummins Inc.
- Dana Corp.
- Delphi
- Delta Faucet Co.
- Detroit Stoker Co.
- Deuzirik Inc.
- Donaldson Company Inc.
- Dresser Rand Co.
- Dwyer Instruments Inc.
- Eaton Corporation
- Elgin Sweeper Co.
- Emerson
- Emerson Power Transmission
- Emerson Process Management
- Federal Mogul Corp.
- Fiat Chrysler LLC
- Ford Motor Company
- Freightliner Inc.
- Gardner Denver
- GE
- GE Aviation
- GE Energy
- GE Healthcare
- General Dynamics Corp.
- General Electric Company
- General Motors Corp.
- Georgia Pacific
- GE Transportation
- GKN Aerospace
- Gorman Rupp Co.
- Goss International
- Goulds Pumps LIT Industries
- Gulfstream Aerospace
- Haas Automation Inc.
- Haldex
- Halliburton
- Hamilton Sundstrand
- Harley Davidson Motor Co.
- Harso Rail
- Hendrickson
- Honeywell Aerospace
- Honeywell Inc.
- Ingersoll Rand
- Jet Propulsion Lab
- John Deere
- John Deere Dubuque Works
- Johnson Controls Inc.
- Kenworth Truck Co.
- Lockheed
- Lockheed Martin
- Lycoming
- Maxon Lift Corp.
- Medtronic
- Mercury Marine
- Meritor Inc.
- Mitsubishi Electric Power
- Modine Mfg Co.
- Monroe Truck Equipment
- Moog Inc.
- Mueller Co.
- NASA
- Naval Surface Warfare Center
- Navistar Inc.
- Northrop Grumman Corp.
- Oshkosh Corporation
- Osram Sylvania
- Paccar Inc.
- Parker Aerospace
- Parker Hannifin Corp.
- Pentair
- Polaris Industries
- Pratt & Whitney
- Raytheon Company
- Regal Beloit Corp.
- Rexnord Corp.
- Robert Bosch LLC
- Rockwell Automation
- Rockwell Collins
- Rolls Royce Corp.
- Sandia National Labs
- Seating Concepts Inc.
- Siemens
- SpaceX
- Spirit Aero Systems
- Spx
- Sulzer Pumps
- Tenneco
- Textron Inc.
- The Timken Company
- Thomas & Betts Corp.
- Toro Co.
- United States Navy
- Us Army
- Us Army Corps Of Engineers
- Volvo Penta
- Warren Pumps
- Waterous Company
- Whirlpool Corp.
- Woodward Inc.
- W S Darley & Co.
- Zimmer Biomet
- Zoeller Company
- Zurn Industries LLC
## 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CASTING SOURCING</th>
<th>APPLICATIONS</th>
<th>BASICS</th>
<th>TRENDS</th>
<th>DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY/ FEBRUARY</td>
<td>Auditing a Foundry</td>
<td>Casting Conversions</td>
<td>Casting Processes</td>
<td>U.S. Forecast</td>
<td>Subscribers</td>
</tr>
<tr>
<td>MARCH/ APRIL</td>
<td>Cast in North America Pre-Show covering what's on the schedule and which metalcasters will be exhibiting.</td>
<td>Casting Quality</td>
<td>Casting Materials</td>
<td>Supply Chain Management</td>
<td>Subscribers &amp; Cast in North America</td>
</tr>
<tr>
<td>MELTCASTER PROSPECTUS</td>
<td>This special supplement includes profiles of dozens of the top metalcasters in North America. Delivered with the March/April issue of Casting Source, the Prospectus will be distributed to buyers and designers attending the Cast in North America Show in Cleveland in April.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAY/ JUNE</td>
<td>Customer/Foundry Relationships</td>
<td>Casting of the Year</td>
<td>Casting Design</td>
<td>Cast in North America Post-Show Report</td>
<td>Subscribers</td>
</tr>
<tr>
<td>30TH CASTING SOURCE DIRECTORY</td>
<td>This directory and reference issue includes capability listings for AFS Corporate Member foundries, reference material on all metalcasting processes and materials, and a glossary of metalcasting terms.</td>
<td></td>
<td></td>
<td></td>
<td>Subscribers &amp; All trade shows from Fall 2020 to Spring 2021</td>
</tr>
<tr>
<td>JULY/ AUGUST</td>
<td>Lead Times</td>
<td>Prototyping</td>
<td>Casting Processes</td>
<td>Reshoring</td>
<td>Subscribers</td>
</tr>
<tr>
<td>SEPTEMBER/ OCTOBER</td>
<td>Tooling</td>
<td>Specifications</td>
<td>Casting Materials</td>
<td>End Markets</td>
<td>Subscribers</td>
</tr>
<tr>
<td>NOVEMBER/ DECEMBER</td>
<td>Cost Considerations</td>
<td>Casting Vs. Other Methods</td>
<td>Casting Design</td>
<td>R&amp;D</td>
<td>Subscribers</td>
</tr>
</tbody>
</table>
## Print Display Advertising

**Regular Display and Special Publications Rates**

*To find out more about our Special Publications, go to page 13 & 14.*

### Black & White Display Ad Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>6 Issues</th>
<th>4 Issues</th>
<th>1 Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5310</td>
<td>$6030</td>
<td>$6750</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$4320</td>
<td>$4890</td>
<td>$5500</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>$3790</td>
<td>$4340</td>
<td>$4850</td>
</tr>
<tr>
<td>1/2 Page (Horizontal/Vertical)</td>
<td>$3370</td>
<td>$3780</td>
<td>$4230</td>
</tr>
<tr>
<td>1/3 Page (Vertical/Square)</td>
<td>$2300</td>
<td>$2640</td>
<td>$2950</td>
</tr>
<tr>
<td>1/4 Page (Square/Horizontal/Vertical)</td>
<td>$1970</td>
<td>$2160</td>
<td>$2410</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1380</td>
<td>$1570</td>
<td>$1800</td>
</tr>
</tbody>
</table>

Add $940 to price for full color ads. *Color fees waived with a 6-issue commitment.*

### Premium Positions

- **Location**: Includes full color
  - Inside Front Cover: Earned Rate + 10%
  - Inside Back Cover: Earned Rate + 5%
  - Outside Back Cover: Earned Rate + 15%

### Prospectus Rates

- **Size**: Includes full color
  - Full Page Profile Plus: $3950
  - Full Page Ad: $2760

### Directory Adlet Rates [CASTING SOURCE Directory Only]

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>5 or More</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single (2” x 1.5”)</td>
<td>$380</td>
<td>$440</td>
<td>$520</td>
<td>$610</td>
<td>$685</td>
</tr>
<tr>
<td>Double (2” x 3”)</td>
<td>$510</td>
<td>$620</td>
<td>$730</td>
<td>$830</td>
<td>$950</td>
</tr>
</tbody>
</table>

### Advertising File Due Dates

- **January / February**: JANUARY / FEBRUARY: January 3, 2020
  - CASTING SOURCE DIRECTORY: June 1, 2020
- **Metalcaster Prospectus**: MARCH / APRIL: March 6, 2020
  - JULY / AUGUST: July 3, 2020
- **March / April**: MARCH / APRIL: March 6, 2020
  - SEPTEMBER / OCTOBER: September 11, 2020
- **May / June**: MAY / JUNE: May 8, 2020
  - NOVEMBER / DECEMBER: November 8, 2020
WEBSITE DISPLAY ADVERTISING

CastingSource.com is the only website providing content exclusively for an audience of casting designers and buyers. Inventory is limited to 10 ads in rotation per position. Current site metrics are available upon request.

ONLINE DISPLAY RATES (RATE OF SALE)

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1 YEAR</th>
<th>6 MONTHS</th>
<th>3 MONTHS</th>
<th>1 MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD (728 x 90)</td>
<td>$750/mo</td>
<td>$940/mo</td>
<td>$1130/mo</td>
<td>$1230/mo</td>
</tr>
<tr>
<td>SIDEBOARD (300 x 250)</td>
<td>$560/mo</td>
<td>$740/mo</td>
<td>$920/mo</td>
<td>$1000/mo</td>
</tr>
</tbody>
</table>

DIGITAL EDITION

Accessible through desktops and mobile devices, the digital edition of Casting Source matches the look and feel of a printed magazine. Readers see the same pages as the print edition and can flip through in a similar fashion.

For additional impact, a popular option for advertisers is embedding a video into the digital version of their print ad.

Discounts for long-term commitments and cross-platform ad packages are available.

- Video embedded in existing ad: $600/issue
- Two sided digital page inserted: $1700/issue
- Full page opposite front cover: $1900/issue
e-NEWSLETTER

With an opt-in distribution of over 7,000 and strong open rates, Design Line is an important information source for the casting buying and designing audience and coincides with the publication of the newest issue of Casting Source. Inventory is limited to three sideboard ad units and one in-line text ad per issue.

**SCHEDULE:**
January, March, May, July, September, November

**DEADLINE:** THE 1ST OF PUBLICATION MONTH

**AD RATES PER MONTH**

<table>
<thead>
<tr>
<th>12x</th>
<th>6X</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
</table>
| 300 x 250 PIXELS | $500 | $650 | $800 | $1000

**EMBED YOUR MESSAGE IN CONTENT**

An inline text ad with a live link of your choice! Only one text ad will be offered in each edition of Design Line. Make sure that it is yours!

**AD RATES PER MONTH**

<table>
<thead>
<tr>
<th>12x</th>
<th>6X</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
</table>
| PRICE | $700 | $900 | $1100 | $1300

CASTING SOURCE GUIDES E-NEWSLETTER

*Casting Source* will be publishing four emails dedicated to providing readers relevant information on a single topic. Opt-in distribution is the same as the New Issue e-Newsletters. Inventory is limited to three sideboard ad units and one in-line text ad per issue.

**SCHEDULE:**

**FEBRUARY 2020:** GUIDE TO ALUMINUM CASTINGS

**JUNE 2020:** GUIDE TO FINDING A FOUNDRY

**AUGUST 2020:** GUIDE TO COPPER/MAGNESIUM CASTINGS

**OCTOBER 2020:** GUIDE TO RESHORING
VIDEO ADVERTISING OPTIONS

OPTION ONE: EMBEDDED VIDEOS IN DIGITAL EDITION

Bring your products to life by embedding a video into your ad in the digital version of the magazine. All ads that appear in the print issue of *Casting Source* also appear in the digital edition.

Rate: $600 per month content marketing

OPTION TWO: FOUNDRY VIDEO CENTRAL

*Foundry Video Central* provides casting buyers, designers and specifiers with one-stop access to informative videos from some of North America’s premier ferrous and nonferrous foundries.

- Video placement on *Foundry Video Central* is in random order each time a visitor comes to the site. You never need to worry that your video is getting pushed permanently to the bottom of the page.
- You will receive periodic reports from AFS indicating the number of page views for your videos.

Rate: $1,200 per year
CUSTOM DIGITAL CONTENT

Create a valuable tool to drive both marketing and sales: an independent content hub! Custom Digital Content consists of a Casting Source-branded digital flipbook, hosted independently. Content published in the flipbook is entirely at your discretion and can include any or all of the following:

- Articles about your company from Modern Casting or Casting Source
- Videos
- White papers
- Case studies
- Webinars
- And just about anything else!

The 3-month posting is supported by an intensive promotional campaign to the Casting Source audience, and a link will be provided to you to include in your marketing and sales efforts. After the first 3 months, the flipbook can be updated and re-posted at a reduced rate.

BASE RATE:
$6,000 for 3-month posting

ARTICLE REPRINTS

If you’ve recently been the subject of an article in Modern Casting, congratulations! You’re a star of the metal-casting community. Now you can preserve your article and share it with friends, employees, and customers. Our turnkey article reprint program packages your article and advertising into a reader-friendly 4- to 12-page brochure and includes a minimum of 500 printed copies for your use. Also included are all licensing fees, allowing complete and unfettered use of our content. Additional distribution opportunities, such as targeted direct mail or co-mailing with an issue of Casting Source, can be packaged upon request.

BASE RATE:
$1290
SPONSORED WEBINARS

A sponsored webinar is one of the strongest lead-generation tools available to manufacturers. Registrants voluntarily provide detailed contact information in return for the opportunity to view a presentation on a topic of your choice. A dynamic webinar presentation not only establishes you as a key expert in the field, but can also be used continually across different platforms.

Promotions for webinar presentations are distributed in the Casting Source database through available online channels for 3–4 weeks prior to the presentation date. (In-print promotion can be added at your discretion.) In addition, all administrative and technical needs for the staging of the webinar are handled by Casting Source staff. Finally, shortly after the live presentation, the data collected on all registrants is provided to the sponsor.

As sponsored webinars are considered co-branded content, your topic and presentation will also receive the benefit of review and feedback from the Casting Source editorial staff.

ORDER DEADLINE:
6 weeks prior to scheduled presentation.

<table>
<thead>
<tr>
<th>REGISTRANTS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>75+</td>
<td>$7,500</td>
</tr>
<tr>
<td>50–74</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

If registration falls short of 50, the webinar will be rescheduled or reconsidered.

Sponsored webinar topic and presentation content is subject to final approval by Casting Source staff.
EMAIL BLAST PROGRAM

Email blasts are an excellent way to target segments of the Casting Source readership. Your customized program includes list fees and all administrative costs. Outsourced HTML design services can also be included on request. Database is not available for purchase—all email blasts must be administered in-house by Casting Source staff.

2,000 ADDRESSES OR FEWER: $1,500
3,000 ADDRESSES: $2,000
4,000 ADDRESSES: $2,300
5,000 ADDRESSES: $2,500

DIRECT MAIL PROGRAM

Direct mail places tangible information in your customers’ hands. Your customized program includes list fees and all sorting and handling costs, as well as postage. Outsource design and printing services also can be included on request. Database is not available for purchase—direct mail programs are administered in-house by Casting Source staff. For a list of targeting parameters and a custom quote, contact your representative.

MINIMUM NET TOTAL BILLING: $2,000
5,000 ADDRESSES OR FEWER: $ 0.40 PER ADDRESS
MORE THAN 5,000 ADDRESSES: $ 0.30 PER ADDRESS

Postage and handling fees also apply; quoted individually
Turnkey design-print-deliver programs available – contact your rep for a quote
ANNUAL CASTING SOURCE DIRECTORY

Published in June, the Casting Source Directory is a well-used and much-anticipated resource for casting buyers and designers. It contains useful general information about the industry, including tips on how to buy and design castings. In addition, the CSD features comprehensive listings of all AFS Corporate Member metalcasters, indexed by location, metals cast and processes used.

The CSD is distributed free of charge to the entire Casting Source audience. In addition, it is made available at industry trade shows and can be purchased through the publications division on the AFS website.

PRINT ADVERTISING RATES:
Same as other issues (see page 6).

ONLINE CASTING SOURCE DIRECTORY

The searchable online version of the directory is accessible year-round through www.afsinc.org and www.castingsource.com. Keyword-sensitive banner ad placements are available on the Casting Source Directory web page. Keywords that may be purchased include metals, processes, and state or province. Each non-exclusive keyword may have up to a maximum of 3 associated banner ads.

ONLINE CSD BANNER AD RATES PER KEYWORD

<table>
<thead>
<tr>
<th>MONTH</th>
<th>EXCLUSIVITY/MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>METALS OR PROCESSES:</td>
<td>$500</td>
</tr>
<tr>
<td>STATES OR PROVINCES:</td>
<td>$300</td>
</tr>
</tbody>
</table>

(Leaderboard banner only—min. 6 month commitment required)

CONTACT: DAVE KATHE DKATHE@AFSINC.ORG | 630-841-8804
METALCASTER PROSPECTUS

WHAT IS IT?
The Metalcaster Prospectus consists of full-page corporate profiles of North America’s leading metalcasters. This unique publication provides you the opportunity to inform your customers and prospects about your company’s history, experience, people and productivity.

HOW IS IT DISTRIBUTED?
• Included with March/April issue of Casting Source
• On show floor at Cast in North America 2020
• Other notable North American trade shows in 2020
• Digital edition available worldwide starting in mid-March

HOW DO I PARTICIPATE?
Simply provide us with the following information:
• A maximum of 350 words of descriptive copy. Logical topics include: brief company history, service capabilities, partial customer list, markets served, sales information, success stories/brief case studies. Samples available upon request.
• Company mission statement
• A photo of your CEO/President (optional)
• An “action photo” from your facility
• Your logo

WHAT DOES IT COST?
Profile Only: $2,760
Profile + Full Page Ad: $3,950

CAST IN NORTH AMERICA

There is only one show in the world catering specifically to buyers and designers of metal castings. That show is Cast in North America, and if you value “face time” with your prospects, you should be an exhibitor. Cast in North America 2020 will be held in conjunction with the Metalcasting Congress, April 21-23, 2020 in Cleveland.

For complete details, visit www.afsinc.org.
### Advertising Specifications

<table>
<thead>
<tr>
<th>Ad Sizes (W x H)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FULL PAGE</strong></td>
<td>7” x 10”</td>
</tr>
<tr>
<td><strong>2/3 PAGE</strong></td>
<td>4.5” x 10”</td>
</tr>
<tr>
<td><strong>1/2 ISLAND</strong></td>
<td>4.5” x 7.375”</td>
</tr>
<tr>
<td><strong>1/2 HORIZONTAL</strong></td>
<td>7” x 4.875”</td>
</tr>
<tr>
<td><strong>1/2 VERTICAL</strong></td>
<td>3.375” x 10”</td>
</tr>
<tr>
<td><strong>SINGLE ADLET</strong></td>
<td>2” x 1.5”</td>
</tr>
<tr>
<td><strong>1/3 VERTICAL</strong></td>
<td>2.125” x 10”</td>
</tr>
<tr>
<td><strong>1/3 SQUARE</strong></td>
<td>4.5” x 4.875”</td>
</tr>
<tr>
<td><strong>1/4 SQUARE</strong></td>
<td>3.375” x 4.875”</td>
</tr>
<tr>
<td><strong>1/4 HORIZONTAL</strong></td>
<td>7” x 2.375”</td>
</tr>
<tr>
<td><strong>1/4 VERTICAL</strong></td>
<td>1.6875” x 10”</td>
</tr>
<tr>
<td><strong>1/6 PAGE</strong></td>
<td>2.125” x 4.875”</td>
</tr>
<tr>
<td><strong>DOUBLE ADLET</strong></td>
<td>2” x 3”</td>
</tr>
</tbody>
</table>

**Resolution:** 300 DPI or greater. PDF files preferred.

**Bleed:** 8” x 11.125”, applicable to full pages only. Keep live matter 0.5” from bind edge.

**Trim:** 7.875” x 10.875”

**Please do not send artwork with crop marks.**

### Digital Specifications

**Leaderboard or Anchor Banner:** 728 x 90 pixels.

**Sideboard Banner/E-Newsletter:** 300 x 250 pixels

**Resolution:** 72 DPI or greater.

**File Format:** Static or animated GIF or PNG preferred. While there is no limit, a maximum file size of 1 MB is recommended.

**Videos:** Videos should be submitted as MP4 files. There is no file size limit, but be aware that file size can affect load time.

### Advertising Sales Representative

David Kathe  
Direct: 847-803-2908  
Cell: 630-841-8804  
dkathe@afsinc.org

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wetzel@afsinc.org

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Brian Sandalow  
847-824-0181 ext. 232  
sandalow@afsinc.org

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Schaumburg, IL 60173