EDITORIAL PHILOSOPHY

First published in 1999 and newly renamed last 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.
- Comtec Inc.
- Crane Aerospace
- Crane Pumps & Systems Inc.
- Crown Equipment Corp.
- Cummins Inc.
- Dana Corp.
- Delphi
- Delta Faucet Co.
- Detroit Stoker Co.
- Derakent 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 LTT Industries
- Gulfstream Aerospace
- Haas Automation Inc.
- Halliburton
- Hamilton Sundstrand
- Harley Davidson
- Honda Motor Co.
- Harso Rail
- Hendrickson
- Honeywell Aerospace
- Honeywell Inc.
- Hubbell Inc.
- Ingersoll Rand
- Jet Propulsion Lab
- John Deere
- John Deere Dubuque Works
- Johnson Controls Inc.
- Kenworth Truck Co.
- Lockheed
- Lockheed Martin
- Lycoming
- Mason Lift Corp.
- Medtronic
- Mercury Marine
- Meritor Inc.
- Mitsubishi Electric
- Modine Mfg Co.
- Monarch Truck Equipment
- Moog Inc.
- Mueller Co.
- NASA
- Naval Surface Warfare Center
- Navistar Inc.
- Northrop Grumman Corp.
- Oshkosh Corporation
- Orsam 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
- Spc
- 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
- Whirlpool Corp.
- Woodward Inc.
- W S Darby & Co
- Zimmer Biomet
- Zoeller Company
- Zurn Industries LLC

2021 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>Finding a Foundry</td>
<td>Casting</td>
<td></td>
<td>U.S. Forecast</td>
<td>Subscribers</td>
</tr>
<tr>
<td>MARCH/ APRIL</td>
<td>Cast in North America Pre-Show</td>
<td>Casting Quality</td>
<td></td>
<td>Supply Chain Management</td>
<td>Subscribers &amp; Cast in North America</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>Customer/Foundry Relationships</td>
<td>Casting of the Year</td>
<td></td>
<td>Casting Design</td>
<td>Cast in North America Post-Show Report</td>
</tr>
<tr>
<td>JUNE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Subscribers</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>Lead Times</td>
<td>Prototyping</td>
<td>Casting</td>
<td>Reshoring</td>
<td>Subscribers</td>
</tr>
<tr>
<td>SEPTEMBER/OCTOBER</td>
<td>Tooling</td>
<td>Specifications</td>
<td>Casting</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></td>
<td>R&amp;D</td>
<td>Subscribers</td>
</tr>
</tbody>
</table>
CASTING SOURCE MEDIA KIT

CONTACT: DAVE KATHE | DKATHE@AFSINC.ORG

CASTING SOURCE DISPLAY ADVERTISING

REGULAR DISPLAY AND SPECIAL PUBLICATION RATES

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

BLACK & WHITE DISPLAY AD RATES

Frequency of Insertions (cost per ad)

<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>$4140</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 fee waived with a 6-issue commitment.

PREMIUM POSITIONS

Includes full color

ONLINE 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>$1,130/mo</td>
<td>$1,230/mo</td>
</tr>
<tr>
<td>SIDEBOARD (300 x 250)</td>
<td>$560/mo</td>
<td>$740/mo</td>
<td>$920/mo</td>
<td>$1,000/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.

DIRECTORY ADLET RATES (CASTING SOURCE DIRECTORY ONLY)

Frequency of Insertions (cost per ad)

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSIDE FRONT COVER</td>
<td>Earned Rate + 10%</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>Earned Rate + 5%</td>
</tr>
<tr>
<td>OUTSIDE BACK COVER</td>
<td>Earned Rate + 15%</td>
</tr>
</tbody>
</table>

PROSPECTUS RATES

Includes full color

<table>
<thead>
<tr>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE PROFILE PLUS</td>
<td>$3950</td>
</tr>
<tr>
<td>FULL PAGE AD</td>
<td></td>
</tr>
<tr>
<td>FULL PAGE PROFILE ONLY</td>
<td>$2760</td>
</tr>
</tbody>
</table>

ADVERTISING FILE DUE DATES

<table>
<thead>
<tr>
<th>JANUARY / FEBRUARY</th>
<th>CASTING SOURCE DIRECTORY</th>
<th>June 1, 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH / APRIL</td>
<td>September / October</td>
<td>September 3, 2021</td>
</tr>
<tr>
<td>MAY / JUNE</td>
<td>November / December</td>
<td>November 8, 2021</td>
</tr>
</tbody>
</table>

CONTACT: DAVE KATHE | DKATHE@AFSINC.ORG

CASTING SOURCE MEDIA KIT
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

<table>
<thead>
<tr>
<th>AD RATES PER MONTH</th>
<th>12x</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250 PIXELS</td>
<td>$500</td>
<td>$650</td>
<td>$800</td>
<td>$1000</td>
</tr>
</tbody>
</table>

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!

<table>
<thead>
<tr>
<th>AD RATES PER MONTH</th>
<th>12x</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$700</td>
<td>$900</td>
<td>$1100</td>
<td>$1300</td>
</tr>
</tbody>
</table>

AFS TARGETED DIGITAL ADVERTISING

THINK OUTSIDE THE INBOX
If you’re only targeting customers via email, you’re missing an opportunity to reach them regularly.

With the modern office redefined, your brand can stay in front of customers wherever they venture – even if they’re not in your database.

MARKETING THAT HITS THE MARK
Targeted Digital Advertising from AFS uses the strength of our industry-leading magazines, Modern Casting and Casting Source, to identify a qualified audience of foundry pros from across the worldwide metalcasting supply chain.

Your brand goes where they go, bringing your message to their computers and mobile devices at a fraction of the cost of other web ad services.

MEASURE YOUR SUCCESS
Focus your ad delivery by keyword, location and more, and determine your brand’s level of exposure over time. Whatever you choose, transparent metrics reporting lets you watch your investment pay off by tracking every part of your campaign’s reach.

<table>
<thead>
<tr>
<th>PRESENT EXPOSURE</th>
<th>EXPOSURE</th>
<th>DOMINANT EXPOSURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>30,000 monthly impressions</td>
<td>50,000 monthly impressions</td>
<td>100,000 monthly impressions</td>
</tr>
<tr>
<td>INVESTMENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,800 - 3 Months</td>
<td>$3,420 - 3 Months</td>
<td>$6,480 - 3 Months</td>
</tr>
<tr>
<td>$3,420 - 6 Months</td>
<td>$6,480 - 6 Months</td>
<td>$12,240 - 6 Months</td>
</tr>
<tr>
<td>$6,480 - 12 Months</td>
<td>$12,240 - 12 Months</td>
<td>$23,040 - 12 Months</td>
</tr>
</tbody>
</table>
ARTICLE REPRINTS

If you’ve recently been the subject of an article in Casting Source, 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.
CASTING SOURCE MEDIA KIT

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 can also 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 in print and online, 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.

All foundries are eligible to purchase display advertisements in the Casting Source Directory, but only AFS Corporate Members are allowed to place adlets within the directory portion of the issue.

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).

Adlet Examples

Same as other issues (see page 6).
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 2021
• Other notable North American trade shows in 2021
• 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 2021 will be held in conjunction with the Metalcasting Congress, April 13-15, 2021 in Milwaukee, WI.

For complete details, visit www.afsinc.org.

METALCASTER PROSPECTUS

ADVERTISING SPECIFICATIONS

ADVERTISING SPECIFICATIONS

Ad Sizes (W x H)

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

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dkathe@afsinc.org

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