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 Fauser Co.
- Detroit Stoker Co.
- Derakane Inc.
- Donaldson Company Inc.
- Dover 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
- Freighliner 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
- 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
- Moog Inc.
- Mueller Co.
- NASA
- Naval Surface Warfare Center
- Navistar Inc.
- Northrop Grumman Corp.
- Oshkosh Corporation
- Orsam Sylvania
- Pacair 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 Army
- US Army
- US Army Corps Of Engineers
- Volvo Penta
- Warren Pumps
- Waterous Company
- Whirlpool Corp.
- Woodward Inc.
- W S Darley & Co
- Zenniger Blomert
- 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 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</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>METALCASTER PROSPECTUS</td>
<td></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>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>

CONTACT: DAVE KATHE | DKATHE@AFSINC.ORG
CASTING SOURCE MEDIA KIT

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CASTING SOURCE MEDIA KIT

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)

Length of Commitment (cost per month)

<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>SIDEBORDER (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.

<table>
<thead>
<tr>
<th>ADVERTISING FILE DUE DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY / FEBRUARY</td>
</tr>
<tr>
<td>CASTING SOURCE DIRECTORY</td>
</tr>
<tr>
<td>MARCH / APRIL</td>
</tr>
<tr>
<td>SEPTEMBER / OCTOBER</td>
</tr>
<tr>
<td>MAY / JUNE</td>
</tr>
<tr>
<td>NOVEMBER / DECEMBER</td>
</tr>
</tbody>
</table>

CONTACT: DAVE KATHE | DKATHE@AFSINC.ORG

WEB DISPLAY ADVERTISING

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

REGULAR DISPLAY AND SPECIAL PUBLICATIONS RATES

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 fees waived with a 6-issue commitment.

PREMIUM POSITIONS

Includes full color

PROSPECTUS RATES

Includes full color

LOCATION | PRICE
<table>
<thead>
<tr>
<th></th>
<th></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>

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

DIRECTORY ADLET RATES (CASTING SOURCE DIRECTORY ONLY)

Frequency of Insertions (cost per ad)

<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 4, 2021 |
| CASTING SOURCE DIRECTORY | June 1, 2021 |
| MARCH / APRIL | March 5, 2021 |
| SEPTEMBER / OCTOBER | September 3, 2021 |
| MAY / JUNE | May 7, 2021 |
| NOVEMBER / DECEMBER | November 8, 2021 |

CONTACT: DAVE KATHE | DKATHE@AFSINC.ORG

CASTING SOURCE MEDIA KIT
AFS AUDIENCE EXTENSION

Create even more visibility, brand awareness, and web traffic through our three digital audience extension options. Participants in these programs will have personalized dashboards to track their engagement in real time.

SITE RETARGETING

Continue to serve your advertisement to castingsource.com visitors on other websites after they leave. Your ad will continue to reach 2,300+ organic monthly readers off-site, across the web and on mobile.

ADDRESS-TARGETING

Reach the Casting Source audience of 11,000+ on their office computer or on their mobile device based upon their state, city, zip code or even street address. Add in the pre-selected parameters, including location, process, alloy, size and industries served to create a precision campaign.

KEYWORD SEARCHES

Target those professionals using search terms associated with your product or service with digital display ads. Your digital advertisement will reach customers searching for industry specific terms, including competitors names. People using Google can be retargeted at for specific keywords for a fraction of the cost of Ad Words.

### 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!

**AD RATES PER MONTH**

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

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**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.

**REGISTRANTS**

<table>
<thead>
<tr>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>75+</td>
</tr>
<tr>
<td>50–74</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.

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**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.

**RATE:** $1,200 per year

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**CONTACT:**

DAVE KATHE | DKATHE@AFSINC.ORG

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10 | CASTING SOURCE MEDIA KIT

CONTACT: DAVE KATHE | DKATHE@AFSINC.ORG

CASTING SOURCE MEDIA KIT | 11
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 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 ads 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
**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

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**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.

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**ADVERTISING SPECIFICATIONS**

**ADVERTISING SPECIFICATIONS**

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