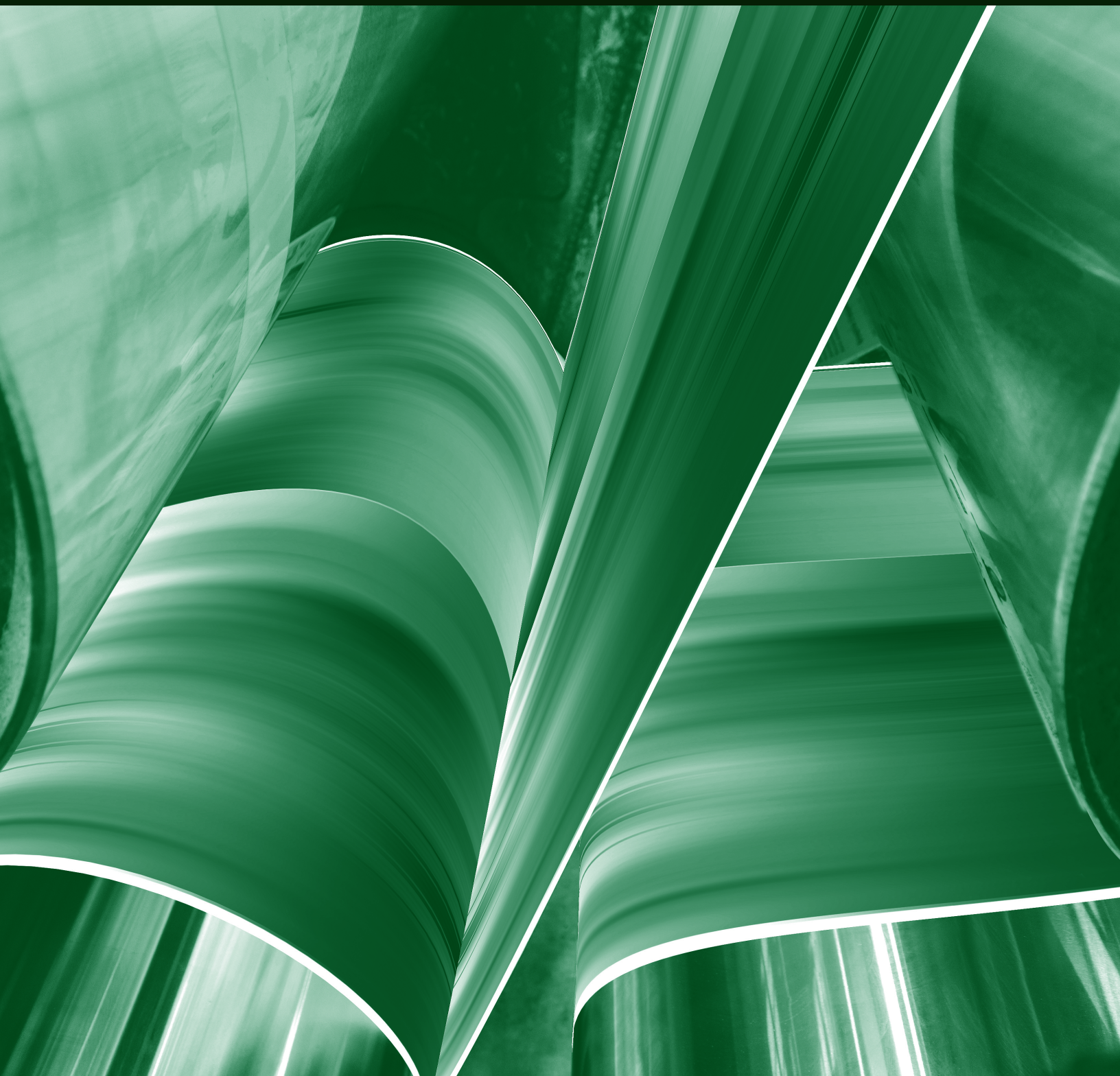

THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

CASTING SOURCE

2023 MEDIA KIT



WHY ADVERTISE IN **CASTING SOURCE?**

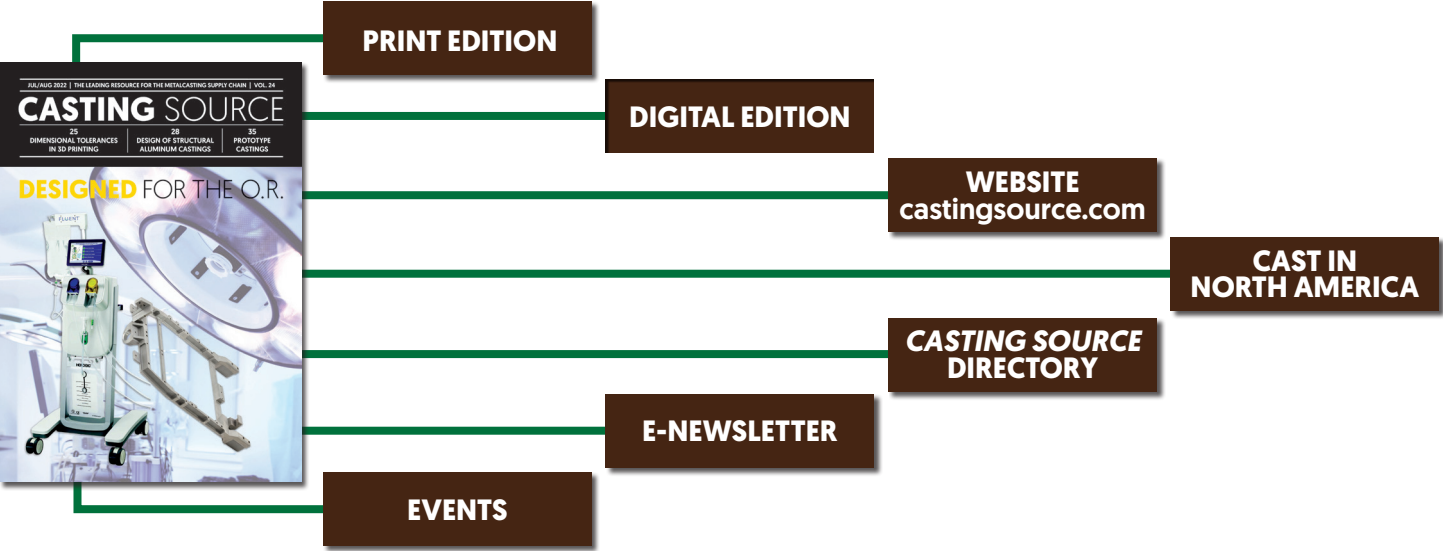
Casting Source is where foundry customers and OEMs go to learn about the products and services they need. Targeted at OEM decision-makers who decide how their parts will be manufactured, *Casting Source* is a premier source of critical information on how and why to partner with a quality North American metalcaster.

According to a 2021 readership survey, 93% of readers say *Casting Source* magazine is relevant to their profession and 96% report reading or scanning articles in every issue.

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

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!



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

2023 EDITORIAL CALENDAR

ISSUE	CASTING SOURCING	APPLICATIONS	BASICS	DISTRIBUTION
JANUARY/ FEBRUARY	Finding a Foundry	Casting Conversions	Industry Forecast	Subscribers
MARCH/ APRIL	Cast in North America and Metalcasting Congress 2023 Preview	Casting Quality	Casting Alloys	Subscribers & Cast in North America
METALCASTER PROSPECTUS	This special supplement includes profiles of dozens of the top metalcasters in North America. Delivered with the March/April issue of <i>Casting Source</i> , the Prospectus will be distributed to buyers and designers attending the Cast in North America Show in Cleveland, Ohio, in April.			Subscribers & Cast in North America
MAY/ JUNE	Customer/Foundry Relationships	Casting of the Year	Casting Design	Subscribers
CASTING SOURCE DIRECTORY	The <i>Casting Source Directory</i> is a well-used and much-anticipated resource for casting buyers and designers featuring comprehensive listings of all AFS Corporate Member metalcasters, indexed by location, metals cast and processes used.			Subscribers & Cast in North America
JULY/ AUGUST	Lead Times	Prototyping	Casting Processes	Subscribers
SEPTEMBER/ OCTOBER	Tooling and Additive Manufacturing	Specifications	Casting Materials	Subscribers
NOVEMBER/ DECEMBER	Cost Considerations	Casting Vs. Other Methods	Research and Development	Subscribers



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			
Frequency of Insertions (cost per ad)			
AD SIZE	6 ISSUES	4 ISSUES	1 ISSUE
FULL PAGE	\$5,310	\$6,030	\$6,750
2/3 PAGE	\$4,320	\$4,890	\$5,500
1/2 ISLAND	\$3,790	\$4,340	\$4,850
1/2 PAGE (HORIZONTAL/VERTICAL)	\$3,370	\$3,780	\$4,230
1/3 PAGE (VERTICAL/SQUARE)	\$2,300	\$2,640	\$2,950
1/4 PAGE (SQUARE/HORIZONTAL/VERTICAL)	\$1,970	\$2,160	\$2,410
1/6 PAGE	\$1,380	\$1,570	\$1,800

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

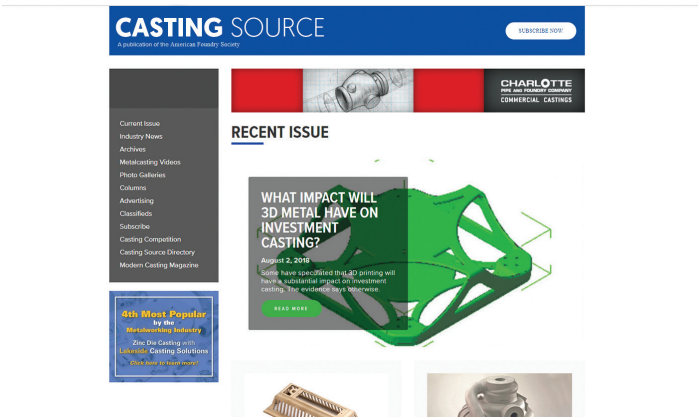
PREMIUM POSITIONS		PROSPECTUS RATES	
Includes full color		Includes full color	
LOCATION	PRICE	SIZE	PRICE
INSIDE FRONT COVER	Earned Rate + 10%	FULL PAGE PROFILE PLUS FULL PAGE AD	\$3,950
INSIDE BACK COVER	Earned Rate + 5%		
OUTSIDE BACK COVER	Earned Rate + 15%	FULL PAGE PROFILE ONLY	\$2,760

DIRECTORY ADLET RATES <small>(CASTING SOURCE DIRECTORY ONLY)</small>					
Frequency of Insertions (cost per ad)					
AD SIZE	5 OR MORE	4	3	2	1
SINGLE (2" x 1.5")	\$380	\$440	\$520	\$610	\$685
DOUBLE (2" x 3")	\$510	\$620	\$730	\$830	\$950

ADVERTISING FILE DUE DATES			
JANUARY / FEBRUARY	January 6, 2023	CASTING SOURCE DIRECTORY	June 2, 2023
METALCASTER PROSPECTUS	March 3, 2023	JULY / AUGUST	July 3, 2023
MARCH / APRIL	March 3, 2023	SEPTEMBER / OCTOBER	September 1, 2023
MAY / JUNE	May 5, 2023	NOVEMBER / DECEMBER	November 6, 2023

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)				
AD SIZE	1 YEAR	6 MONTHS	3 MONTHS	1 MONTH
LEADERBOARD [728 x 90]	\$750/mo	\$940/mo	\$1,130/mo	\$1,230/mo
SIDEBOARD [300 x 250]	\$560/mo	\$740/mo	\$920/mo	\$1,000/mo

VIDEO ADVERTISING

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

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, February, March, April, May, June, July, August, September, October, November, December

DEADLINE: THE 1ST OF PUBLICATION MONTH

AD RATES PER MONTH	12x	6X	3x	1x
300 x 250 PIXELS	\$500	\$650	\$800	\$1,000

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	12x	6X	3x	1x
PRICE	\$700	\$900	\$1,100	\$1,300

ARTICLE REPRINTS

If you’ve recently been the subject of an article in *Casting Source*, congratulations! You’re a star of the metalcasting 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:

\$1,290

SPONSORED WEBINARS

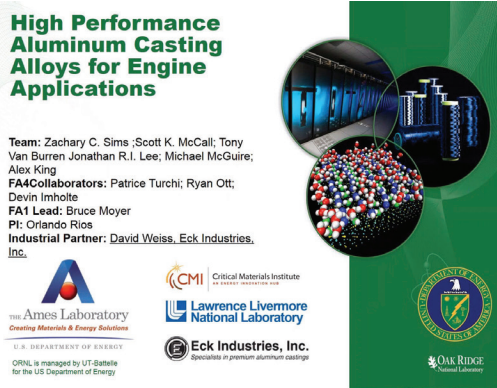
A sponsored webinar is one of the strongest lead generation tools available to manufacturers. Registrants voluntarily provide detailed contact information in return for the opportunity to view a presentation on a topic of your choice. A dynamic webinar presentation not only establishes you as a key expert 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. *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.

REGISTRANTS	PRICE
75+	\$7,500
50–74	\$5,000



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



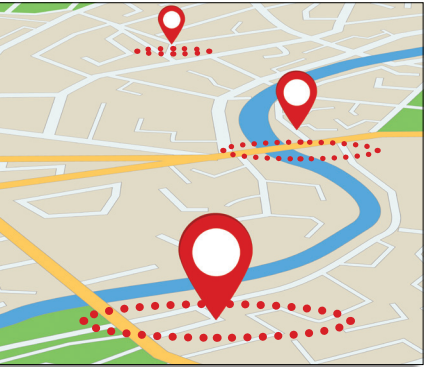
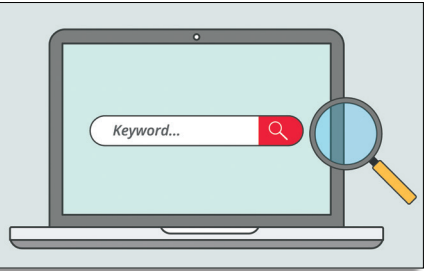
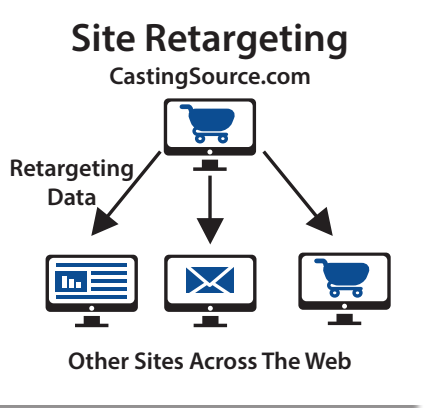
AFS TARGETED DIGITAL ADVERTISING

Create more visibility, brand awareness, and web traffic through our targeted digital advertising program. Three customizable options serve your digital display ads across the web. Whatever you choose, transparent metrics reporting lets you watch your total investment pay off by tracking every part of your campaign’s reach.

SITE RETARGETING
Continue to serve your advertisement to castingsource.com visitors on thousands of websites after they leave ours. Your ad will continue to reach our audience off-site, across the web and on mobile. We can also provide a pixel to re-target people that have visited your website!

ADDRESS-TARGETING
Reach *Casting Source* readers where they receive the hard copy of the magazine by geographic location (work or home!). Plus, customize your campaign by adding in any location you’re targeting as a prospect so they are familiar with your company.

KEYWORD SEARCHES
Target professionals using search terms associated with your product or service. Your digital advertisement will reach users searching for industry-specific terms, including competitors’ names if you wish. After searching a key word, they will be retargeted across the web at a fraction of the cost of Ad Words.



BASIC EXPOSURE	ADVANCED EXPOSURE	DOMINANT EXPOSURE
30,000 impressions/month	50,000 impressions/month	100,000 impressions/month
TOTAL INVESTMENT		
\$1,800 - 3 Months	\$3,420 - 3 Months	\$6,480 - 3 Months
\$3,420 - 6 Months	\$6,480 - 6 Months	\$12,240 - 6 Months
\$6,480 - 12 Months	\$12,240 - 12 Months	\$23,040 - 12 Months

ADVERTISING SPECIFICATIONS

ADVERTISING SPECIFICATIONS

Ad Sizes (W x H)

FULL PAGE	7.5" x 10.5"
2/3 PAGE	4.5" x 10"
1/2 ISLAND	4.5" x 7.375"
1/2 HORIZONTAL	7" x 4.875"
1/2 VERTICAL	3.375" x 10"
SINGLE ADLET	2" x 1.5"
1/3 VERTICAL	2.125" x 10"
1/3 SQUARE	4.5" x 4.875"
1/4 SQUARE	3.375" x 4.875"
1/4 HORIZONTAL	7" x 2.375"
1/4 VERTICAL	1.6875" x 10"
1/6 PAGE	2.125" x 4.875"
DOUBLE ADLET	2" x 3"
SINGLE ADLET	2" x 1.5"
LEADERBOARD	728 x 90 pixels
SIDEBOARD	300 x 250 pixels

RESOLUTION: 300 DPI or greater.
PDF/X-1a files preferred.

BLEED: 7.75" x 10.75", applicable to full pages only.
Keep Type in the live area 0.5" from bind edges (top, sides and bottom).

TRIM: 7.5" x 10.5"

**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 REPRESENTATIVES

Midwest, West, Western Canada, International

Fabio Cavaliere

708-670-9721

Fabio@afsinc.org

Northeast, Ohio, Southeast, Eastern Canada

David Kathe

630-841-8804

dkathe@afsinc.org

EDITORIAL

Managing Editor

Shannon Wetzel

847-824-0181 ext. 266

swetzel@afsinc.org

MAILING ADDRESS

1695 N. Penny Lane

Schaumburg, IL 60173