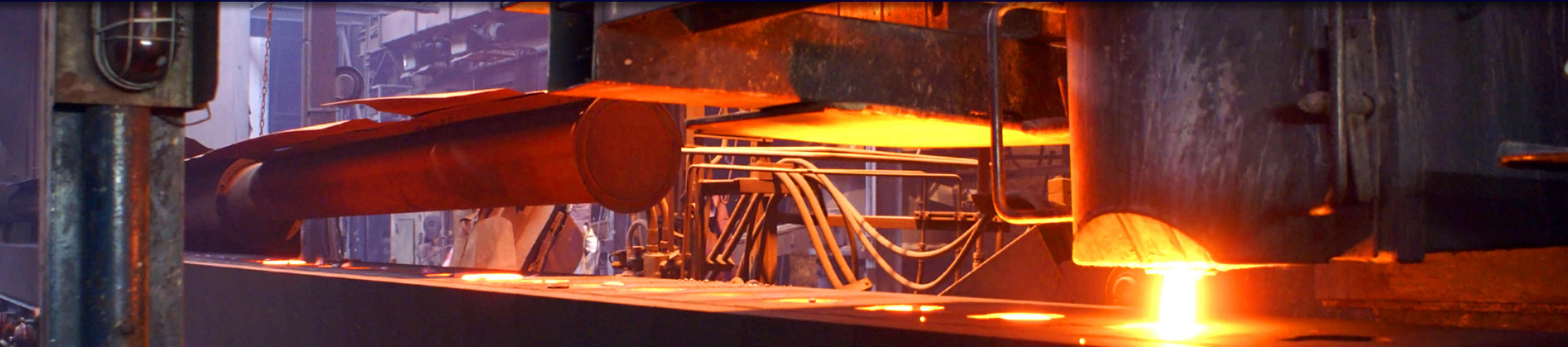




AFS TARGETED DIGITAL ADVERTISING



CASTING SOURCE
THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

MODERN
CASTING
A PUBLICATION OF THE AMERICAN FOUNDRY SOCIETY

**RIGHT MESSAGE.
RIGHT PERSON.
RIGHT TIME.**

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

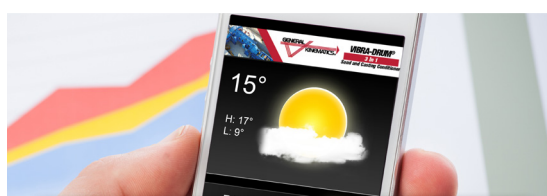
Targeted Digital Advertising from AFS uses the strength of our industry-leading magazines, Modern Casting and Casting Source, to identify a qualified audience of foundry pros from across the worldwide metalcasting supply chain.

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.

WHERE WILL MY ADS BE SERVED?



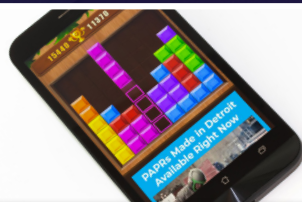
✓ **RIGHT MESSAGE**

When they are checking the weather.



✓ **RIGHT PERSON**

When they are reading about their favorite team or news.

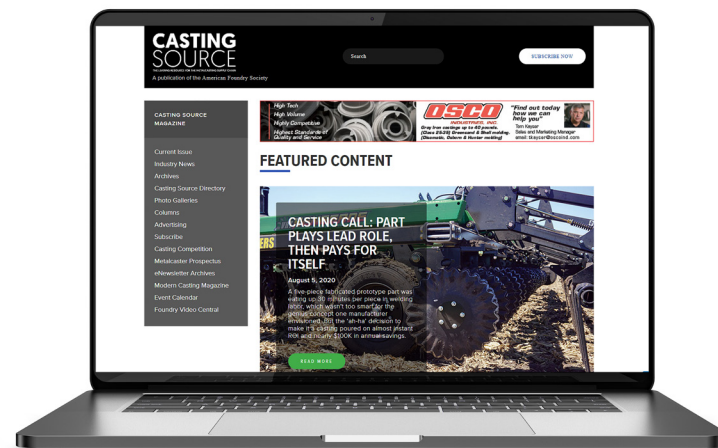


✓ **RIGHT TIME**

When they are playing a game.



SITE RETARGETING



A user self-qualifies by visiting one of our magazine sites to read our content.



Your ad continues to be served to them as they visit other sites.



The user clicks through the ad and goes to your site.

KEYWORD/SEARCH:

Target customers using very specific keywords and search terms at a fraction of the cost of competing ad services.

ADDRESS TARGETING:

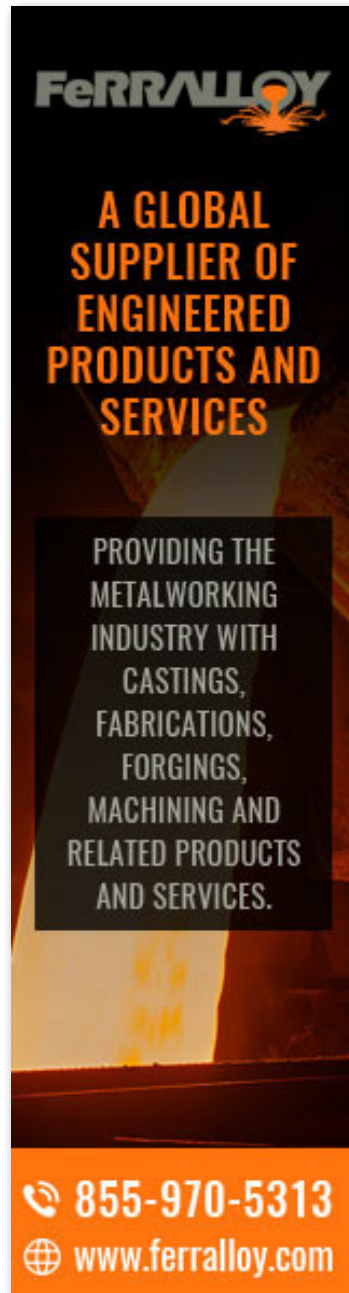
Deliver your ads to customers when they visit a specific location, such as a business park.

GEO-FENCING:

Capture an audience when they enter area during a specified time, such as a convention hall during a trade show.

WHAT WILL MY DIGITAL AD LOOK LIKE?

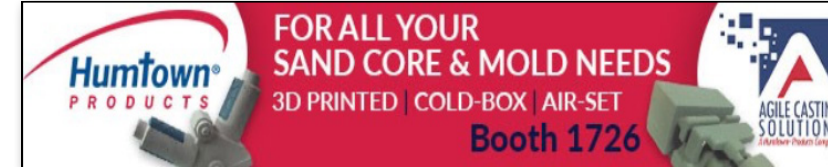
160 x 600



300 x 250



300 x 50



320 x 50



728 x 90

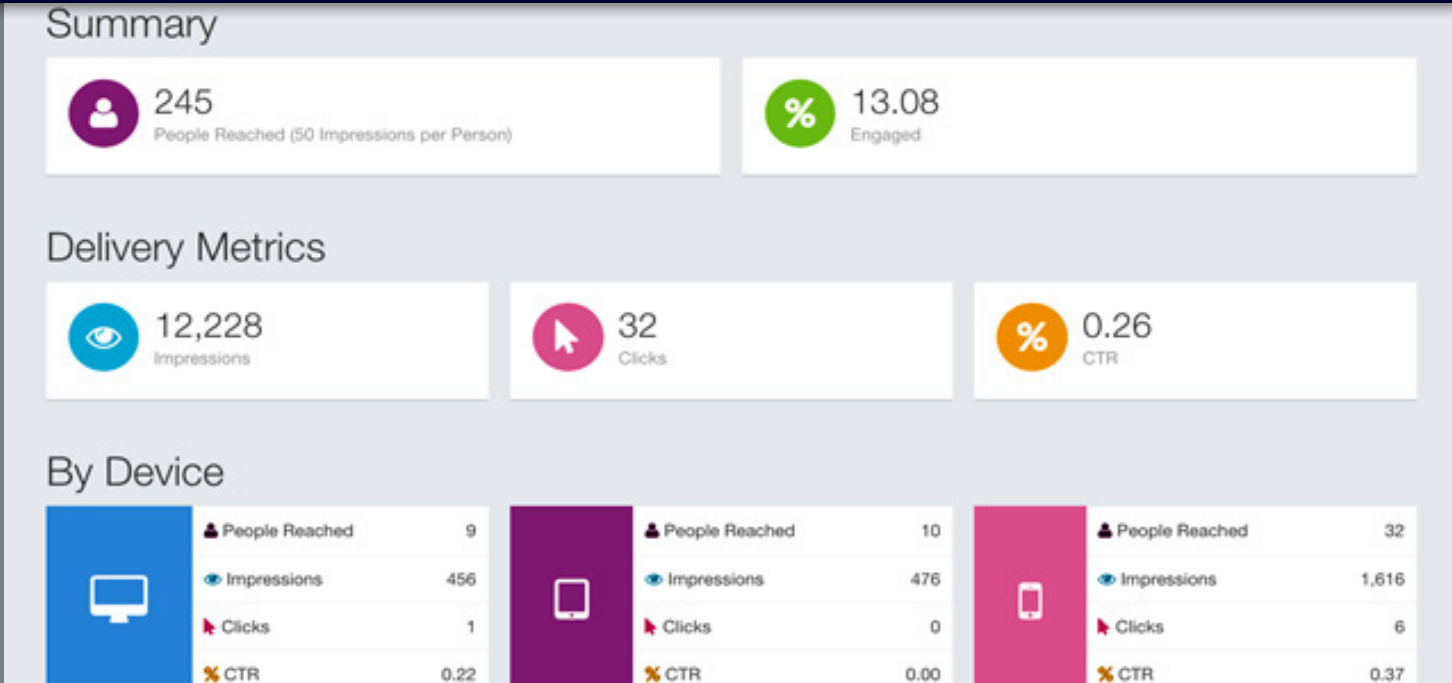


**RECOMMENDED
AD SIZES!**
OCCUPY 98% OF
THE INVENTORY AND
RECEIVE THE MOST
ENGAGEMENT.

REALTIME REPORTING

COMPLETE TRANSPARENCY WITH YOUR CAMPAIGN!

- Impressions
- Clicks
- Click-Thru Rates (CTR)
- Conversions
- Device Delivery
- Campaign Performance by Tactic
- Measure Traffic
- Creative Tracking Review
- Geo-Fence Tracking by Location/Competitor
- Keywords Detail
- Customize Comparisons



INDUSTRY TARGETED DIGITAL DISPLAY

TARGET OUR TRUSTED AUDIENCE

PRESENT EXPOSURE

30,000 impressions per month

INVESTMENT

\$1,800 - 3 Months

\$3,420 - 6 Months

\$6,480 - 12 Months

COMPETITIVE EXPOSURE

60,000 impressions per month

INVESTMENT

\$3,420 - 3 Months

\$6,480 - 6 Months

\$12,240 - 12 Months

DOMINANT EXPOSURE

120,000 impressions per month

INVESTMENT

\$6,480 - 3 Months

\$12,240 - 6 Months

\$23,040 - 12 Months

MODERN CASTING

A PUBLICATION OF THE AMERICAN FOUNDRY SOCIETY

Fabio Cavalieri

847-827-3622

Fabio@afsinc.org

CASTING SOURCE

THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

David Kathe

630-841-8804

dkathe@afsinc.org



RIGHT MESSAGE. RIGHT PERSON. RIGHT TIME.

afsinc.org | 800-537-4237 | 847-824-0181