MODERN CASTING

2019 MODERN CASTING
MEDIA KIT

EDITORIAL CALENDAR	p. 4	DIRECT MAIL	p. 11
SPECIAL ISSUES	p. 5	SPONSORED WEBINARS	p. 12
PRINT DISPLAY ADVERTISING	p. 6	ANNUAL BUYER'S GUIDE	p. 13
WEBSITE ADVERTISING	p. 7	GLOBAL CASTING MAGAZINE	p. 14
DIGITAL EDITION ADVERTISING	p. 7	CASTEXPO 2019	p. 15
MODERN CASTING HOTLINE E-NEWSLETTER	p. 8	SUPPLIER PROSPECTUS	p. 15
AFS INSIDER NEWS	p. 9	METALCASTING SUPPLEMENT ADVERTISING	p. 15
VIDEOS	p. 10	SPECIFICATIONS	p. 16
CONTENT MARKETING	p. 10	CONTACT INFORMATION	p. 16
EMAIL BLASTS	p. 11		

EDITORIAL PHILOSOPHY

Published monthly since 1910 by the American Foundry Society, the award winning ***Modern Casting*** magazine provides the North American metalcasting industry with technical information for operational and business decision-making. About 15,000 producers of metal castings, pattern and tooling shops, and their suppliers receive the magazine every month. The American Foundry Society is the leading U.S. based metalcasting society, assisting member companies (metalcasting facilities and industry suppliers) and individuals to effectively manage their production operations, profitably market their products and services and equitably manage their employees.

WHY ADVERTISE IN *MODERN CASTING*?

According to our most recent Readex Study, ***Modern Casting*** is considered the industry's most authoritative and believable source of information relevant to respondents' work.

Facts about *MODERN CASTING* readers:

52 MINUTES
spent, on average, reading each issue

88%
find the magazine a useful source for new product information

60%
save issues for future reference

9/10
readers are involved with purchasing decisions

CONTACT:
FABIO CAVALIERI / 847-827-3622 / Fabio@afsinc.org
JOE MURPHY / 203-254-9595 / AdSales25@aol.com

Modern Casting has earned its reputation as the metalcasting industry's leading source of information. Today, industry leaders engage with ***Modern Casting*** in many different ways. Combine our platforms to achieve your goals!

WEBINARS

DIGITAL EDITIONS

WEBSITE

PRINT EDITION

VIDEO

DIRECT MAIL

E-NEWSLETTER

EVENTS

AFS CASTEXPO & METALCASTING CONGRESS
APRIL 27-30, 2019 ATLANTA, GEORGIA
connecting SUPPLIERS | METALCASTERS | CASTING BUYERS

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2019 EDITORIAL CALENDAR

Month	Editorial Features			Expanded Distribution
January	Investment Casting	Cleaning & Finishing	Industry Forecast	**AFS Wisconsin Regional**
February	Diecasting & Perm Mold	Workforce Development	Casting End-Use	
March	**CastExpo Pre-Show Issue:** Preview of what to expect at Congress, including session schedule, list of exhibitors & more.			**CastExpo**
April	**Casting of the Year**	Plant Safety	Sand Molding/ Coremaking	
Guide to CastExpo	**This guidebook delivers comprehensive show information to CastExpo attendees, including a detailed list of exhibitors.**			**CastExpo**
May	**CastExpo Post Show:** Highlights from the biggest metalcasting equipment show in the U.S.		**GIFA Pre-Show**	**GIFA**
May Prospectus	**2019-2020 Supplier Prospectus: This supplement is mailed with the May issue of *Modern Casting* and presents in-depth corporate profiles of the industry's leading technology and services suppliers. This unique publication lets you tell your customers & prospects all about your background, experience, people and productivity.**			**All major metalcasting industry events**
June	**Metalcaster of the Year**	Additive Manufacturing		
July	Sand Molding/ Coremaking	Government Affairs	Value Added Services	
August	Melting and Pouring Quality	Maintenance	**GIFA Post-Show**	
September	**Diecasting & Perm Mold**	**Casting Engineering**	**Quality Control**	
September Supplement	**2019 Metalcasting Supplement: *A product-driven publication focusing on the latest technologies in metalcasting and mailed with the September issue of Modern Casting.***			**All major metalcasting industry events**
October	**Plant Engineering:** What it takes to upgrade, remodel, expand or build metalcasting operations.			**FEF/CIC Conference**
November	**Buyers Guide:** This directory of metalcasting vendors and service providers indexes listings by manufacturers, products and product categories.			**All major metalcasting industry events**
December	Sand Molding/ Coremaking	EHS	Census of World Casting Production	

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2019 SPECIAL ISSUES

March	**CastExpo – Pre-Show Issue** Deadline: February 8, 2019
April	**Guide to CastExpo** Deadline: February 12, 2019
May	**GIFA Pre-Show issue – CastExpo Post-Show Issue** Deadline: April 12, 2019
	2019-2020 Supplier Prospectus - Corporate Profiles Deadline: May 17, 2019
September	**Metalcasting Supplement – Products by Category** Deadline: August 15, 2019
November	**Annual Buyer's Guide** Deadline: October 10, 2019

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PRINT DISPLAY ADVERTISING

DISPLAY AD RATES (BLACK & WHITE)

	1x	3x	6x	12x	18x
Full Page	$6940	$6485	$6200	$5665	$5180
2/3 Page	$5275	$4935	$4680	$4250	$3870
1/2 Island	$4580	$4225	$4095	$3665	$3390
1/2 Page	$3870	$3600	$3465	$3170	$2860
1/3 Page	$2765	$2535	$2380	$2260	$2045
1/4 Page	$2190	$2025	$1885	$1670	$1535
1/6 Page	$1535	$1380	$1350	$1165	$1025

COLOR RATES (PER INSERTION)

4 Color Process	$985
Spot Color	$450

COVER RATES

Inside Front Cover	Earned Rate +15%
Inside Back Cover	Earned Rate +10%
Back Cover	Earned Rate +20%

Ask your representative about availability. For Buyer's Guide Pricing, refer to page 13.

PRINT SPECIFICATIONS

AD SIZES (W x D)

Full Page	7" x 10"	**1/3 Vertical**	2.125" x 10"
2/3 Page	4.5" x 10"	**1/3 Square**	4.5" x 4.875"
1/2 Island	4.5" x 7.375"	**1/4 Square**	3.375" x 4.875"
1/2 Horizontal	7" x 4.875"	**1/4 Horizontal**	7" x 2.375"
1/2 Vertical	3.375" x 10"	**1/6 Page**	2.125" x 4.875"
Single Adlet	2" x 1.5"	**Double Adlet**	2" x 3"

Resolution: 300 DPI or greater. PDF files preferred.
Bleed: 8" x 11.125", applicable to full pages only. Keep live matter .5" from bind edge.
Trim: 7.875" x 10.875"
Please do not send artwork with crop marks.

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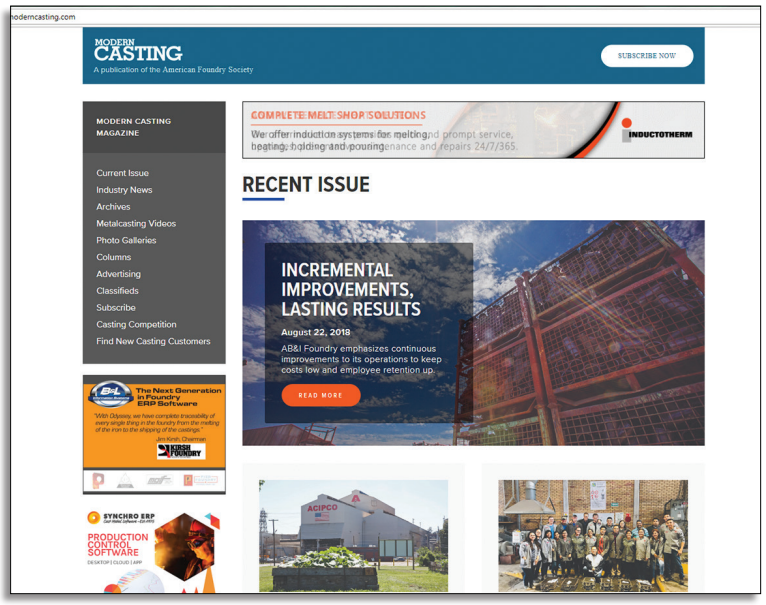
WEBSITE ADVERTISING

moderncasting.com

The official website for ***Modern Casting*** averages more than 8,000 unique visitors each month. All banner ads appear in rotation. Inventory is limited.



	1 Month	2 Months	6 Months	12 Months
Leaderboard (728 x 90 pixels)	$1350/month	$990/month	$865/month	$695/month
Sideboard (300 x 250 pixels)	$1100/month	$830/month	$650/month	$525/month

DIGITAL EDITION

The digital edition of ***Modern Casting*** includes all of the print advertisements as added value. Embedded hyperlinks are also available without charge. You can add extra pages and/or videos to the digital edition.

Full Page Opposite Front Cover	$1900/issue
Two Sided Digital Page Inserted	$1700/issue
Video Embedded In Existing Ad	$600/issue

Discounts for long-term commitments and cross-platform ad packages are available. Custom Digital Publishing is also available. Contact your sales representative for details.

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MODERN CASTING HOTLINE

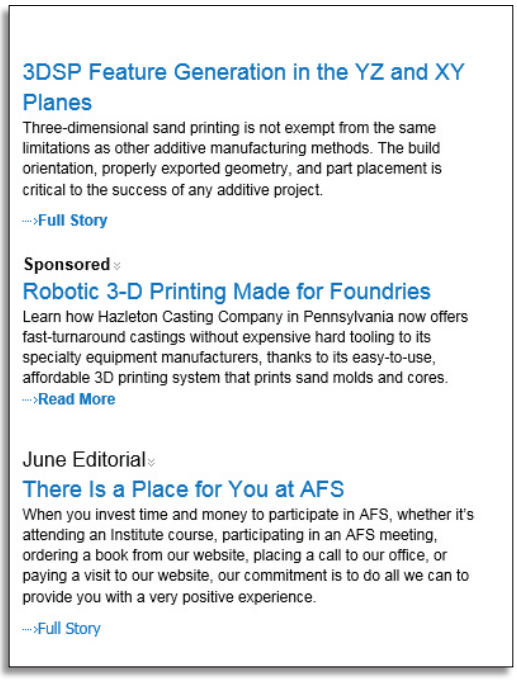
An E-newsletter is sent each month to 18,000 opt-in subscribers. Hotline Online carries a maximum of four banner ads per edition.

Analytics data available for benchmarking.

AD RATES PER MONTH	1x	3x	6x	12x
Leaderboard (728 x 90 pixels)	$2,250	$2,000	$1,500	$1,100
Skyscraper (300 x 500 pixels)	$3000	$2500	$2000	$1500
Sideboard (300 x 250 pixels)	$1500	$1200	$1000	$750

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 Hotline Online. Make sure that it is yours!



Analytics data available for benchmarking.

AD RATES PER MONTH	1x	3x	6x	12x
	$1300	$1100	$900	$700

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AFS INSIDER NEWS
WEEKLY E-NEWSLETTER

AFS Insider News is a **weekly e-newsletter** delivered to 4,200+ card-carrying AFS members in the metalcasting industry. It carries a maximum of one leaderboard and three sideboard ads per edition. The newsletter goes out every Thursday and ads are sold in monthly flights.

DIGITAL SPECIFICATIONS:

- File Format: Static or animated GIF or PNG
- File Size: Max of 1MB
- Resolution: 72 DPI or greater
- Leaderboard Size: 728x90 pixels
- Sideboard Size: 300x 250 pixels
- URL link optional

	Months with Five Weekly Issues	Months with Four Weekly Issues
Leaderboard (728x90) (top-of-page)	$3,000	$2,400
Sideboard (300x250) (right-hand column)	$2,250	$1,800

Analytics data available for benchmarking.

CONTACT:
FABIO CAVALIERI / 847-827-3622 / Fabio@afsinc.org
JOE MURPHY / 203-254-9595 / AdSales25@aol.com

MCTV VIDEOS

PLACEMENT ON MCTV

Paid video placement guarantees your video will appear in the MCTV content stream on the AFS website. ***www. afsinc.org/metalcastingtv*** (Information on video production assistance available upon request.)

RATES:

$200 per video per month

3-4 videos: 20% off

5 or more videos: 35% off

Analytics data available for benchmarking.

EMBEDDED VIDEOS

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 ***Modern Casting*** also appear in the digital edition.

RATE:

$600 per month

Analytics data available for benchmarking.

CONTENT MARKETING

CHALLENGE:

What to do with your current white papers, videos, print advertisements, magazine editorials, testimonials, etc., that are buried on your company website or marketing drive?

SOLUTION:

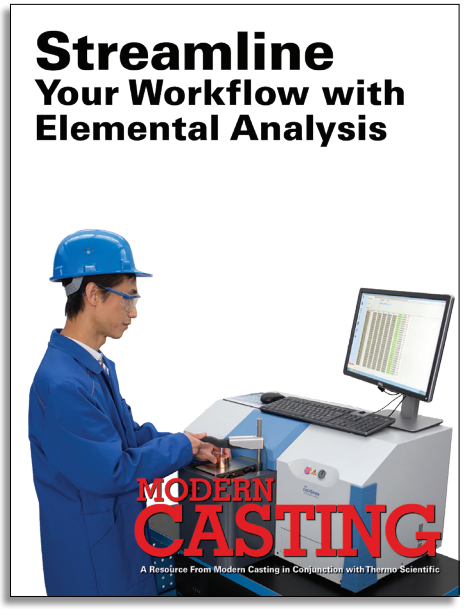
Let the staff at ***Modern Casting*** build your content into an easy-to-read custom digital publication and e-blast it to our database on your behalf.

Simply gather your existing information and send it to your ad representative. We format it and convert the file to digital. A live proof is sent to you for approval, then it is blasted out to ***Modern Casting's*** database.

RATE:

- $4500 for up to 8 digital pages.
- Independent hosting – 3 month period!
- Promoted to ***Modern Casting*** audience!

Analytics data available for benchmarking.



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EMAIL BLAST PROGRAM

MULTIPLE WAYS TO TARGET:

Email blasts are an excellent way to target segments of the ***Modern Casting*** database. Your customized program includes list fees and all administrative costs. Database is not available for purchase—all email blasts must be administered in-house by ***Modern Casting*** staff.

For a list of targeting parameters, contact your representative.

5,000 addresses: $2500
4,000 addresses: $2300
3,000 addresses: $2000
2,000 addresses or fewer: $1500

Analytics data available for benchmarking.

DIRECT MAIL PROGRAM

Direct mail places tangible information in your customers' hands. Your customized program includes list fees and all sorting and handling costs. 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 ***Modern Casting*** staff. For a list of targeting parameters and a custom quote, contact your representative.

Minimum net total billing: $2000

More than 5,000 addresses: $ 0.30 per address

5,000 addresses or fewer: $ 0.40 per address

Postage and handling fees also apply; quoted individually

Turnkey design-print-deliver programs available – contact your rep for a quote

CONTACT:
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JOE MURPHY / 203-254-9595 / AdSales25@aol.com

SPONSORED WEBINARS

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

Promotions for webinar presentations are distributed to the ***Modern Casting*** database through all 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 ***Modern Casting*** 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 ***Modern Casting*** editorial staff.

Order deadline: 8 weeks prior to week of presentation.

REGISTRANTS	PRICE
75+	$7500
50–74	$5000

If registration does not reach 50, sponsor will have the option to cancel, reschedule or accept a reduced number of registrants.

Webinar topic and presentation content subject to final approval by ***Modern Casting*** staff.

Analytics data available for benchmarking.

CONTACT:
FABIO CAVALIERI / 847-827-3622 / Fabio@afsinc.org
JOE MURPHY / 203-254-9595 / AdSales25@aol.com

ANNUAL BUYER'S GUIDE

Since 1963, the ***Modern Casting*** Annual Buyer's Guide is the one complete reference source that metalcasters instinctively turn to again and again, all year long. Be there when buying decisions are being made! It is the most comprehensive and easy-to-use reference source for suppliers of equipment, materials and services. Metalcasters can access it in several ways:

PRINT

The 2019 Buyer's Guide will be included in the November 2018 issue of ***Modern Casting***. Your ad will be seen by over 15,000 metalcasting professionals worldwide. Regular ***Modern Casting*** ad rates apply for Display advertising.

Adlets measuring 2"x 1.5" or 2"x 3" are also available and can be placed within any of the product classifications available. Perfect opportunity for multiple exposures!

B&W	1	2	3	4	5+ ADLETS
Double Adlet	$720	$640	$570	$540	$515
Single Adlet	$610	$525	$460	$415	$380

COLOR	1	2	3	4	5+ ADLETS
Double Adlet	$870	$790	$720	$690	$665
Single Adlet	$760	$675	$610	$565	$530

DIGITAL

Modern Casting's editions are archived digitally, so your print ad in the Buyer's Guide can seen by anyone referencing this issue at any time.

CONTACT:
FABIO CAVALIERI / 847-827-3622 / Fabio@afsinc.org
JOE MURPHY / 203-254-9595 / AdSales25@aol.com

GLOBAL CASTING MAGAZINE

This digital publication reaches foundry personnel globally on three continents: Europe, North America, and Asia.

In metalcasting, three partners deliver the world:
- ***Modern Casting*** Magazine
- FoundryPlanet.com
- The China Foundry Association

Together, they deliver over 80,000 metalcasters in 98 countries through their combined reach.

Each quarter, a complete issue of ***Global Casting*** includes insider information on the top producing countries, as well as the emerging ones. All articles are in both English and Chinese to reflect the global market.

In support of the quarterly online publication, a digital newsletter goes to each of these metalcasters, offering the very latest information on countries, products, materials and trends.

Analytics data available for benchmarking.

	1x	2x	3x	4x
Full Page (7 x 10)	$2270	$2110	$1945	$1790
Half Page (7 x 4.875)	$1400	$1300	$1190	$1080

www.globalcastingmagazine.com

Contact your ***Modern Casting*** advertising representative for complete details.

CONTACT:
FABIO CAVALIERI / 847-827-3622 / Fabio@afsinc.org
JOE MURPHY / 203-254-9595 / AdSales25@aol.com

ADDITIONAL MARKETING OPPORTUNITIES

SUPPLIER PROSPECTUS

Published every other year in May and mailed along with ***Modern Casting*** magazine to it's entire circulation. Advertisers supply a full-page company profile including two images and full contact information, along with a full page product advertisement that will face the profile. We will build the two pages for you, keeping the same format throughout the publication. In addition, it will be distributed at GIFA and other events!

2 PAGE SPREAD: $3,950

AD DEADLINE IS APRIL 19TH, 2019.

METALCASTING SUPPLEMENT

The Supplement mails each year with the September issue of ***Modern Casting*** magazine and goes to its entire circulation. Content is exclusively product-oriented, by category, and we offer special one-quarter page Action Ads along with full-page and half-page horizontal display ads.

HORIZONTAL HALF PAGE: $2500
FULL PAGE: $3400
ACTIONS ADS: $1450 FOR ONE, $1200 EACH FOR TWO OR MORE

CASTEXPO 2019

The largest annual gathering of metalcasters and suppliers will be held April 27-30 in Atlanta, GA. 10x10 and 10x20 booths will be available, along with advertising opportunities in the Program Guide and a variety of Sponsorship offerings. Ask your advertising representative for complete details.

PRINTED INSERTS AND ARTICLE REPRINTS

Both are available from ***Modern Casting*** magazine on a custom basis. Ask your advertising representative for details and pricing.

OPPORTUNITIES AVAILABLE FOR ADVERTISER FURNISHED FLYERS

Your pre-printed insert inside the ***Modern Casting*** magazine. Outsert flyers inside the polybag with the ***Modern Casting*** magazine.

AFS CONFERENCE SPONSORSHIPS

Each year, AFS hosts a number of professional, executive and invitation-only conferences covering a variety of topics. Low-cost, high-impact sponsorships are now available for all of them. For complete information, please contact: Neal Bender at 847-824-0181, ext. 213 or nbender@afsinc.org.

ADVERTISING SPECIFICATIONS

AD SIZES (W x H)	
Full Page	7″ x 10″
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 Horizontal	7″ x 2.375″
1/4 Square	3.375″ x 4.875″
1/6 Page	2.125″ x 4.875″
Double Adlet*	2″ x 3″

RESOLUTION: 300 DPI or greater. PDF files preferred.

BLEED: 8″ x 11.125″, applicable to full pages only. Keep live matter .5″ from bind edge.

TRIM: 7.875″ x 10.875″

Please do not send artwork with crop marks.

DIGITAL SPECIFICATIONS

SIDEBOARD BANNER/E-NEWSLETTER:

300 x 250 pixels or 300 x 600 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.

FILE DELIVERY

Upload files to the AFS website: **www.afsinc.org/uploadsite**. User name "consultant"; password "safe". Please include your company name with any upload.

CONTACT INFORMATION

ADVERTISING SALES REPRESENTATIVES

MIDWEST, WEST, WESTERN CANADA, INTERNATIONAL
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NORTHEAST, OHIO, SOUTHEAST, EASTERN CANADA
Joe Murphy 203-254-9595
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swetzel@afsinc.org

ASSOCIATE EDITOR
Brian Sandalow, 847-824-0181 Ext. 232
bsandalow@afsinc.org

AZBEES AWARDS

Modern Casting editors Shannon Wetzel and Brian Sandalow won gold and silver, and Shannon won a national medal, at the Upper Midwest AZBEE 2018 amongst over 1,000 entries! AZBEES are awarded by the American Society of Business Publication Editors in Washington, D.C.

A | S | B | P | E
Fostering B2B editorial excellence

American Society of Business Publication Editors

2018 National PRINT *Award Winner*

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