

# The Annual Casting Source Directory

A great place to advertise to the people who count.



- It's comprehensive. The *Casting Source Directory* is the industry's only complete directory of metalcasters, with listings for all metals and processes.
- It's easy to use. More than 2,000 North American metalcasters are listed alphabetically by location, by metals cast, and by casting process.
- It's easy to find. 25,000 copies of the *Casting Source Directory* are distributed throughout the year. It's also available through the American Foundry Society website and at the annual American Foundry Society Metalcasting Congress.

Casting buyers and designers use the *Casting Source Directory* to discover new metalcasters every day. Capture their attention with a combination of the following options:

## Display Advertising

Build your brand and provide detail on your unique capabilities.



## Directory Adlets

Draw attention to your listing in a specific geographic, metal, or process section.



## Online

Link your banner ad to search terms to attract buyers searching for your capabilities.



Combine all three for maximum exposure and results!  
*See other side for details on these Directory advertising programs.*

# Yes!

## I would like to sell more castings in 2018!

### PACKAGES (All package ads include full color!)

- |  |  |               |
|--|--|---------------|
| <input type="radio"/> <b>PLATINUM:</b> | Full Page Display Ad, 4 Double Adlets, Website Spotlight | <b>\$7730</b> |
| <input type="radio"/> <b>GOLD:</b>     | ½ Page Display Ad, 2 Double Adlets, Website Spotlight    | <b>\$5610</b> |
| <input type="radio"/> <b>SILVER:</b>   | ¼ Page Display Ad, 2 Single Adlets                       | <b>\$3050</b> |
| <input type="radio"/> <b>BRONZE:</b>   | Website Spotlight, 2 Single Adlets                       | <b>\$2110</b> |

### DISPLAY ADVERTISING (Black & White)

- |   |        |  |        |
|---|--------|--|--------|
| <input type="radio"/> <b>Full Page</b>  | \$6750 | <input type="radio"/> <b>1/3 Page</b>          | \$2950 |
| <input type="radio"/> <b>2/3 Page</b>   | \$5500 | <input type="radio"/> <b>1/4 Page</b>          | \$2410 |
| <input type="radio"/> <b>1/2 Island</b> | \$4850 | <input type="radio"/> <b>1/6 Page</b>          | \$1800 |
| <input type="radio"/> <b>1/2 Page</b>   | \$4230 | <input type="radio"/> <b>Website Spotlight</b> | \$1160 |

#### COLOR RATES (display ads only):

- Color rate with bleed—add \$940

### ADLETS (All adlets in full color)

AD SIZE	1 ADLET	2 ADLETS	3 ADLETS	4 ADLETS	5+ ADLETS
<b>SINGLE</b>	<input type="radio"/> \$685	<input type="radio"/> \$610	<input type="radio"/> \$520	<input type="radio"/> \$440	<input type="radio"/> \$380
<b>DOUBLE</b>	<input type="radio"/> \$950	<input type="radio"/> \$830	<input type="radio"/> \$730	<input type="radio"/> \$620	<input type="radio"/> \$510

### ONLINE

- The keyword-sensitive banner ad is \$500 per month (12-month commitment required)

### Please check off all the following categories in which to place the adlets in the 2018 Casting Source Directory:

- GEOGRAPHIC AREA** (My state or province is \_\_\_\_\_ )

#### METALS CAST

- |   |   |
|---|---|
| <input type="radio"/> Abrasion Resistant Iron<br><input type="radio"/> Austempered Ductile Iron<br><input type="radio"/> Compacted Graphite Iron<br><input type="radio"/> Corrosion Resistant Iron<br><input type="radio"/> Ductile Iron<br><input type="radio"/> Gray Iron<br><input type="radio"/> Heat Resistant Iron<br><input type="radio"/> Malleable Iron<br><input type="radio"/> Carbon Steel<br><input type="radio"/> Corrosion Resistant Steel<br><input type="radio"/> Heat Resistant Steel<br><input type="radio"/> Low Alloy Steel<br><input type="radio"/> Manganese Steel<br><input type="radio"/> Aluminum Copper (200 Series)<br><input type="radio"/> Aluminum Silicon (300 Series)<br><input type="radio"/> Aluminum Silicon (400 Series) | <input type="radio"/> Aluminum Magnesium (500 Series)<br><input type="radio"/> High Copper Alloys<br><input type="radio"/> Mn/Al-Si Bronze & Cu-Ni Alloys<br><input type="radio"/> Red/Yellow Brass/Tin-Bronze<br><input type="radio"/> Cobalt-Base Alloy<br><input type="radio"/> Lead Alloy<br><input type="radio"/> Magnesium Alloy<br><input type="radio"/> Nickel-Base Alloy<br><input type="radio"/> Superalloys<br><input type="radio"/> Titanium Alloy<br><input type="radio"/> Zinc-Base |
|---|---|

#### CASTING PROCESS

- Air-Set/Nobake  
 Centrifugal Casting  
 Continuous Casting  
 Diecasting  
 Gas-Hardened/Coldbox  
 Green Sand – Horizontally Parted  
 Green Sand – Vertically Parted  
 Investment Casting  
 Lost Foam (EPC)  
 Permanent Mold – Gravity/Tilt Pour  
 Permanent Mold – Low Pressure  
 Plaster Mold  
 Shell Mold  
 Squeeze/Semisolid  
 Vacuum Casting  
 V-PROCESS SAND

### RENEWAL

- Please renew my advertising from the 2018 Casting Source Directory.

Signature \_\_\_\_\_

Company \_\_\_\_\_

Date \_\_\_\_\_

PO # (If needed) \_\_\_\_\_

**Final advertising space deadline: June 8th**  
 Please fax completed form to **847-824-7848** or e-mail to **jim@afsinc.org**

## THANK YOU!