



THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

CASTING SOURCE

2027

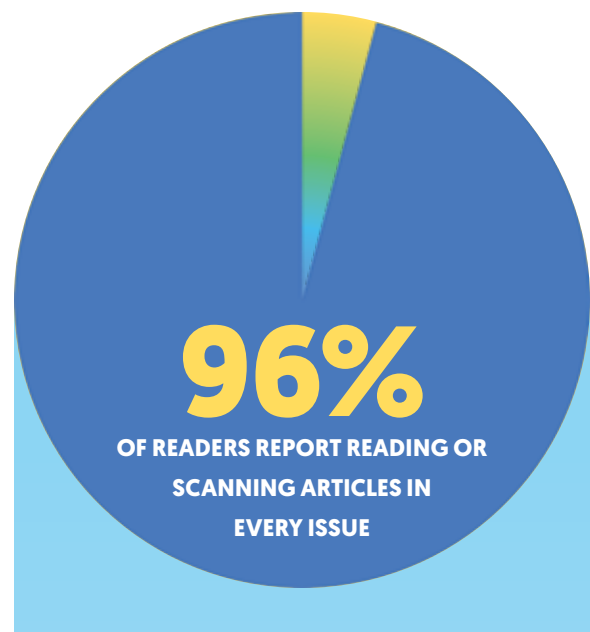
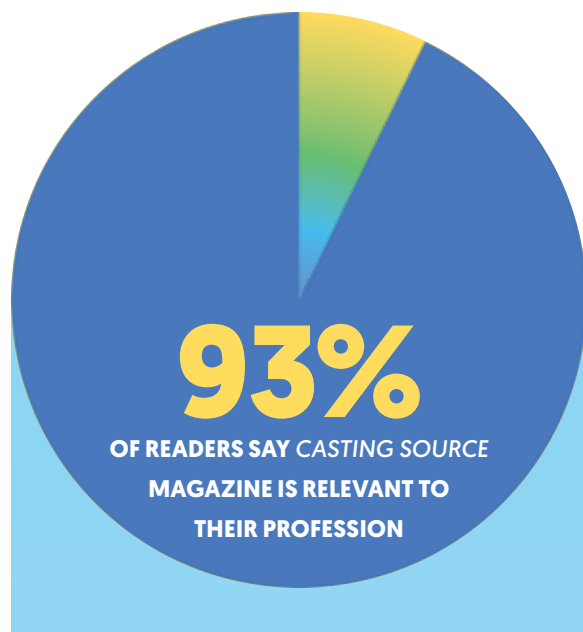
**MEDIA
KIT**

CASTING SOURCE

Why Advertise in Casting Source?

Casting Source is the only magazine and digital platform that reaches over 11,000 print readers every other month and over 10,000 email inboxes of casting procurement decision-makers and design engineers.

Metalcasting is a \$50 billion industry. Are you growing your share? Let Casting Source from the American Foundry Society connect you to the buyers and designers who drive this enormous market, which includes every alloy, size, process, and application.



SOURCE: 2021 READERSHIP SURVEY

The following great companies have two things in common.

They buy castings and they read Casting Source.

There is no better way to deliver your message to these casting buyers than advertising in Casting Source.

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.
Comptec Inc.
Crane Aerospace
Crane Pumps & Systems Inc.

Crown Equipment Corp.
Cummins Inc.
Dana Corp.
Delphi
Delta Faucet Co.
Detroit Stoker Co.
Dezurik Inc.
Donaldson Company Inc.
Dresser Rand Co.
Dwyer Instruments Inc.
Eaton Corporation
Elgin Sweeper Co.
Emerson
Emerson Power Transmission
Emerson Process Management
Federal Mogul Corp.
Ford Motor Company
Freightliner 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.
Haldex
Halliburton

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!**



PRINT EDITION

DIGITAL EDITION

WEBSITE:
CASTINGSOURCE.COM

CAST IN NORTH AMERICA

CASTING SOURCE
DIRECTORY

E-NEWSLETTER

EVENTS

Hamilton Sundstrand
Harley Davidson Motor Co.
Harsco Rail
Hendrickson
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
Maxon Lift Corp.
Medtronic

Mercury Marine
Meritor Inc.
Mitsubishi Electric Power
Modine Mfg. Co.
Monroe Truck Equipment
Moog Inc.
Mueller Co.
NASA
Naval Surface Warfare Center
Navistar Inc.
Northrop Grumman Corp.
Oshkosh Corporation
Osram Sylvania
Paccar 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
Spx
Stellantis
Sulzer Pumps
Tenneco
Textron Inc.

The Timken Company
Thomas & Betts Corp.
Toro Co.
United States Navy
US Army
US Army Corps of Engineers
Volvo Penta
Warren Pumps
Waterous Company
Whirlpool Corp.
Woodward Inc.
W S Darley & Co.
Zimmer Biomet
Zoeller Company
Zurn Industries LLC

COVER IMAGE: DMYTO / ADOBE STOCK

CASTING SOURCE

2027 Editorial Calendar

ISSUE	CASTING SOURCING	APPLICATIONS	BASICS	DISTRIBUTION
JAN / FEB	Finding a Foundry	Casting Conversions	Industry Forecast	Subscribers
MAR / APR	2027 Metalcasting Congress 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, 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 / AUG	Lead Times	Prototyping	Casting Processes	Subscribers
SEPT / OCT	Tooling & Additive Manufacturing	Specifications	Casting Materials	Subscribers
NOV / DEC	Cost Considerations	Casting versus Other Methods	Research & Development	Subscribers

Print Display Advertising Rates

Regular Display and Special Publication Rates — To find out more about our Special Publications, go to pages 10 & 11.

BLACK + WHITE DISPLAY RATES			
	Frequency of Insertions (cost per ad)		
Ad Size	6 Issues	4 Issues	1 Issue
Full-Page	\$4,515	\$5,125	\$5,735
2/3 Page	\$3,670	\$4,155	\$4,675
1/2 Island	\$3,220	\$3,690	\$4,125
1/2 Page (Horizontal + Vertical)	\$2,865	\$3,215	\$3,595
1/3 Page (Vertical + Square)	\$2,025	\$2,325	\$2,595
1/4 Page (Square, Horizontal + Vertical)	\$1,730	\$1,900	\$2,120
1/6 Page	\$1,240	\$1,415	\$1,620

ADD \$940 TO PRICE FOR FULL COLOR ADS. COLOR FEES WAIVED WITH A 6-ISSUE COMMITMENT.

PREMIUM POSITIONS	
Includes full color	
Location	Price
Inside Front Cover	Earned Rate + 10%
Inside Back Cover	Earned Rate + 5%
Outside Back Cover	Earned Rate + 15%

PROSPECTUS RATES	
Includes full color	
SIZE	PRICE
Full-Page Profile + Full-Page Ad	\$4,280
Full-Page Profile Only	\$2,850

DIRECTORY ADLET RATES (Casting Source Directory Only)					
	Frequency of Insertions (cost per ad)				
Ad Size	5 or more	4	3	2	1
Single [2" x 1.5"]	\$415	\$475	\$560	\$660	\$740
Double [2" x 3"]	\$550	\$670	\$790	\$895	\$1,025

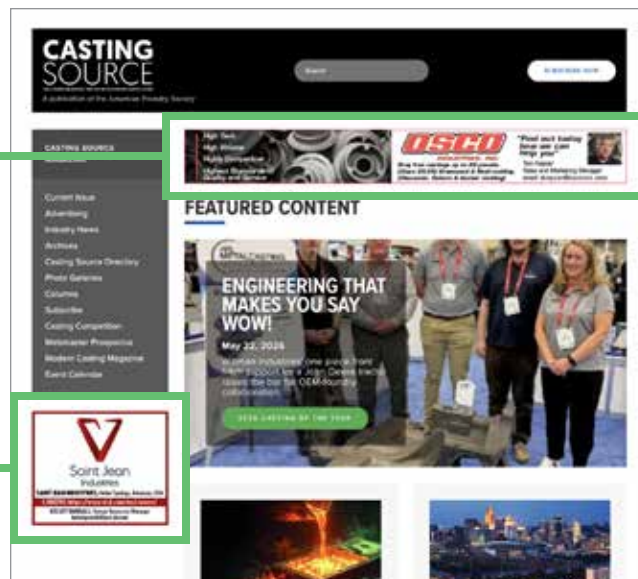
CASTING SOURCE

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.

LEADERBOARD

SIDEBOARD



ONLINE DISPLAY RATES (RATE OF SALE)

Ad Size	Length of Commitment (cost per month)			
	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.



EMBEDDED VIDEO OPPOSITE THE COVER

Video Advertising

Embedded Videos in the Digital Edition

Bring your products to life by embedding a video into your ad in the digital version of the magazine or by running a video opposite the cover. All ads that appear in the print issue of *Casting Source* also appear in the digital edition.

RATE: \$600 / month — embedded in your ad
\$900 / month — opposite front cover
(maximum 2 issues)

VIDEOS SHOULD BE SUBMITTED AS MP4 FILES OR YOUTUBE LINKS. THERE IS NO FILE SIZE LIMIT, BUT BE AWARE THAT FILE SIZE CAN AFFECT LOAD TIME.

E-newsletter

With an opt-in distribution of over 10,000 and strong open rates, The **Casting Source E-newsletter** 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 3 sideboard ad units and 2 in-line text ads per issue.

SCHEDULE: Third Wednesday of the month

DEADLINE: The 1st of publication month

Ad Rates / Mo.	12x	6X	3x	1x
Sideboard (300 x 250 Pixels)	\$500	\$650	\$800	\$1,000
Leaderboard (728 x 90 Pixels)	\$750	\$940	\$1,130	\$1,230
Inline Text Native Ad	\$700	\$900	\$1,100	\$1,300



LEADERBOARD

CASTING SOURCE

THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

Tariffs Got you Guessing? Get back to the US.
Stop guessing anymore. With OSCO, you get stable prices, dependable supply, and castings made here at home.

JULY/AUGUST ISSUE IS HERE

Shifting Gears to Permanent Molds
Learn about the challenges of an electrical junction box and how engineers from the manufacturer and foundry collaborated early in the process to develop an airtight solution.

Technological Landscape of the Metalcasting Industry for the Next 20 Years
Jiten Shah explores how the digital transformation, big data, design simulations, AI, machine learning, and other advancements will fuel future transformations of metalcasting.

Pathway to Lightweighting: A Fab-to-Cast Case Study
Eck Industries collaborated with an engineering firm to convert a steel weldment to an aluminum casting. See how the results far exceeded mere weight reduction.

Reshoring and Training the U.S. Metalcasting Workforce for What Comes Next
Learn why the No. 1 legislative priority of the Reshoring Initiative has long been the strengthening of workforce.

CLICK HERE TO ACCESS DIGITAL EDITION

1685 North Penny Lane Schaumburg, IL 60195-0001
Want to change what emails you receive from us? [Update your preferences.](#)

SIDEBOARD

INLINE TEXT NATIVE AD

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

CASTING SOURCE

Sponsored Webinars

A sponsored webinar is one of the strongest lead generation tools available to foundries and other suppliers. 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 8–10 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.

Order Deadline:

Schedule your presentation at least two months in advance. If registration does not reach 50, sponsor will have the option to cancel, reschedule, or accept a reduced number of registrants. Sponsored webinar topic and presentation content is subject to final approval by *Casting Source* staff.

REGISTRANTS	PRICE
90+	Custom
75-90	\$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.

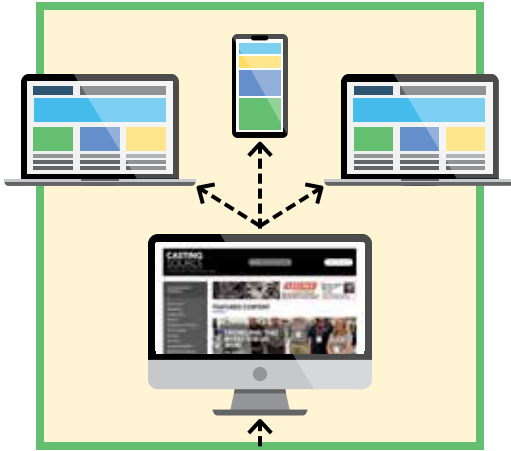
RATE: \$7,500 — For one deployment to 10,000+ addresses
 \$5,500 — Each for three deployments to 10,000+ addresses
 \$2,750 — 5,000 addresses
 \$2,550 — 4,000 addresses
 \$2,200 — 3,000 addresses
 \$1,650 — 2,000 addresses

CUSTOM EMAIL BLASTS

The collage displays three distinct email blast designs. The top design features a B-L logo and a dramatic image of molten metal being poured from a ladle. The middle design is for General Kinematics Foundry Solutions, with a red header and a focus on optimizing throughput, including a 'Register Here!' button. The bottom design is for Odyssey ERP, with a blue header and a focus on real-time job costing, including a 'GET A TRUE JOB COST REVIEW' button.

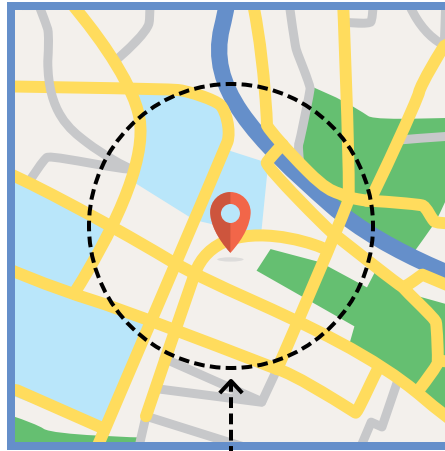
AFS Programmatic Retargeting

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 retarget people who have visited your website!



Address Retargeting

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 impression / month
3 Months \$1,800 Total / \$600 per mo.	3 Months \$3,420 Total / \$1,140 per mo.	3 Months \$6,480 Total / \$2,160 per mo.
6 Months \$3,420 Total / \$570 per mo.	6 Months \$6,480 Total / \$1,080 per mo.	6 Months \$12,240 Total / \$2,040 per mo.
12 Months \$6,480 Total / \$540 per mo.	12 Months \$12,240 Total / \$1,020 per mo.	12 Months \$23,040 Total / \$1,920 per mo.

ICON: SQUADFIRE / ADOBE STOCK

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?

- Polybagged with the March / April issue of *Casting Source*
- On the show floor at Metalcasting Congress 2027
- At other notable North American trade shows in 2027
- Digital edition available worldwide starting mid-March

How Do I Participate?

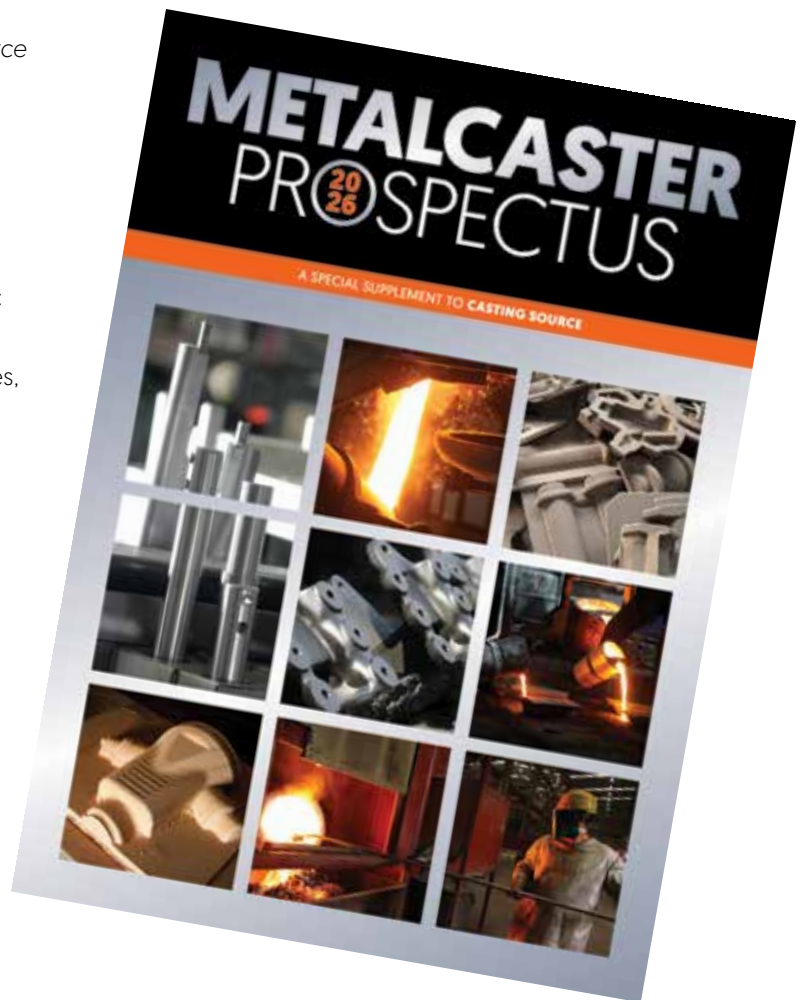
SIMPLY PROVIDE US WITH THE FOLLOWING INFORMATION:

- A maximum of 350 words of descriptive copy. Logical topics include: brief company history, service capabilities, customers and 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 + FULL-PAGE AD: \$4,350

PROFILE ONLY: \$2,950



Cast in North America Pavilion

If you value "face time" with your prospects, you should be an exhibitor at the Cast in North America Pavilion, held in conjunction with Metalcasting Congress, April 20–22, 2027, in Cleveland, Ohio. Cast in North America is geared specifically for buyers and designers of castings, with an exhibit floor highlighting North American foundries, and a special track of educational presentations for this audience.

For complete details, visit afsinc.org/tradeshows/metalcasting-congress-2027.

CASTING SOURCE

Advertising Specifications

PRINT SPECIFICATIONS

Resolution: 300 DPI — PDF/X-1a files only

Bleed size: [8.125" x 11.125"] *All full-page PDFs must be bleed size. Please do not include crop marks.

Trim size: [7.875" x 10.875"] Text, logos, and graphics must be inset at least 0.5" from trim on all sides.

Special instructions: All art elements in your ad must be CMYK and your ad must be a PDF/X-1a file.

Full-Page Bleed

8.125" x 11.125"

*(trim size =
7.875" x 10.875")

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"

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"

1/6 Page

2.125" x 4.875"

Single Adlet

2" x 1.5"

Double Adlet

2" x 3"

DIGITAL SPECIFICATIONS

Ad Sizes [W X H]:

Leaderboard: 728 x 90 pixels

Sideboard: 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 or YouTube links. There is no file size limit, but be aware that file size can affect load time.

Advertising Sales Representatives

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