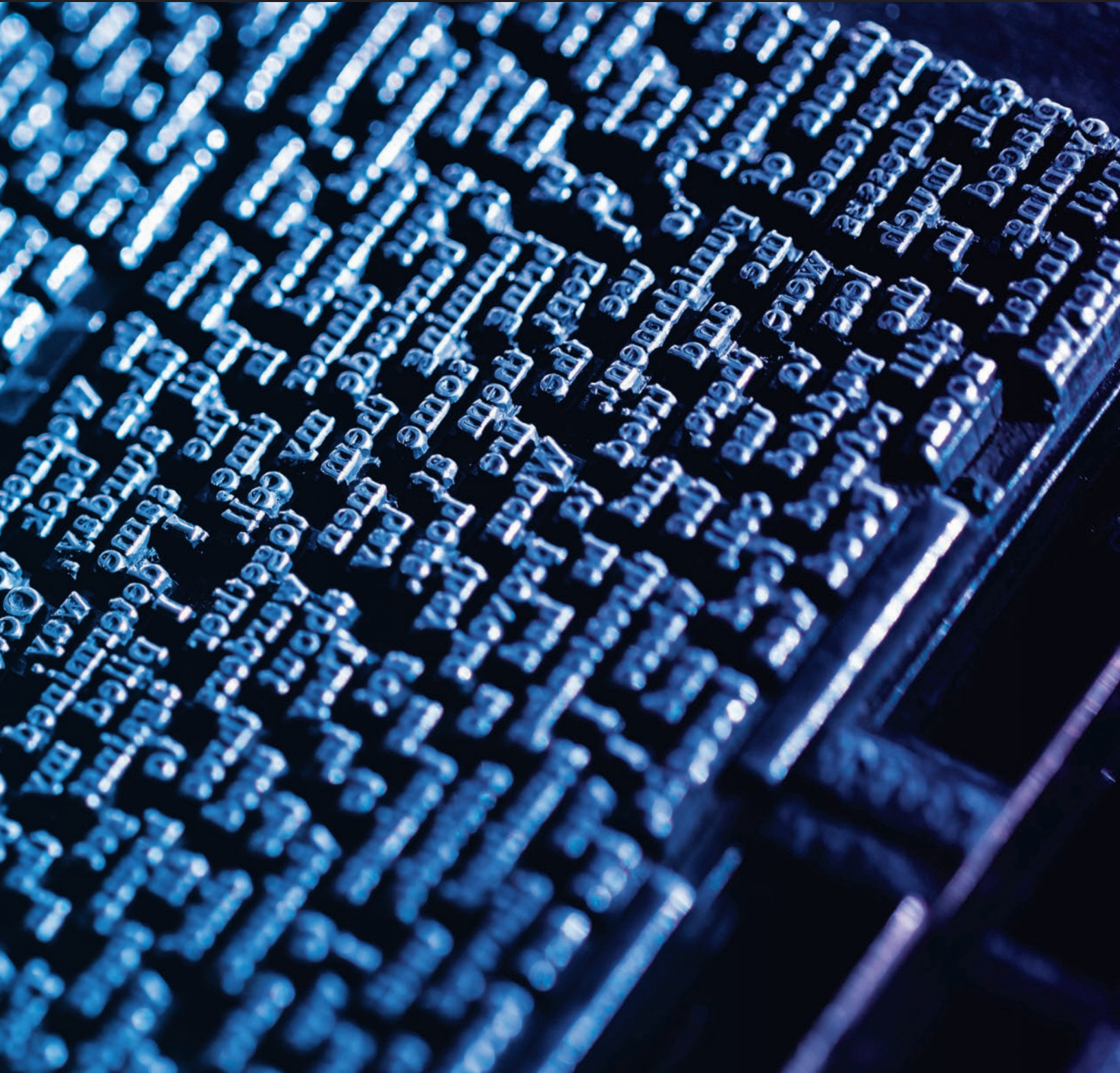

THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

CASTING SOURCE

2020 MEDIA KIT





EDITORIAL PHILOSOPHY

First published in 1999 and newly renamed this year, *Casting Source* reaches a unique, highly qualified audience of design engineers and buyers of cast metal components, with content developed for this specialized community. *Casting Source* is North America's only magazine devoted to providing your customers with detailed information on casting design and purchasing, metalcasting technology and processes, and the latest news affecting the metalcasting industry.

Published seven times per year, *Casting Source* distributes up to 11,000 printed copies per issue and reaches a worldwide online audience with digital editions and its website, CastingSource.com.

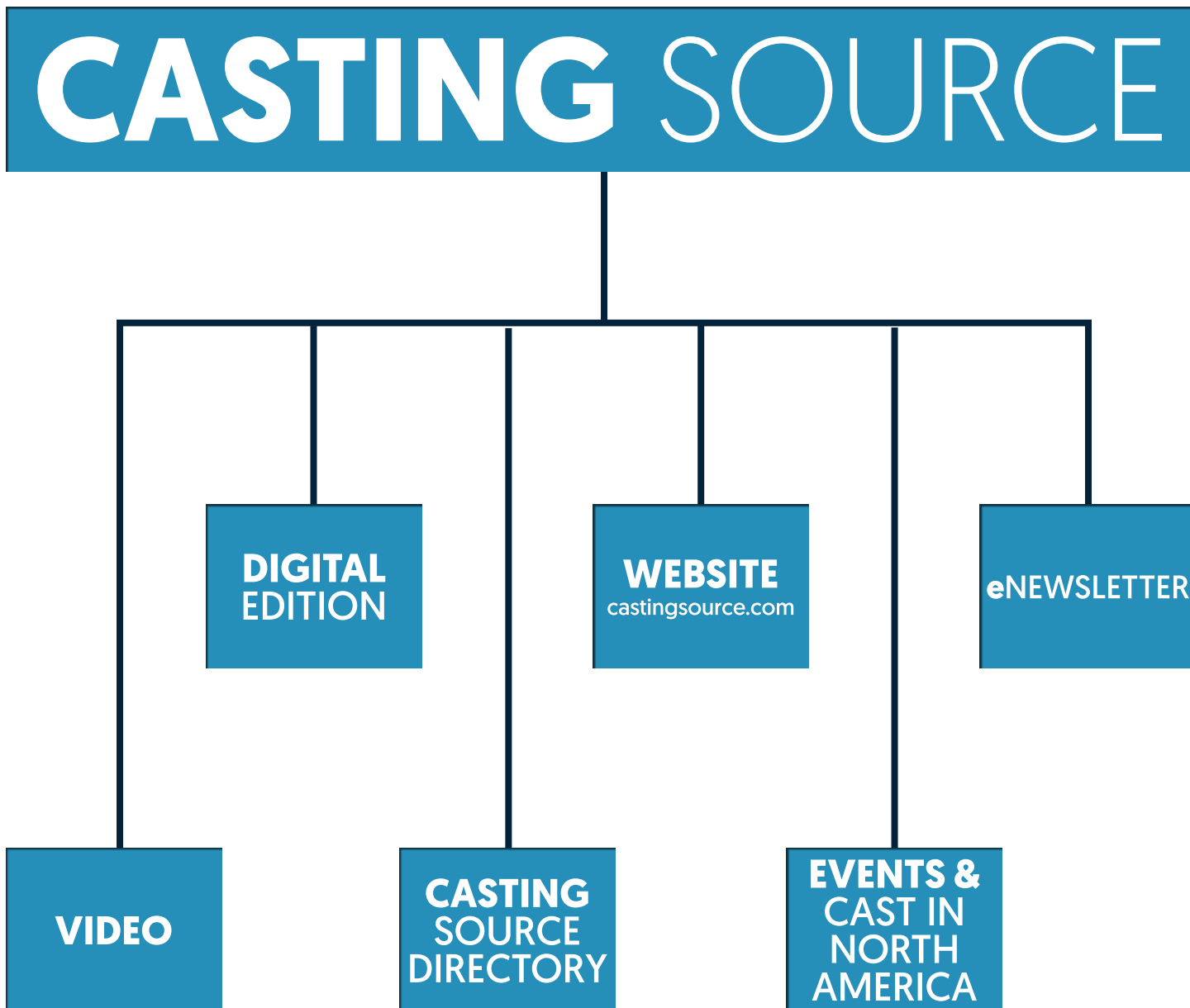
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MEDIA OPTIONS

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!



WHY ADVERTISE IN CASTING SOURCE?

AFS seeks to support the metalcasting industry, and that includes support in finding new customers. *Casting Source* reaches the decision-makers who choose the design, method of manufacture, and/or the source of the final part. Put your foundry in front of our readers in print and online.

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

- 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.
- Fiat Chrysler LLC
- 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
- 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
- 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

2020 EDITORIAL CALENDAR

ISSUE	CASTING SOURCING	APPLICATIONS	BASICS	TRENDS	DISTRIBUTION
JANUARY/ FEBRUARY	Auditing a Foundry	Casting Conversions	Casting Processes	U.S. Forecast	Subscribers
MARCH/ APRIL	Cast in North America Pre-Show covering what's on the schedule and which metalcasters will be exhibiting.	Casting Quality	Casting Materials	Supply Chain Management	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 & All trade shows from Spring 2020 to Fall 2021
MAY/ JUNE	Customer/Foundry Relationships	Casting of the Year	Casting Design	Cast in North America Post-Show Report	Subscribers
30TH CASTING SOURCE DIRECTORY	This directory and reference issue includes capability listings for AFS Corporate Member foundries, reference material on all metalcasting processes and materials, and a glossary of metalcasting terms.				Subscribers & All trade shows from Fall 2020 to Spring 2021
JULY/ AUGUST	Lead Times	Prototyping	Casting Processes	Reshoring	Subscribers
SEPTEMBER/ OCTOBER	Tooling	Specifications	Casting Materials	End Markets	Subscribers
NOVEMBER/ DECEMBER	Cost Considerations	Casting Vs. Other Methods	Casting Design	R&D	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	\$5310	\$6030	\$6750
2/3 PAGE	\$4320	\$4890	\$5500
1/2 ISLAND	\$3790	\$4340	\$4850
1/2 PAGE (HORIZONTAL/VERTICAL)	\$3370	\$3780	\$4230
1/3 PAGE (VERTICAL/SQUARE)	\$2300	\$2640	\$2950
1/4 PAGE (SQUARE/HORIZONTAL/VERTICAL)	\$1970	\$2160	\$2410
1/6 PAGE	\$1380	\$1570	\$1800

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 PLUS FULL PAGE AD	\$3950
FULL PAGE PROFILE ONLY	\$2760

DIRECTORY ADLET RATES [CASTING SOURCE DIRECTORY ONLY]

Frequency of Insertions (cost per ad)

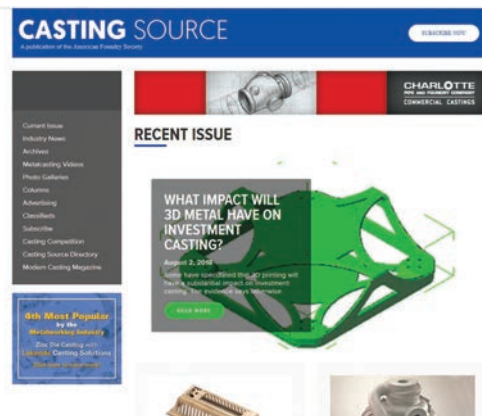
AD SIZE	5 OR MORE	4	3	2	1
SINGLE (2" x 1.5")	\$380	\$440	\$520	\$610	\$685
DOUBLE (2" x 3")	\$510	\$620	\$730	\$830	\$950

ADVERTISING FILE DUE DATES

JANUARY / FEBRUARY	January 3, 2020	CASTING SOURCE DIRECTORY	June 1, 2020
METALCASTER PROSPECTUS	March 6, 2020	JULY / AUGUST	July 3, 2020
MARCH / APRIL	March 6, 2020	SEPTEMBER / OCTOBER	September 11, 2020
MAY / JUNE	May 8, 2020	NOVEMBER / DECEMBER	November 8, 2020

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)

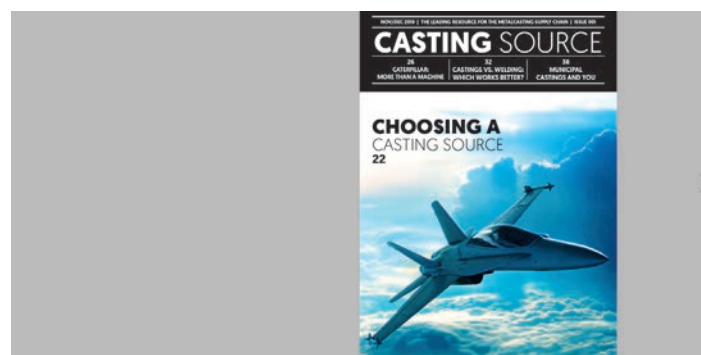
AD SIZE	1 YEAR	6 MONTHS	3 MONTHS	1 MONTH
LEADERBOARD (728 x 90)	\$750/mo	\$940/mo	\$1130/mo	\$1230/mo
SIDEBOARD (300 x 250)	\$560/mo	\$740/mo	\$920/mo	\$1000/mo

DIGITAL EDITION

Accessible through desktops and mobile devices, the digital edition of *Casting Source* matches the look and feel of a printed magazine. Readers see the same pages as the print edition and can flip through in a similar fashion.

For additional impact, a popular option for advertisers is embedding a video into the digital version of their print ad.

Discounts for long-term commitments and cross-platform ad packages are available.



Video embedded in existing ad	\$600/issue
Two sided digital page inserted	\$1700/issue
Full page opposite front cover	\$1900/issue

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, March, May, July, September, November

DEADLINE: THE 1ST OF PUBLICATION MONTH

AD RATES PER MONTH	12x	6X	3x	1x
300 x 250 PIXELS	\$500	\$650	\$800	\$1000

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	\$1100	\$1300

CASTING SOURCE GUIDES E-NEWSLETTER

Casting Source will be publishing four emails dedicated to providing readers relevant information on a single topic. Opt-in distribution is the same as the New Issue e-Newsletters. Inventory is limited to three sideboard ad units and one in-line text ad per issue.

SCHEDULE:

FEBRUARY 2020: GUIDE TO ALUMINUM CASTINGS

JUNE 2020: GUIDE TO FINDING A FOUNDRY

AUGUST 2020: GUIDE TO COPPER/MAGNESIUM CASTINGS

OCTOBER 2020: GUIDE TO RESHORING

[Visit Our Website](#)

CASTING SOURCE

September/October Issue Features

Cutting Through the Challenges

AAM's Columbian lost foam casting facility tackled a difficult project thanks to ingenuity and teamwork with its customer.

[Read More](#)

Which Casting Process?

Choosing metalcasting is just the start. This article will help you navigate the casting process palette and find the optimal one for your part.

[Read More](#)

Searching for the Low-Cost, Power-Dense, Aluminum Engine

Can a new method for tooling high-pressure diecasting pave the way to closed-deck engine blocks?

[Read More](#)

Casting Sports History

Castings play tribute to some of history's greatest athletes via statues, plaques or busts that allow fans to cheer for players long after their playing days are over.

[Read More](#)

In the News

[GF Linamar Gets \\$300M Order](#)

[Fairfield Gets New Ownership](#)

[Alcast Purchases Fairfield Aluminum](#)

VIDEO ADVERTISING OPTIONS

OPTION ONE: 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.

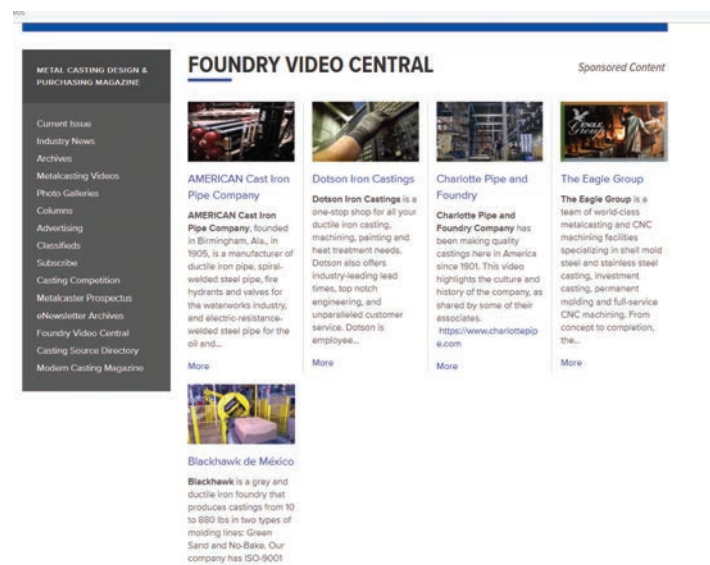
Rate: \$600 per month content marketing

OPTION TWO: FOUNDRY VIDEO CENTRAL

Foundry Video Central provides casting buyers, designers and specifiers with one-stop access to informative videos from some of North America's premier ferrous and nonferrous foundries.

- Video placement on **Foundry Video Central** is in random order each time a visitor comes to the site. You never need to worry that your video is getting pushed permanently to the bottom of the page.
- You will receive periodic reports from **AFS** indicating the number of page views for your videos.

RATE: \$1,200 per year





CUSTOM DIGITAL CONTENT

Create a valuable tool to drive both marketing and sales: an independent content hub! Custom Digital Content consists of a *Casting Source*-branded digital flipbook, hosted independently. Content published in the flipbook is entirely at your discretion and can include any or all of the following:

- Articles about your company from *Modern Casting* or *Casting Source*
- Videos
- White papers
- Case studies
- Webinars
- And just about anything else!

The 3-month posting is supported by an intensive promotional campaign to the *Casting Source* audience, and a link will be provided to you to include in your marketing and sales efforts. After the first 3 months, the flipbook can be updated and re-posted at a reduced rate.

BASE RATE:

\$6,000 for 3-month posting

ARTICLE REPRINTS

If you've recently been the subject of an article in *Modern Casting*, congratulations! You're a star of the metal-casting 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:

\$1290

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.

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

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.

High Performance Aluminum Casting Alloys for Engine Applications

Team: Zachary C. Sims ; Scott K. McCall; Tony Van Burren Jonathan R.I. Lee; Michael McGuire; Alex King
FA4Collaborators: Patrice Turchi; Ryan Ott; Devin Imholte
FA1 Lead: Bruce Moyer
PI: Orlando Rios
Industrial Partner: David Weiss, Eck Industries, Inc.

Logos: Ames Laboratory (U.S. Department of Energy, ORNL is managed by UT-Battelle for the US Department of Energy), CMI (Critical Materials Institute), Lawrence Livermore National Laboratory, Eck Industries, Inc. (Specialists in premium aluminum castings), Oak Ridge National Laboratory.

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



FALCON
US OWNED AND MANAGED,
LOCATED IN CIUDAD JUAREZ, MEXICO
NEAR EL PASO TX

**NEED A
CAST IRON
FOUNDRY
IN NORTH
AMERICA?**

CONTACT US



VIRTUAL FACTORY TOUR

- Ductile and gray iron casting, with core making, finishing and powder coating capabilities
- Specializing in low to mid unit quantities and small to medium weights, with a 'floor pour' capability for very large parts
- Operating job squeeze machines for quick changeover / fast turnaround time
- Currently serving the following end markets:
 - Power Transmission and

DIRECT MAIL PROGRAM

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

MINIMUM NET TOTAL BILLING: \$2,000

5,000 ADDRESSES OR FEWER: \$ 0.40 PER ADDRESS

MORE THAN 5,000 ADDRESSES: \$ 0.30 PER ADDRESS

Postage and handling fees also apply; quoted individually

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



MEEHANITE
Metal Corp.

10936 North Port Washington,
PMB 141,
Mequon, WI 53092-5031
Tel: 262-240-0210
E-mail: info@meehanitemetal.com
www.meehanitemetal.com

Any cast iron made by patented Meehanite manufacturing methods can be depended upon to meet any standard specification, or even your own special engineering requirements that may vary from recognized standards.

This ability of Meehanite foundries to control microstructure insures that you get castings with exceptional soundness and remarkably uniform mechanical properties regardless of casting section and size. You get strength where you need it and freedom from porosity, shrinkage or wide variation in hardness. You also realize substantial cost savings due to high speed, uniform machining qualities of Meehanite's dense, fine grain structure.

**Contact a Meehanite
licensed foundry today
and Get the Meehanite Advantage**

Lodi Iron (lodiiron.com) P.O. Box 1150, Lodi, CA 95421
Tel: 209-369-5395 • Fax: 209-339-1453 • Email: Kevin@Lodiiron.com

The Henry Perkins Company (henryperkinsco.com)
P.O. Box 215, Bridgewater, MA 02324
Tel: 508-697-6976 • Fax: 508-697-6976 • Email: henry.perkins@verizon.net

St. Louis Precision Casting (www.stlprecision.com)
10922 Graves Industrial Ct., St. Louis, MO 63128
Tel: 314-849-4080 • Fax: 314-849-2985 • Email: sales@stlprecision.com

Badger Iron Works, Inc. (www.badgerironworks.com)
2103 Stokes Parkway, Menomonee, WI 54751
Tel: 715-235-4223 • Fax: 715-235-1388 • Email: badger@badgerironworks.com

Willman Industries, Inc. (www.willmanind.com)
P.O. Box 487, Cedar Grove, WI 53013
Tel: 920-668-8526 • Fax: 920-668-8968 • Email: jhendrickson@willmanind.com

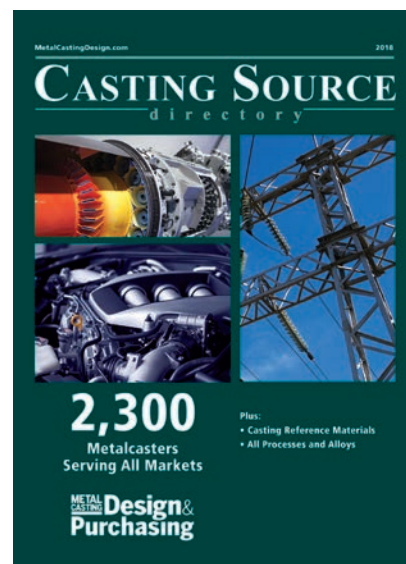
ANNUAL CASTING SOURCE DIRECTORY

Published in June, the *Casting Source Directory* is a well-used and much-anticipated resource for casting buyers and designers. It contains useful general information about the industry, including tips on how to buy and design castings. In addition, the *CSD* features comprehensive listings of all AFS Corporate Member metalcasters, indexed by location, metals cast and processes used.

The *CSD* is distributed free of charge to the entire *Casting Source* audience. In addition, it is made available at industry trade shows and can be purchased through the publications division on the AFS website.

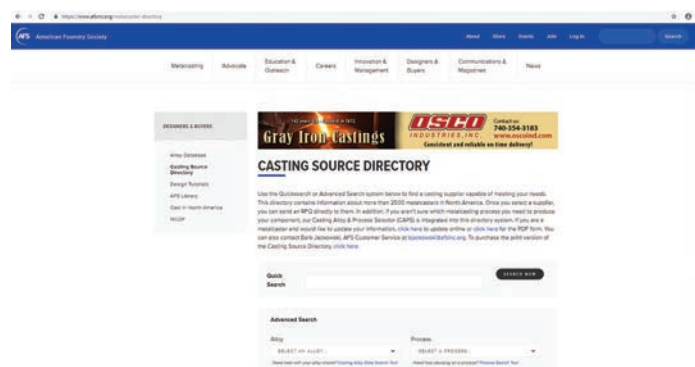
PRINT ADVERTISING RATES:

Same as other issues (see page 6).



ONLINE CASTING SOURCE DIRECTORY

The searchable online version of the directory is accessible year-round through www.afsinc.org and www.castingsource.com. Keyword-sensitive banner ad placements are available on the *Casting Source Directory* web page. Keywords that may be purchased include metals, processes, and state or province. Each non-exclusive keyword may have up to a maximum of 3 associated banner ads.



ONLINE CSD BANNER AD RATES PER KEYWORD

	MONTH	EXCLUSIVITY/ MONTH
METALS OR PROCESSES:	\$500	\$900
STATES OR PROVINCES:	\$300	\$500

(Leaderboard banner only—min. 6 month commitment required)

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?

- Included with March/April issue of *Casting Source*
- On show floor at Cast in North America 2020
- Other notable North American trade shows in 2020
- Digital edition available worldwide starting in mid-March

HOW DO I PARTICIPATE?

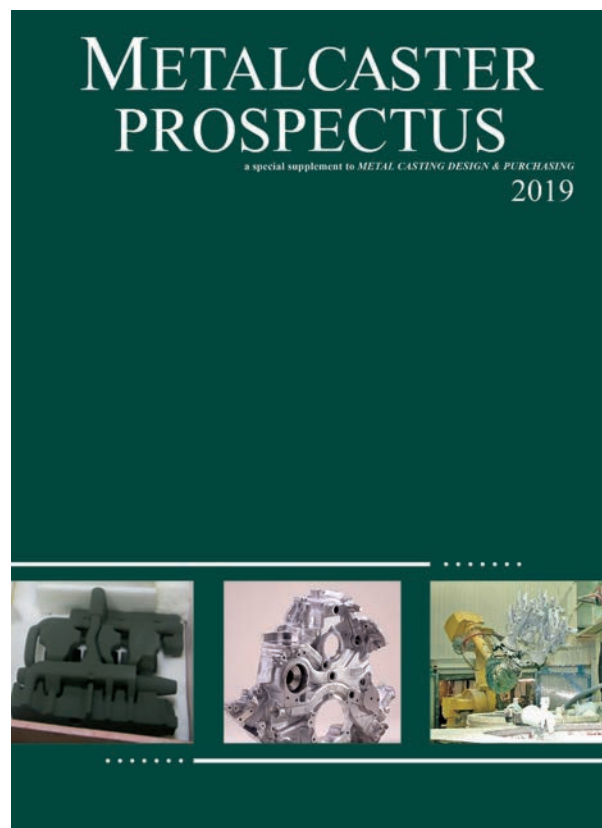
Simply provide us with the following information:

- A maximum of 350 words of descriptive copy. Logical topics include: brief company history, service capabilities, partial customer list, 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 Only: \$2,760

Profile + Full Page Ad: \$3,950



CAST IN NORTH AMERICA

There is only one show in the world catering specifically to buyers and designers of metal castings. That show is Cast in North America, and if you value "face time" with your prospects, you should be an exhibitor. Cast in North America 2020 will be held in conjunction with the Metalcasting Congress, April 21-23, 2020 in Cleveland.

For complete details, visit www.afsinc.org.

ADVERTISING SPECIFICATIONS

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 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"

RESOLUTION: 300 DPI or greater.

PDF files preferred.

BLEED: 8" x 11.125", applicable to full pages only.

Keep live matter 0.5" from bind edge.

TRIM: 7.875" x 10.875"

**PLEASE DO NOT SEND ARTWORK
WITH CROP MARKS.**

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.

DIGITAL SPECIFICATIONS

LEADERBOARD OR ANCHOR BANNER:

728 x 90 pixels.

SIDEBAR 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 REPRESENTATIVE

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THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

CASTING SOURCE

1695 N. Penny Lane Schaumburg, IL 60173

WWW.CASTINGSOURCE.COM/ADVERTISING

