

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		ANNUAL BUYER'S GUIDE	p. 13
ADVERTISING	p. 6	GLOBAL CASTING	
WEBSITE ADVERTISING	p. 7	MAGAZINE	p. 14
DIGITAL EDITION		CASTEXPO 2019	p. 15
ADVERTISING	p. 7	SUPPLIER PROSPECTUS	p. 15
MODERN CASTING		METALCASTING	
HOTLINE E-NEWSLETTER	p. 8	SUPPLEMENT	p. 15
AFS INSIDER NEWS	p. 9	ADVERTISING	
VIDEOS	p. 10	SPECIFICATIONS	p. 16
CONTENT MARKETING	p. 10	CONTACT INFORMATION	p. 16
EMAIL BLASTS	p. 11		

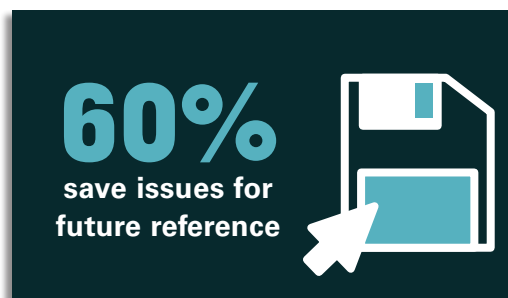
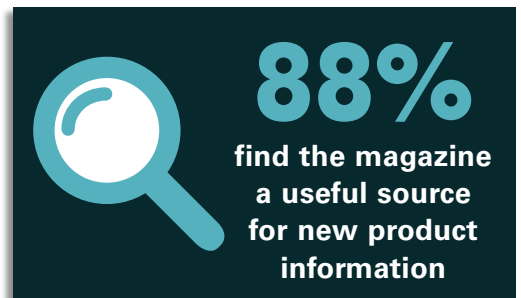
EDITORIAL PHILOSOPHY

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:



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



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 <i>Modern Casting</i> 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 <i>Modern Casting</i> .			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	

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



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.

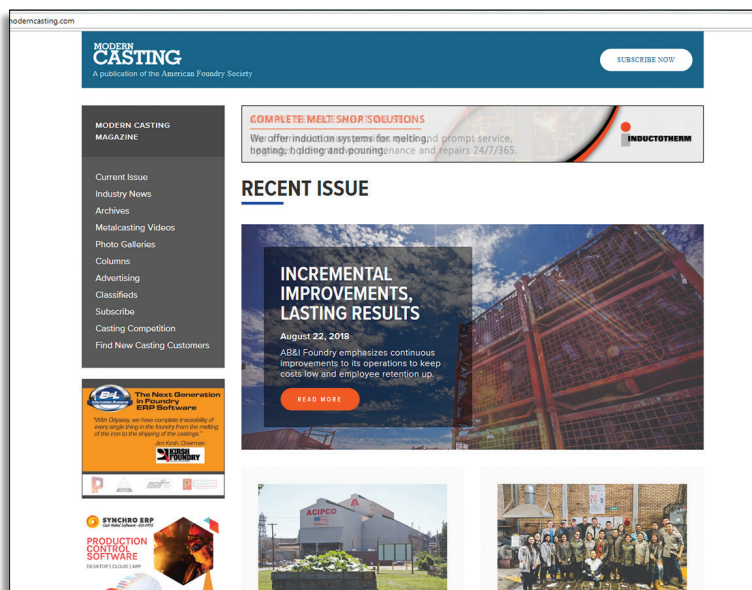
WEBSITE ADVERTISING

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.



Click the website screencap for an expanded view.



	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.



Click the digital magazine image to view.



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.

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.



Click the image on the right to view
Hotline Online.

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.

3DSP Feature Generation in the YZ and XY Planes

Three-dimensional sand printing is not exempt from the same limitations as other additive manufacturing methods. The build orientation, properly exported geometry, and part placement is critical to the success of any additive project.

[Full Story](#)

Sponsored

Robotic 3-D Printing Made for Foundries

Learn how Hazleton Casting Company in Pennsylvania now offers fast-turnaround castings without expensive hard tooling to its specialty equipment manufacturers, thanks to its easy-to-use, affordable 3D printing system that prints sand molds and cores.

[Read More](#)

June Editorial

There Is a Place for You at AFS

When you invest time and money to participate in AFS, whether it's attending an Institute course, participating in an AFS meeting, ordering a book from our website, placing a call to our office, or paying a visit to our website, our commitment is to do all we can to provide you with a very positive experience.

[Full Story](#)

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

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

A new company with a rich legacy. **COVIA**

LEARN MORE »

AFS INSIDER NEWS

AFS HOMEPAGE - MODERN CASTING - AFS STORE - INSTITUTE

Sept. 20, 2018

Grow into an effective leader for a changing workforce

Are you one of tomorrow's future metalcasting leaders? You can increase your leadership IQ at the **Future Leaders of Metalcasting Meeting at Dotsen Iron Castings in Mankato, Minnesota, Oct. 15-17.**

You'll receive the tools and strategies you need to become a highly effective leader in a rapidly changing workforce. How? Through insights from AFS President Jean Bye's presentation, "Reinvesting for the Future," and actionable ideas from Margaret Graziano's presentation, "Mastering 21st Century Leadership."

The meeting also includes a tour of Dotsen Iron Castings, networking opportunities, dinner and drinks with fellow Future Leaders of Metalcasting, and an opportunity to inspire the next generation of metalcasters with Foundry-in-a-Box.

To learn more or to register, click the button below. Remember, the hotel cutoff date is Sept. 24.

[Join FLM Meeting](#)

AFS releases silica compliance handbook, no cost to members

As an AFS member, you have free access to a step-by-step guide to silica compliance.

The **Silica Handbook for Small and Medium-Sized Foundries** was compiled by AFS Safety and Health Committee members. All members, corporate and individual, can download the digital book on the **Silica Resource Page**.

"This handbook describes a process for foundries to follow as they work toward compliance with the new silica rules," said Juliette Garesché, senior EHS technical director for AFS. "It's jam-packed with useful resources, forms, and templates to help foundries organize their information and walk them through the process of developing a Silica Exposure Control Plan."

Water-Cooled Power Cables

I2r Power Cable

General Kinematics

Aluminum-Silicon Wall Charts Special

	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.

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



Click the image on the right to view
MCTV.

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



Click the image on the right to view
an embedded video.

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:

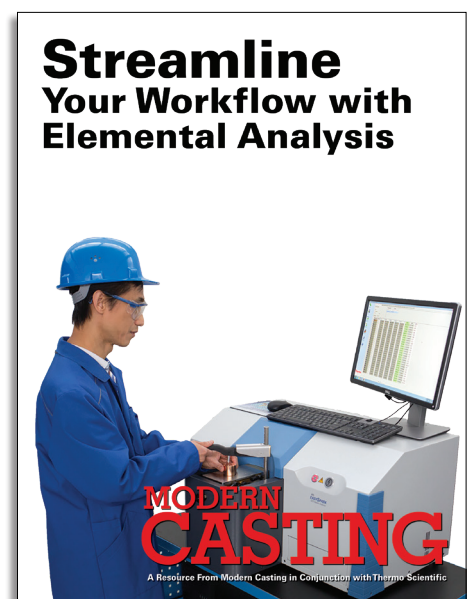
Let the staff at **Modern Casting** build your content into an easy-to-read custom digital publication and e-blast it to our database on your behalf.

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.



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



Click the image to view a sample email blast.

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



Click the image to view the current data card for MC.

Discover GK Rotary Drum Liners. Email not displaying correctly? View it in your browser.

GENERAL KINEMATICS

Your headaches were our reason for innovation.

Improve your rotary drum's performance with GK's all new upgrades, including:

LOCK-TITE™ liner cartridge system

- Improves sand separation
- Eliminates jamming between liner and shell
- Easier and safer to install.



When good quality is not good enough, look for a foundry that casts **SUPERIOR QUALITY**



Meehanite™ Metals

MEEHANITE Metal Corp.

10936 North Port Washington, PMB 141
Menomonee, 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 (lodiron.com) P.O. Box 1150, Lodi, CA 95421
Tel: 209-368-6395 • Fax: 209-339-1453 • Email: Kevin@lodiron.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)
10022 Graves Industrial Dr., St. Louis, MO 63128

Tel: 314-849-4080 • Fax: 314-849-2883 • Email: sales@stlprecision.com

Badger Iron Works, Inc. (www.badgerironworks.com)
2103 Stokke Parkway, Menomonie, WI 54751

Tel: 715-235-4223 • Fax: 715-235-1398 • Email: badger@badgerironworks.com

Willman Industries, Inc. (www.willmanind.com)
P.O. Box 487, Cedar Grove, WI 53013

Tel: 920-668-8526 • Fax: 920-668-8998 • Email: jhendrickson@willmanind.com

CONTACT:

FABIO CAVALIERI / 847-827-3622 / Fabio@afsinc.org
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.



[Click here to see an example.](#)

Analytics data available for benchmarking.

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 be seen by anyone referencing this issue at any time.



Click the digital magazine image to view.



GLOBAL CASTING MAGAZINE

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

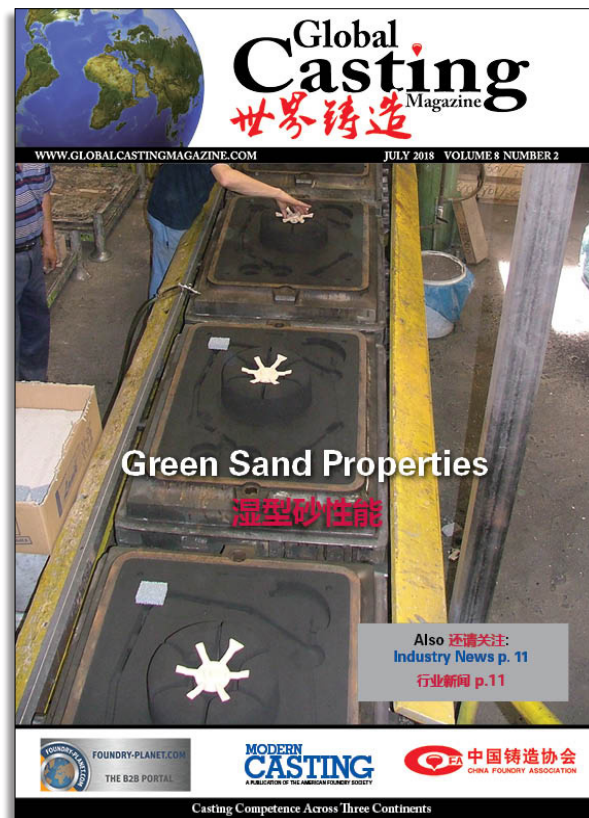
In metalcasting, three partners deliver the world:

- **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.



Click here to view a sample issue.

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.

ADDITIONAL MARKETING OPPORTUNITIES

SUPPLIER PROSPECTUS

Published every other year in May and mailed along with *Modern Casting* magazine to its 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



[Click here to see this year's Metalcasting Supplement.](#)

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.



[Click here to go to the CastExpo 2019 page.](#)

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.



[Click here to email Neal Bender.](#)

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

SIDEBBOARD 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

Fabio Cavalieri, 847-827-3622

Fabio@afsinc.org

NORTHEAST, OHIO, SOUTHEAST, EASTERN CANADA

Joe Murphy 203-254-9595

AdSales25@aol.com

EDITORIAL

MANAGING EDITOR

Shannon Wetzel, 847-824-0181 Ext. 266

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