



2016 Media Kit

Connect with 145,000+
design and mechanical
engineers worldwide

MECHANICAL ENGINEERING

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www.asme.org

Mechanical Engineering: Your "Go-To" Sourcebook



Our readers rely on *Mechanical Engineering* to keep abreast of the industry's latest developments in concise, comprehensive, and compelling editorial. The magazine covers the entire field and provides a broad interdisciplinary view of the mechanical engineering profession. Design and mechanical engineers turn to our publication, Web sites and e-newsletters to learn about hot topics/issues and innovations which provide them with information necessary to make informed business and purchasing decisions.

Mechanical Engineering is more than just a technology magazine — it is a sourcebook and a tool. As the publisher of *Mechanical Engineering*, ASME also establishes and defines the codes and standards that govern industry. No other publication can make that claim or reach this exclusive audience.

Link to ASME

Founded in 1880 as the American Society of Mechanical Engineers, ASME is the premier global engineering society responsible for pioneering the development of industry codes, standards, and related accreditation programs. The not-for-profit professional membership organization enables collaboration, knowledge sharing, career enrichment, and skill development across all engineering disciplines. ASME's publications, conferences, continuing education and professional development programs provide a foundation for advancing the technical knowledge of engineers.

Extended Outreach to Global Engineering Community

With more than 145,000° global readers, ASME's reach into this field is unrivaled. We can help you increase the visibility of your engineering products/services to highly qualified professionals engaged in a variety of job functions and industries by promoting them both in print and online. Plus ASME's combined reach of the magazine, Web sites, e-newsletters, conferences, and digital media events offers you an opportunity to connect with an even wider engineering community worldwide.

°2014 Readers Profile Survey conducted by Erdos & Morgan

Who reads *Mechanical Engineering*?

Reach ASME members with *real* purchasing power

The typical *Mechanical Engineering* subscriber holds a senior-level position, and wields the power to specify, recommend, and approve, the purchase of products.

The total purchase authority for *Mechanical Engineering* subscribers is \$45.2 billion and \$1.2 trillion for our total audience.

Readers rely on our editorial because it's timely, relevant, and authoritative.

Mechanical Engineering is more than just a technology magazine — it is a sourcebook and a tool. It is indispensable reading for 105,000 practicing engineers who subscribe, plus over 40,000 others who are pass-along readers.

On average, each issue is saved for 20 months and the average reading time is 53 minutes.

The typical reader has an annual budget for engineering products and services of \$4.8 million.

Data Sources:

Mechanical Engineering Reader Profile Survey – Erdos & Morgan, 2014

Cumulative scores from Harvey Ad-Q Studies April, 2014.

Mechanical Engineering Product Surveys.

BPA Publisher's Statement, December 2014.

| ENGINEERING FIELD | % subscribers specify/ approve/buy |
|--|------------------------------------|
| Engineering Materials | 85% |
| Electric Motors/Gear Motors/Speed Drives | 83% |
| Instrumentation and Controls | 82% |
| Computing and Software Equipment | 77% |
| Power Transmission and Motion Control | 76% |
| Fluid Power and Fluid Handling Equipment | 72% |
| Engineering Services | 62% |
| Building, Construction and Power Equipment | 51% |
| Assembly Components and Processes | 50% |

85% of subscribers specify, approve, or buy engineering products

78% of subscribers took action as a result of seeing ads and/or articles in *ME* magazine

57% of subscribers are employed by organizations with 1,000 or more employees

28% of subscribers save a typical issue of *Mechanical Engineering* for one year or longer

| MARKETS & TECHNOLOGIES SERVED | Total number of subscribers |
|--|-----------------------------|
| Advanced Energy Systems | 6,956 |
| Aerospace | 12,081 |
| Applied Mechanics | 12,750 |
| Bioengineering | 5,431 |
| Computers/Information Storage & Processing Systems | 10,976 |
| Electronic & Photonic Packaging | 2,488 |
| Environmental Engineering | 5,958 |
| Automotive | 6,393 |
| Manufacturing/Design Engineering | 42,189 |
| Materials/Materials Handling | 15,291 |
| Microelectromechanical Systems (MEMS) | 2,189 |
| Nanotechnology | 2,173 |
| Noise Control & Acoustics | 2,920 |
| Nuclear Engineering | 4,781 |
| Ocean, Offshore & Arctic Engineering | 3,268 |
| Petroleum | 5,986 |
| Pipeline Systems | 3,394 |
| Plant Engineering & Maintenance | 12,427 |
| Power | 15,763 |
| Process Industries | 5,239 |
| Rail Transportation | 1,645 |
| Solar Energy | 5,024 |
| Solid Waste Processing | 1,376 |
| Textile Engineering | 492 |

Where Do They Work?

Mechanical Engineering reaches the key players and decision makers in key industry sectors. Our readers oversee and control design, analysis, and manufacturing functions. They're in charge of original equipment manufacturing, assembly, manufacturing processes, and plants. These are the engineers with purchasing authority and budgets to buy.

ASME members work for some of the most prestigious and profitable companies in the country. Here's a sampling of our circulation and subscribers' titles at some of the world's top companies.

| JOB FUNCTIONS | |
|----------------------------------|-----|
| Project Management | 62% |
| Design Engineering | 61% |
| Research & Development | 48% |
| Engineering Management | 43% |
| Testing or Quality/Assessment | 31% |
| Consulting/Professional Services | 29% |
| Purchasing/Marketing/Sales | 15% |
| Corporate Management | 14% |
| Education/Academic Faculty | 11% |
| Other | 7% |

Totals add up to more than 100% because of the diversity of Mechanical Engineering subscribers.

| PRIMARY BUSINESS | |
|--------------------------------|-----|
| Manufacturing/OEM | 66% |
| Energy/Power/Utilities | 16% |
| Process Industries & Materials | 8% |
| Government | 5% |
| University/Education | 2% |
| Other | 3% |

| PROFESSIONAL TITLE/POSITION | |
|--|-----|
| Engineer | 54% |
| Project Management/Supervision | 14% |
| Director/Department Management | 11% |
| Corporate Officer/Corporate, Division or Plant Management | 10% |
| Owner/Partner/Principal | 5% |
| Consultant | 3% |
| Professor/Dean | 2% |
| Other | 1% |

Data Source: Mechanical Engineering Reader Profile Survey – Erdos & Morgan, November 2013

AVIATION & AEROSPACE

BOEING – 248

Chief Tech Officer
 Department Manager
 Group Manager, Facilities
 Sr Manager, Structural Analysis
 Sr Manager, Systems Integration
 Sr Manager, Engineering
 Sr Manager, Tool Engineering
 Manager, Propulsion Life Cycle Product Team
 Manager, Air Vehicle Engineering
 Manager, Mechanical Systems
 Manager, Supplier Programs
 Manager, MPLS Lab

LOCKHEED MARTIN – 187

VP, Strategic Missile Programs
 VP, Business Operations

VP, Engineering Director
 Director, Washington Area Office
 Department Head, Engineering
 Section Head, Engineering
 Sr Manager, Design Process & Tool Control
 Sr Manager, Production Engineering

HONEYWELL – 114

District General Manager
 Director, Project Development & Analysis
 Sr Manager, Technical
 Sr Manager, Engineering
 Manager, Supplier Performance Projects

TEXTRON/BELL HELICOPTER/CESSNA AIRCRAFT – 38

Executive Director
 VP, Engineering
 Regional Manager, Commercial Business
 Manager, Design & Analysis
 Manager, Special Vehicle Engineering
 Chief Engineer, Government Programs

AUTOMOTIVE INDUSTRY

FORD – 61

Director, Finance
 Director, Freedomcar
 Manager, Assembly Team

GENERAL MOTORS – 62

General Manager & Technical Fellow
 General Manager, R&D & Lab Group
 Manager Research Fellow & Lab Group
 Manager Group Manager, Engineering
 Manager, Powertrain RES
 Manager Technology Planning
 Chief Engineer, Advanced Engineering & Tech. Planning

CHEMICALS

DUPONT – 56

President
 Area Superintendent Business
 Manager Plant Manager
 Manager, Energy Operations
 Manager, Engineering

EASTMAN CHEMICAL – 46

Director, Manufacturing
 Superintendent, Contract Services
 Manager, Business Development
 Manager, Capital Projects
 Manager, Construction

AIR PRODUCTS & CHEMICALS – 46

VP, Engineering Americas
 Program Manager, Pipeline Integrity
 Manager, Mechanical Engineering
 Manager, Pipeline
 Manager, Cryo Machinery

DOW CHEMICAL – 28

Global Inspection Leader
 Production Leader
 Project Controls Leader

CONSUMER PRODUCTS**GENERAL ELECTRIC – 438**

President & CEO
 Sr VP
 Sr VP, Risk Management
 VP, Energy Engineering
 VP, Global Technology
 VP
 Director, Design & Analytical
 Director, Northeast Region Services
 General Manager, Cab over Engine
 General Manager, Spent Fuel Prod
 General Manager, Communications Engineering
 Manager, Automation & Control Lab
 Manager, Propulsion System Simulation

JOHNSON & JOHNSON – 21

World Wide Director
 Director IM
 Project Director, Worldwide Engineering & Real Estate
 Energy Manager
 Manager, Engineering
 Manager, Quality Systems

DEFENSE**NORTHROP GRUMMAN – 130**

VP, Marine Systems
 VP
 Director, Engineering
 Director, Engineering & Production
 Director, Technology
 Director, Business Development
 Director, Sourcing/Material Requirements Planning Department Manager
 Manager, Product Development
 Manager, Mechanical Design
 Manager, HVAC Systems Design
 Manager, Systems Engineering
 Manager, Engineering & PDM Systems

RAYTHEON – 108

Technical Director
 Facilities Director
 Site Executive
 Deputy Director, Mechanical Engineering
 Department Head, Spectrum Management
 Department Manager
 Sr Manager, Systems Engineering
GENERAL DYNAMICS – 75
 Sr Director, Gun Systems Engineering
 Section Manager, Mechanical Engineering
 Manager, Mechanical Engineering
 Manager, Lifting & Handling Equipment

ELECTRONICS**SIEMENS – 204**

VP & Partner, Business Management
 VP, Applications
 VP, Field Excellence
 Director, Engineering
 Director, Order Fulfillment
 Director, Manufacturing
 Director, Plant Integration
 Director, Gas Turbine Engineering
 Director, Long Term Service Agreements
 Director, Industry Solutions & Programs
 Director, Business Solutions Consulting
 Director, Western Sales
 General Manager
 District Manager, Engineering
 Sr Manager, Engineering
HEWLETT-PACKARD – 47
 President & CEO
 Director
 Chief Architect, Mission Critical
 Section Manager, Hardware Test
 Manager, Mechanical Engineering
 Manager, CADD/CAFM
 Manager, Systems Program

IBM – 55

Partner
 IBM Fellow
 Business Unit Executive
 Manager, Engineering
 Manager, ISC Engineering
 Manager, Application Innovation

MOTOROLA – 20

VP
 Sr Director, Product Development
 Director, Business Development
 Director, Product Management

Director, Engineering Services
 Manager, Engineering
 Manager, Manufacturing Engineering
 Manager, Strategic Global Alliance

ENGINEERING SERVICES**BECHTEL –196**

President
 Sr VP
 VP & Engineering Manager
 Department Manager
 Plant Manager
 Manager, Advanced Technologies
 Manager, Engineering
 Manager, Automation
 Manager, Startup Projects
 Manager, Construction
SARGENT & LUNDY – 78
 Chairman & CEO
 Partner
 Executive VP/ COO
 Sr VP, Engineering Manager
 Sr VP
 VP
 Manager, Fossil Construction Services

BLACK & VEATCH – 71

Sr VP, Chief Knowledge Officer, Chief Technical Officer
 Sr VP
 VP, Project Management Office
 VP, Retrofit
 VP & Project Manager
 Associate VP
 Director, Business Development
 Contract Administrator
 Manager, Engineering
 Manager, Construction
 Section Head, Bulk Materials

FLUOR – 84

VP
 Executive Director, Environmental & Nuclear Projects
 Sr Director, Process
 Director, Design Engineering
 Director, Engineering Technology
 Director, Technical Services
 Sr Manager, Quality
 Site Manager
 Manager, Engineering
 Manger, Construction Welding

GOVERNMENT

NATIONAL LABORATORIES – 118

LOS ALAMOS NATIONAL LABORATORY – 51 LAWRENCE

LIVERMORE NATIONAL LABORATORY – 34

OAK RIDGE NATIONAL LABORATORY – 33

Division Director

Associate Director, Facilities

Department Head

Manager, Research & Development

Manager, Quality Assurance

Chief Engineer

TENNESSEE VALLEY AUTHORITY – 55

Sr Project Manager

Manager, Supplier Evaluation Programs

Manager, Engineering Programs

Manager, Heavy Equipment Programs

Manager, Mechanical Design

U.S. NUCLEAR REGULATORY COMMISSION – 86

Branch Chief, Component Performance & Test

Branch Chief, Quality Assurance

Section Chief

Sr Resident Inspector

U.S. ARMY CORPS OF ENGINEERS – 33

Division Chief, Engineering

Senior Project Manager

Manager, Engineering

U.S. DEPARTMENT OF ENERGY – 62

National Director, Technology

Federal Project Director

Sr Management & Technology Adviser

Associate Deputy Director, Research & Development

OFF-ROAD EQUIPMENT

CATERPILLAR – 73

Chief Operating Officer

Director, Engineering

Director

Regional Manager

Section Manager

Manager, New Product Introduction

Manager, Engineering

Manager, Engine Sales

Product Manager, Large Wheel Loaders

FMC – 54

President

Director, Technical Sales

Division Manager, Engineering

Manager, Global Engineering Systems

Manager, Emerging Technologies

Manager, Engineering Innovation & New Product Development

Manager, Subsea Systems Engineering

Technical Manager, Independents & National Oil Companies

CUMMINS – 4 9

VP, Chief Technical Officer

General Manager

Director, Sourcing

Director, Emissions Development

Director, Research & Technology

OTHER PROCESS INDUSTRIES

PARKER HANNIFIN – 50

VP, Innovation & Technology

Regional Manager, Sales

Division Manager, Engineering

Division Manager, Marketing

Manager, Engineering

Manager, Manufacturing Services

Manager, DaimlerChrysler & Tiers

INGERSOLL-RAND – 41

Director, Global Engineering

Director, Customer Technical Services

Manager, Engineering Systems

Manager, Installations Engineering

Manager, Product Engineering

ALCOA – 37

Technical Director

Regional Manager, Manufacturing

Section Head, Process Mechanics

Superintendent, Raw Materials & Marine

Manager, Procurement

Manager, Technology

Manager, Manufacturing Operations

PROCTER & GAMBLE – 27

Associate Director, Advanced Technologies

Manager, Engineering

Manager, Technology

Manager, Production

Manager, Operations

Section Head

PETROLEUM/ENERGY

EXXON MOBIL – 171

Department Manager

Division Manager, Mechanical

Division Manager, Process

Superintendent, Programs

Section Head, Materials Engineering

Manager, Drilling

Manager, Pipelines

Manager, Field Engineering

SHELL – 113

President

Director, Product Development

Director, Regulatory Affairs

Regional Manager, Rotating Equipment

General Manager, Engineering

General Manager, Construction

SCHLUMBERGER – 64

Chairman, Indonesia

Director, Casing Drilling R&D

Global Category Manager, Machined Parts

Section Manager, Product Engineering

Manager, Technical Training

Manager, Product Development

HALLIBURTON – 67

VP, Completion Tools

Director, Research Department

Manager, DMD Modeling & Tool Development

Manager, Technology

Manager, Technical Applications

Manager, Research

CONOCOPHILLIPS – 61

Director, Equipment Integrity

Director, Business Development

Director, Commercial Development

Director, Technology

Engineering & Optimization Manager

UTILITIES

ENTERGY – 97

Chief Executive Officer

VP

Director, Northwest Region

Director, Engineering

Director, Nuclear Business Development

District Manager

EXELON – 64

VP

Director, Project Management

Director, Maintenance

Sr Manager, Design Engineering

Manager, Boiler Systems

Manager, Power Design

Manager, Plant Systems

Data source: ASME Member Records, July 2015

2016 Print Advertising Rates and Specs

| *SPREAD AD (2 pages) | GROSS | NET |
|----------------------|----------|----------|
| Four-Color | \$20,180 | \$17,150 |
| Black and White | \$15,830 | \$13,455 |

*FOUR-COLOR ADVERTISING RATES

| FREQUENCY | 1X | 3X | 6X | 9X | 12X |
|------------|----------|----------|----------|---------|---------|
| 1 pg GROSS | \$10,605 | \$10,340 | \$10,095 | \$9,850 | \$9,600 |
| 1 pg NET | \$9,015 | \$8,790 | \$8,580 | \$8,375 | \$8,160 |
| 2/3 pg | \$8,430 | \$8,235 | \$8,060 | \$7,895 | \$7,680 |
| 1/2 island | \$8,005 | \$7,840 | \$7,655 | \$7,850 | \$7,330 |
| 1/2 H/V | \$7,000 | \$6,850 | \$6,715 | \$6,560 | \$6,425 |
| 1/3 pg | \$5,585 | \$5,480 | \$5,380 | \$5,285 | \$5,170 |
| 1/4 pg | \$4,740 | \$4,670 | \$4,585 | \$4,530 | \$4,440 |
| 1/6 pg | \$4,150 | \$4,090 | \$4,040 | \$3,985 | \$3,925 |

*BLACK AND WHITE ADVERTISING RATES

| FREQUENCY | 1X | 3X | 6X | 9X | 12X |
|------------|---------|---------|---------|---------|---------|
| 1 pg GROSS | \$8,380 | \$8,115 | \$7,870 | \$7,625 | \$7,375 |
| 1 pg NET | \$7,120 | \$6,900 | \$6,690 | \$6,485 | \$6,285 |
| 2/3 pg | \$6,205 | \$6,010 | \$5,835 | \$5,650 | \$5,455 |
| 1/2 island | \$5,780 | \$5,615 | \$5,430 | \$5,255 | \$5,105 |
| 1/2 H/V | \$4,775 | \$4,625 | \$4,490 | \$4,335 | \$4,200 |
| 1/3 pg | \$3,360 | \$3,255 | \$3,155 | \$3,060 | \$2,945 |
| 1/4 pg | \$2,515 | \$2,445 | \$2,360 | \$2,305 | \$2,215 |
| 1/6 pg | \$1,925 | \$1,865 | \$1,815 | \$1,760 | \$1,700 |

KALEIDOSCOPE RATES

For multi-page, ROP units of four or more consecutive pages with a right-hand start, the following discounts will apply to the earned page rate and to all applicable color charges (each unit counts as one insertion toward frequency):

| NUMBER OF PAGES | DISCOUNT |
|-----------------|----------|
| 2 – 3 | 35% |
| 4 – 5 | 40% |
| 6 – 9 | 45% |
| 10 + | 50% |

ME RESOURCE FILE

1x = \$1,450; 6x = \$1,265

Available: February, April, June, August, October and December of 2016.

Closing date: 25th of the second month prior to issue.

GUARANTEED RATE PROTECTION

For an advertiser to qualify for rate protection, the advertiser, prior to the 2016 contract year, provides *Mechanical Engineering* with a written commitment to increase their total advertising expenditure in the year 2016 on all *Mechanical Engineering* media programs by a minimum of 10% over the current year's expenditure. We will guarantee to bill each insertion on your 2016 contract year schedule at the rate negotiated for the prior year. If your commitment is not met, the space that runs will be billed at the applicable rate card.

NON-DISPLAY ADVERTISING

CLASSIFIED

\$43 per line; approximately 50 characters per line, includes space and punctuation, five line minimum. E-mail copy to peroj@asme.org. Closing date: 25th of the second month prior to issue.

RECRUITMENT

Closing date: 25th of the second month prior to date of issue. We request that your

ads be e-mailed. Please include your billing address and if you need a Purchase Order number. E-mail ads to peroj@asme.org.

CONSULTING

\$270 per issue or \$210 per issue on yearly contract, one inch maximum.

Closing date: 1st of month prior to issue date. E-mail copy to peroj@asme.org.

* Note: Your order may be subject to sales tax in your jurisdiction. If necessary we will include the applicable sales tax to your invoice. If you are tax exempt, please send us your tax exemption certificate so we can update our records and process your order accordingly.

IMPORTANT INFORMATION Send or email all Product Display and Resource File orders and materials (all should be digital with a color proof) to:

JAMES PERO, ASME/MECHANICAL
ENGINEERING MAGAZINE

TWO PARK AVENUE, NEW YORK, NY 10016-5990

Phone 212-591-7345 or fax 212-591-7841

Email to: peroj@asme.org

> Email Recruitment Display and Non-Display to peroj@asme.org

> Please specify if it is display or non-display. Display orders must specify the size of the ad requested.

> No cancellations will be accepted after the closing date.

> ME magazine is a monthly publication published 12 times per year.

2016 Print Advertising Rates and Specs

COVERS (FOUR-COLOR ADS ONLY) AND SPECIAL POSITIONS

Inside Front Cover: Rate plus 25% premium.

Inside Back Cover: Rate plus 10% premium.

Outside Back Cover: Rate plus 30% premium.

Other Special Positions: 10% premium for all other distinctly specified positions.

COMMISSION AND CASH DISCOUNT

The commission to recognized advertising agencies is 15% of gross billing for display advertising space, color, and special position premiums, providing account is paid within 30 days of invoice date. There is no cash discount.

EXTRA CHARGES

Production charges will be incurred for materials not conforming to specifications.

GENERAL COPY AND CONTRACT REGULATIONS

LIABILITY

- The Publisher reserves the right to hold advertisers and/or their advertising agencies liable for money due and payable to the Publisher.
- The Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or

material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the Publisher affecting production or delivery in any manner.

- Advertiser and agency agree to indemnify, defend, and save harmless the Publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter), or the unauthorized use of any person's name or photograph, arising from the Publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order.
- The Publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

CONTRACT RATES

- Contract rates are based on the total number of insertions used within a one-year period.
- Adjustment of billing will be made at the end of the contract period if frequency rate is not earned, or if additional insertions earn a lower rate than original contract.
- Orders are accepted subject to change in rates on notice from the Publisher.

MECHANICAL REQUIREMENTS

| SPACE | SIZE | WIDTH | DEPTH |
|--------|---|--------|---------|
| 1 pg | standard <i>(white margin around ad)</i> | 7" | 10" |
| | bleed* <i>(see trim size below)</i> | 8 3/8" | 11 1/8" |
| 2/3 pg | | 4 5/8" | 10" |
| 1/2 pg | island | 4 7/8" | 7" |
| | vertical | 3 3/8" | 10" |
| | horizontal | 7" | 4 7/8" |
| 1/3 pg | vertical | 2 1/8" | 10" |
| | horizontal | 4 5/8" | 4 7/8" |
| 1/4 pg | | 3 3/8" | 4 7/8" |
| 1/6 pg | | 2 1/8" | 4 7/8" |

*For Full-Page Bleed Ads (Trim Size Is 8 1/8" x 10 7/8")

Design Ads at trim size and add an extra 1/8" bleed beyond the trim on each side; Keep live matter at least 1/2" from binding edge and 1/4" from outside trim edges.

Weight: If using stock heavier than 80lb., submit sample for approval.

Method of printing: Web offset

Method of binding: Perfect

Contracts may be canceled at the time the rate change becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of cancellation. All advertising contracts are accepted subject to the terms of this rate card.

INSERT SIZES

| INSERT SIZE | DISCOUNT |
|-------------|----------|
| 2 pages | 10% |
| 4 pages | 30% |
| 6 pages | 35% |
| 8 pages | 40% |
| 12 pages | 45% |
| 16+ pages | 50% |

INSERTS

Each insert counts as one insertion toward frequency rate.

Rates for special units available on request.



DIGITAL AD SPECIFICATIONS

Platform supported Macintosh and PC (Macintosh preferred)

Software supported

- Print quality PDF preferred (details at right)
- Quark XPress
- Adobe Indesign CS3
- Adobe Illustrator
- Adobe Photoshop

Media types supported

CD or emailed PDF

Requirements for labeling your media

- Issue date
- Advertiser
- Agency/vendor
- Contact person
- Phone number
- File name
- Type of file

IF SENDING AD AS A PDF, PLEASE EMBED OR CREATE OUTLINES OF ALL FONTS AND ENSURE THAT ALL IMAGES ARE 300 DPI, CMYK.

- Fractional ad documents should be created at their actual size
- Provide single pages rather than spreads
- Created color should be CMYK (do not use "spot color")
- Total ink coverage should not exceed 300%

IMAGES

- Photos should either be grayscale or CMYK
- Photos should have a final effective resolution of 300 dpi
- Photos should be saved as TIFF or EPS
- Line art should have a final effective resolution of 1200 dpi
- Line art should be saved as TIFF with LZW compression applied

FONT MANAGEMENT

Use Postscript Type 1 or OpenType fonts (avoid TrueType wherever possible)

Include screen and printer fonts that are used in ad (those embedded in eps files as well)

Editorial Calendar

2016

JANUARY

Editorial Focus: Advanced Manufacturing

Technology Focus: Materials & Assembly

Ad Reservation Deadline: Fri., Nov. 20th

Ad Materials Deadline: Mon., Nov. 23rd

FEBRUARY

Editorial Focus: Bioengineering

Technology Focus: Instrumentation & Control

ME Resource File

Ad Reservation Deadline: Mon., Dec. 14th

Ad Materials Deadline: Wed., Dec. 16th

Bonus Show Distribution:

NanoEngineering for Medicine and Biology Conference (NEMB), Houston, Texas, USA, February 21–24

MARCH

Editorial Focus: Hydraulic Fracturing

Technology Focus: Power Transmission & Motion Control

Supplements:

Dynamic Systems & Control Magazine

Ad Reservation Deadline: Wed., Jan. 20th

Ad Materials Deadline: Mon., Jan. 25th

Bonus Show Distribution:

Hydraulic Fracturing, Houston, Texas, USA, March 7–10

APRIL

Editorial Focus: Automation

Technology Focus: Fluid Handling & Fluid Power

ME Resource File

Ad Reservation Deadline: Fri., Feb. 19th

Ad Materials Deadline: Mon., Feb. 22nd

MAY

Editorial Focus: Offshore Technologies

Technology Focus: Materials & Assembly

Ad Reservation Deadline: Mon., Mar. 21st

Ad Materials Deadline: Mon., Mar. 28th

Bonus Show Distribution:

Offshore Technology Conference (OTC), Houston, Texas, USA, May 2–5

Verification & Validation Symposium (V&V), Las Vegas, Nevada, USA, May 18–20

JUNE

Editorial Focus: Power & Energy

Technology Focus: Instrumentation & Control

Supplement:

Dynamic Systems & Control Magazine

ME Resource File

Ad Reservation Deadline: Wed., Apr. 20th

Ad Materials Deadline: Wed., Apr. 27th

Bonus Show Distribution:

Turbo Expo (TURBO), Seoul, South Korea, June 13–17

Power & Energy/Icne (POWER), Charlotte, North Carolina, USA, June 26–30

JULY

Editorial Focus: Piping & Pressure Vessels

Technology Focus: Power Transmission & Motion Control

Ad Reservation Deadline: Wed., May 20th

Ad Materials Deadline: Wed., May 27th

Bonus Show Distribution:

Heat Transfer & Fluids Engineering Conference (HTFE), Washington D.C., USA, July 10–14

Pressure Vessels & Piping Conference (PVPC), Vancouver, BC, Canada, July 17–21

AUGUST

Editorial Focus: Design & 3D Printing

Technology Focus: Fluid Handling & Fluid Power

ME Resource File

Ad Reservation Deadline: Wed., Jun. 22nd

Ad Materials Deadline: Wed., Jun. 29th

Bonus Show Distribution:

Int. Design Engineering Tech Conf., Computers in Engineering Conf. (IDETC, CIE, AM3D), Charlotte, North Carolina, USA, August 21–24

SEPTEMBER

Editorial Focus: Manufacturing

Technology Focus: Materials & Assembly

Supplement:

Dynamic Systems & Control Magazine

Ad Reservation Deadline: Wed., Jul. 20th

Ad Materials Deadline: Thu., Jul. 28th

Bonus Show Distribution:

Smart Materials Adaptive Structures (SMASIS), Vermont, USA, September 21–23

International Pipeline Conference (IPCC) Calgary, Alberta, Canada. September 26–30

OCTOBER

Editorial Focus: Engineering Software

Technology Focus: Instrumentation & Control

ME Resource File

Ad Reservation Deadline: Wed., Aug. 24th

Ad Materials Deadline: Mon., Aug. 29th

Bonus Show Distribution:

Arctic Technology Conference (ATCC), St Johns, NFL, Canada, October 24–26

NOVEMBER

Editorial Focus: Engineering and Public Policy

Technology Focus: Power Transmission & Motion Control

Ad Reservation Deadline: Fri., Sep. 23rd

Ad Materials Deadline: Wed., Sep. 28th

Bonus Show Distribution:

ASME 2016 Gas Turbine India Student Conference (GTIS), Amity School of Engineering Technology, New Delhi, India, November 7–8

Internal Combustion Engine Fall Conference (ICEF), Columbia, South Carolina, USA, November 7–11

11/11/16–11/17/16 International Mechanical Engineering Congress and Exposition (IMECE) Phoenix, Arizona, USA, November 11–17

DECEMBER

Editorial Focus: Power & Energy

Technology Focus: Fluid Handling & Fluid Power

Supplement:

Dynamic Systems & Control Magazine

ME Resource File

Ad Reservation Deadline: Fri., Oct. 21st

Ad Materials Deadline: Thu., Oct. 27th

Plus, in every issue:

- Trending
- ME Vault
- One-On-One
- Hot Labs
- Input/Output
- Columns...
- More

*Editorial Calendar Subject to Change.

*Bonus Show Distribution subject to change based on Conference availability

Generating concrete leads is considered the 'holy grail' for many organizations and *Mechanical Engineering* offers a number of different ways to do this through our online publishing solutions:

Mechanical Engineering Webinar Series: Our sponsored, hour-long Webinars attract between 400+ and 2,000+ registrants per program. The Webinars are aimed at educating industry professionals worldwide about emerging areas of research, technology applications, "best practices," and hot topics/issues impacting the engineering community.

This full-service, turnkey program is managed, hosted and promoted to the target audience among *Mechanical Engineering's* circulation. The sponsor is wholly responsible for developing the content and recruiting presenters. Contact details of all registrants, plus viewing habits of attendees, are captured and shared through a Report URL.

Single-sponsored e-newsletter ('Dedicated Send'): Sponsors can leverage the *ASME SmartBrief* e-newsletter platform to send a timely, tailored message to the entire 34,000+ subscriber base – all of whom have opted in to receive third-party communications sent on behalf of a vendor.

The average open rate over (40%) and click thru rates (4%) are *significantly higher* than industry standards.

White Paper/Case Study/E-book Downloads: This program offers sponsors an opportunity to have their content read by a target audience of design and mechanical engineering professionals worldwide. Sponsors will obtain contact details of all those who accessed their contributed articles and literature. The program is promoted electronically to targeted ASME members



Sponsors can obtain leads from targeted ASME members by submitting white papers, case studies and E-book submissions.

and archived for a minimum of three months.

Sponsored 'Lunch and Learn' Sessions: An exclusive opportunity to invite targeted ASME members located within a specific geographic area to join the sponsor and their colleagues for a free lunch at a restaurant or inside a hotel meeting room. During the lunch, your technical experts can discuss a topic of interest and provide an overview of your products/services. The turnkey program is organized and moderated by *Mechanical Engineering* magazine and promoted to the sponsor's target audience demographic.

ASME publishes (3) e-newsletters which, combined, **reach more than 800,000 viewers monthly.**

Each varies by content, frequency, and circulation, but all include banner advertising opportunities (such as a 'leader board' and 'content box') which allow you to promote a brand, service, new product or corporate initiative - while driving

traffic to your website. Open and Click-thru rates are trackable.

ASME SmartBrief is a daily, opt-in e-newsletter sent to more than 34,000 mechanical engineers. It provides viewers with a quick, up-to-the-minute digest of the latest engineering news and trends from around the world and across the profession.

It offers the highest open rate (30%) and click-thru rate (8%) of any newsletter targeting the engineering community.

In addition to banner advertising, exclusive sponsorships of individual editorial sections are available, plus special editions distributed daily at targeted ASME conferences.

ASME News is a twice-monthly e-newsletter delivered to 90,000 ASME members. It contains the latest information about the Society and reports on the many interesting activities the



The Lunch and Learn program can be scheduled to coincide with ASME conferences and promoted to targeted attendees.

organization and its members are involved in. *Mechanical Engineering* magazine and *ASME News*, together, are the central communication points between the Society and its members.

ME Today is a bi-monthly e-newsletter sent to 95,000 recipients – early-career engineers with up to 10 years of engineering practice, plus engineering undergraduate and graduate students, faculty and mechanical engineering department heads. It provides timely information to assist in career/professional development and advancement. Published every other month – starting in January – *ME Today* is distributed to ASME members and non-members.

ASME Digital Collection Portal: This online service provides companies with an opportunity to reach academics, students, and industry researchers who access content from ASME’s academic journals and

conference proceedings. Each month, the ASME Digital Collection portal attracts nearly **400,000 unique visitors** from the global engineering community and generates approximately **1 million page impressions**.

The portal enables corporate recruiters with an opportunity to reach the right candidates across a wide range of engineering disciplines. Position your banner, pillow or skyscraper ad for maximum exposure to your audience.

Contact your *Mechanical Engineering* sales representative for details on pricing and ad specs.

Sponsored Podcasts: *Mechanical Engineering* offers sponsors an exclusive opportunity to communicate with targeted ASME members, increase brand awareness and enhance their thought leadership position via a sponsored podcast. The subject matter, determined by the sponsor, can feature a presentation by a single

speaker or interviews with industry members moderated by an editor. The 3- to 5-minute podcast – appearing on relevant sections of ASME’s Digital Collection site - includes a banner ad for sponsors underneath the player and supported by a multi-media marketing campaign to drive viewers to tune in.

Sponsored Video: The *Mechanical Engineering* video team produces high-quality videos exploring the hottest topics, issues, and innovations featuring interviews with industry members at ASME events and at their facilities. We can create or accept customized, visually engaging videos to complement and enhance your own campaigns and projects that can be shared and promoted to targeted mechanical and design engineers in industry and academia across multiple platforms, such as on Web sites, social media, and email.

Created for asme@asme.org | Web Version

SEPTEMBER 16, 2015

ASME SmartBrief

Essential news for the global engineering community

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Today's Tech Buzz

Bringing 3D printing to the assembly line
Printing in 3D is moving beyond prototyping and is now in use in a number of industries to produce end-use parts. Challenges remain, however, and Christopher Williams, a professor at Virginia Tech, and John Dobstetter of Stratus review how they can be addressed in an ASME webinar. [ASME.org](#) (9/2015)

Mott insulators may eventually succeed computer transistors
The Mott transition, or the transition of an insulator to a conductor, may be the key behind the replacement of transistors in computers with Mott insulators, a possibility that researchers from several nations are exploring. The research centers on achieving a better understanding of the transition phase under band theory, a quantum understanding of the switch of a substance between insulator and conductor. [PhysOrg.com](#) (9/16)

NASA's Saturn moon probe reveals hidden ocean
NASA's Cassini spacecraft exploring Saturn's moon Enceladus has been detecting water vapor for years that is probably due to the presence of a liquid ocean beneath the moon's frozen surface. That's the conclusion of researchers using gravity data gathered by Cassini that revealed a wobble as Enceladus orbits Saturn, a phenomenon they can ascribe only to a subsurface ocean spanning the moon. [NewKerala.com](#) (today) (9/16)

100% Online Master's in Mechanical Engineering
Are you looking for a way to jumpstart your career? The University of Texas at Austin offers a 100% online two-year Master's in Mechanical Engineering degree designed for working professionals. The program provides a flexible online format, and industry relevant courses with tools you can apply to your career today. [Learn more now.](#)

ASME News

Vol. 34 No. 17 / September 11, 2015

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Video: Trends in Additive Manufacturing

September 2015

Howard Rhett, Applications Technical Manager, *Stratus*, discusses the latest trends influencing the field of additive manufacturing from his insider's perspective. Filmed at ASME's AM20 Conference in Boston, MA.

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Related

Media

Webinar: How to Leverage 3D Printing for End-Use Parts [ASME.org](#)

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Articles

3D Printing: Compete or Co-Exist? Nancy S. Cigen, [ASME.org](#)

3D Printing Spins Fabric: Michael Abrams, [ASME.org](#)

A Metal Machine for 3D

ASME Conference and Exposition Schedule

Go direct to your customers. At ASME conferences there are several opportunities – from exhibit spaces to sponsorship packages – to promote your organization, products and services directly to potential customers and generate new sales leads. **Reach more than 10,000 attendees in-person throughout the year by supporting a variety of ASME's 2016 conferences and exhibitions.**

**2/21/16–2/24/16 NanoEngineering for Medicine and Biology Conference (NEMB)
Houston, Texas, USA**

Cutting-edge nanoengineering research continues to fuel medical research and transform patient care. This research plays a vital role in current and emerging technologies, and contributes to all areas of engineering. But, the future of nanotechnology and bioengineering requires synergy beyond mechanical engineering to include scientists, clinicians, physicists, chemists, electrical engineers and biologists.

ASME brings together the relevant players and key stakeholders conducting this research to discuss the integration of engineering, materials science and nanotechnology in addressing fundamental problems in biology and medicine.

**3/7/16–03/10/16 Hydraulic Fracturing
Houston, Texas, USA**

ASME 2016 Hydraulic Fracturing Serving Unconventional Oil and Gas: Equipment and Technologies offers innovative solutions for the construction, delivery and production of unconventional wells, associated infrastructure and applied solutions. Participants will be provided with expert insights into the technological, economic and regulatory trends driving this industry.

**5/2/16–05/05/16 Offshore Technology Conference (OTC)
Houston, Texas, USA**

The Offshore Technology Conference (OTC) is where energy professionals meet to exchange ideas and opinions

to advance scientific and technical knowledge for offshore resources and environmental matters.

Founded in 1969, OTC's flagship conference is held annually at NRG Park in Houston. OTC has expanded technically and globally with the Arctic Technology Conference, OTC Brasil, OTC Asia and d5.

OTC is sponsored by 13 industry organizations and societies, who work cooperatively to develop the technical program. OTC also has endorsing and supporting organizations.

**5/18/16–5/20/16 Verification & Validation Symposium (V&V)
Las Vegas, Nevada, USA**

The fifth annual large-scale symposium dedicated entirely to the emerging field of verification, validation, and uncertainty quantification of computer simulations. This unique event will bring together engineers and scientists from all disciplines that use computational modeling and simulation to discuss and exchange ideas and methods for verification of codes and solutions, simulation validation, and assessment of uncertainties in mathematical models, computational solutions, and experimental data. Preceding the symposium are five technical standards development committee meetings and two training seminars.

**6/13/16–06/17/16 Turbo Expo (TURBO)
Seoul, South Korea**

ASME Turbo Expo is recognized as the must-attend event for turbomachinery professionals. The technical conference has a well-earned reputation for bringing together

the best and brightest experts from around the world to share the latest in turbine technology, research, development, and application in the following topic areas: industrial gas turbines and aircraft engines, steam power plants, wind turbines, fans & blowers, organic Rankine cycle and supercritical CO2 cycle power systems. Turbo Expo offers unrivalled networking opportunities with a dedicated and diverse trade show floor. The 3-day exhibition attracts the industry's leading professionals and key decision makers, whose innovation and expertise are helping to shape the future of the turbomachinery industry and will feature a Student Poster Session. Exposition and Sponsorship Opportunities: ASME Turbo Expo delegates represent an impressive array of segments from throughout the turbomachinery community with major influence on developing trends and products. This is your chance to attract new clients, visit with current ones, learn more about the changing needs of the international turbomachinery industry – and ultimately, increase your sales. For optimal visibility at Turbo Expo, take advantage of a variety of available sponsorship packages. Packages are designed around your particular corporate goals and are an extremely effective way for your company to really stand out from the crowd — before, during and after the Show.

For information on sponsorship, exclusive networking opportunities with speakers and/or attendees, and exhibiting, contact:

Greg Valero, Manager, Integrated Media Sales

Tel: 1.212.591.8356

Email: valerog@asme.org

**6/26/16–06/30/16 Power & Energy/ICONE (POWER)
Charlotte, North Carolina, USA**

Five of ASME's major conferences, plus ICONE24 come together to create an event of major impact for the Power and Energy sectors: ASME 2016 Power & Energy. Fossil and nuclear power generation, renewables, energy storage, fuels, gas turbines and much more will be discussed at each of the concurrent conferences within this larger event.

**7/10/16–07/14/16 Heat Transfer & Fluids Engineering Conference (HTFE)
Washington D.C., USA**

ASME's Summer Heat Transfer Conference (SHTC), Fluids Engineering Division Summer Meeting (FEDSM), & International Conference on Nanochannels, Microchannels, and Minichannels (ICNMM) bring together international researchers and engineers focusing on heat and mass transfer and fluid flow in a variety of applications. The objective of the meeting is to provide a forum for presentation of state-of-the-art research and opportunities for technical interactions among participants.

Conference topics include applications in:

- Aerospace
- Biotechnology
- Combustion
- Computational heat transfer
- Electronic equipment
- Energy systems

- Environment
 - Experimental measurements
 - Flow visualization
 - Fluid dynamics
 - Gas turbines
 - Manufacturing
 - Multiphase flows
 - Micro and nano-scale thermal fluidic transport phenomena
 - Thermophysical properties
- Interdisciplinary topics include:
- Nanoscale transport in flows
 - Multiphase flow and heat transfer
 - Transport phenomena in manufacturing and materials processing
 - Transport processes in fuel cells and heat pipes
 - Boiling and condensation in macro, micro and nanosystems

**7/17/16–07/21/16 Pressure Vessels & Piping Conference (PVPC)
Vancouver, BC, Canada**

The ASME PVP Conference promises to be the outstanding international technical forum for participants to further their knowledge-base by being exposed to diverse topics, and exchange opinions and ideas both from industry and academia in a variety of topics related to Pressure Vessel and Piping technologies for the Power and Process Industries. PVP is looking forward to fruitful technical exchanges with participants from Europe, Africa, the Middle East, Asia, the Americas, and the Oceania islands. The ASME

Pressure Vessels & Piping Division is the primary sponsor of the PVP Conference, with additional participation by the ASME Nondestructive Evaluation, Diagnosis and Prognosis Division (NDPD). More than 175 paper and panel sessions are planned, as well as workshops, tutorials, Technology Demonstration Forum, and the Rudy Scavuzzo Student Paper Competition & Symposium. General topics include but are not limited to: (1) Codes & Standards; (2) Computer Technology & Bolted Joints; (3) Design & Analysis; (4) Fluid-Structure Interaction; (5) High Pressure Technology; (6) Materials & Fabrication; (7) Operations, Applications, & Components; (8) Seismic Engineering; (9) Non-Destructive Examination; and (10) the Rudy Scavuzzo Student Paper Competition and Symposium.

**8/21/16–08/24/16 Int. Design Engineering Tech Conf., Computers in Engineering Conf. (IDETC, CIE, AM3D)
Charlotte, North Carolina, USA**

The ASME International Design Engineering Technical Conference and the Computer and Information in Engineering Conference (IDETC/CIE) will take place August 21–24, 2016 in Charlotte, North Carolina. IDETC/CIE is the world's leading research conference in the field of design and related manufacturing. The 2016 conference is expected to attract over 2,000 attendees and over 1,000 technical presentations. IDETC/CIE will serve as the leading forum for the sharing of recent research and also provide a unique opportunity for networking between a diverse audience from academia, government and industry.

9/21/16–09/23/16 Smart Materials Adaptive Structures (SMASIS) Vermont, USA

Adaptive Structures and Materials Systems by definition are intelligent, flexible systems that have sentience and responsiveness to ever changing environments. The field has rapidly matured due to synergistic interdisciplinary efforts across sectors of universities, government and industry. To continue the high impact growth of this field and lead it into the future, the purpose of this conference is to assemble world experts across engineering and scientific disciplines (mechanical, aerospace, electrical, materials, and civil engineering, biology, physics chemistry, etc.) to actively discuss the latest break-throughs in smart materials, the cutting edge in adaptive structure applications and the recent advances in both new device technologies and basic engineering research exploration. The conference is divided into symposia broadly ranging from basic research to applied technological design and development to industrial and governmental integrated system and application demonstrations.

9/26/16–09/30/16 International Pipeline Conference (IPCC) Calgary, Alberta, Canada

In September 2016, members of the pipeline industry from around the world will gather in Calgary for the 11th International Pipeline Conference (IPC 2016). Organized by volunteers representing international energy corporations, energy and pipeline associations and regulatory agencies, the IPC has become internationally renowned as the world's premier pipeline conference. This is a not-for-prof-

it conference and proceeds continue to support educational initiatives and research in the pipeline industry.

10/24/16–10/26/16 Arctic Technology Conference (ATCC) St Johns, NFL, Canada

OTC's Arctic Technology Conference (ATC), a highly focused event on Arctic E&P, is the world's most focused and comprehensive Arctic event. ATC is where energy professionals meet to exchange ideas and opinions to advance scientific and technical knowledge for arctic offshore resources and environmental matters. ATC offers a diverse portfolio of events that are tailored to the arctic offshore energy industry's unique arctic regions and technical needs.

11/7/16–11/11/16 Internal Combustion Engine Fall Conference (ICEF) Columbia, South Carolina, USA

The Internal Combustion Engine Conference will include keynote speakers, high quality technical presentations, student presentations, industrial tours, a banquet, many networking opportunities, and an overall collegial atmosphere to advance the state of the art of the internal combustion engine.

Topics of interest for the conference include: Large Bore Engines, Fuels, Advanced Combustion, Emissions Control Systems, Instrumentation, Controls, and Hybrids, Numerical Simulation, Engine Design and Mechanical Development.

11/11/16–11/17/16 International Mechanical Engineering Congress and Exposition (IMECE) Phoenix, Arizona, USA

ASME's International Mechanical Engineering Congress and Exposition (IMECE) is the largest interdisciplinary mechanical engineering conference in the world. IMECE plays a significant role in stimulating innovation from basic discovery to translational application. It fosters new collaborations that engage stakeholders and partners not only from academia, but also from national laboratories, industry, research settings, and funding bodies. Among the 4,000 attendees from 75+ countries are mechanical engineers in advanced manufacturing, aerospace, advanced energy, fluids engineering, heat transfer, design engineering, materials and energy recovery, applied mechanics, power, rail transportation, nanotechnology, bioengineering, internal combustion engines, environmental engineering, and more.

11/7/16–11/8/16 ASME 2016 Gas Turbine India Student Conference (GTIS) Amity School of Engineering Technology New Delhi, India

The ASME 2016 Gas Turbine India Student Conference provides the leading platform for students to showcase their research in the area of turbomachinery, including gas turbines. The two-day technical conference allows students to participate in Gas Turbine India initiatives with focused interaction with professionals from the turbomachinery industry. Through this conference, students present their research work to industry experts, academia, and peers. It is an opportunity for the student's research to be critiqued and an opportunity to receive valuable feedback. This is a must attend conference for networking opportunities, technical awareness, as well as visibility.



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