



Mechanical Engineering 2024 Integrated Media Planner

Branding & Awareness | Thought Leadership | Lead Generation

ASME – Who Are We

ASME helps the global engineering community develop solutions to real world challenges. Founded in 1880 as the American Society of Mechanical Engineers, ASME is a not-for-profit professional organization that enables collaboration, knowledge sharing and skill development across all engineering disciplines, while promoting the vital role of the engineer in society. ASME codes and standards, publications, conferences, continuing education, and professional development programs provide a foundation for advancing technical knowledge and a safer world.

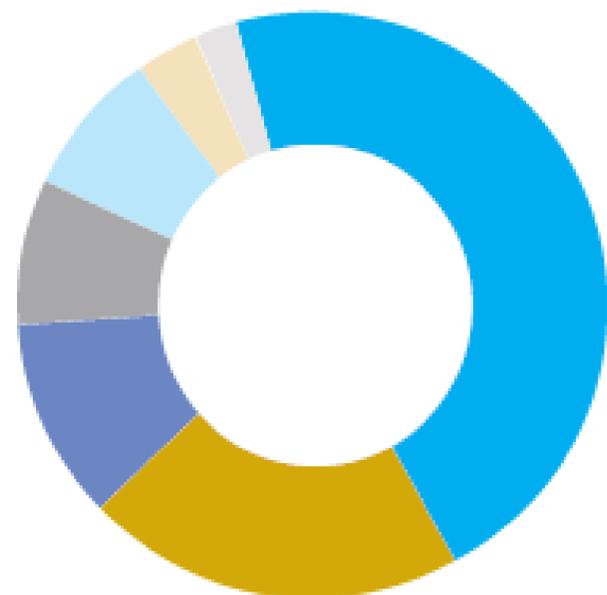
ASME strategy is designed to meet our commitment to serving societal needs; ASME positively impacts the safety, public welfare, and overall quality of life globally. We strive to deliver innovative products and services to our members, the engineering community, and society

Exclusive Access to ASME members

The American Society of Mechanical Engineers (ASME) works with the global engineering community to develop solutions to real world challenges facing all people globally. We actively enable inspired collaboration, knowledge sharing and skills development across all engineering disciplines throughout the world, while promoting the vital role of the engineer in society today.

Key ASME member outreach includes *Mechanical Engineering* Magazine, ME Today, ASME News, Tech Reboot and Tech Design Newsletters, webinars, podcasts, editorial multimedia and on-trend features crafted by our editors.

Professional Role



- Engineer 46%
- Management 21%
- Consultant 11%
- Executive Management 8%
- Educator 8%
- C-Level 4%
- Other 2%

Source: ASME Mechanical Engineering Reader Profile Survey - Harvey Research, 2020

38%

purchase \$1,000,000+ annually in engineering products/services

Who We Connect You With

- Role in purchasing
- Select/Specify
- Approve



ASME Audience

Unlock the power of 90K+ ASME membership in a comprehensive range of technologies and industries

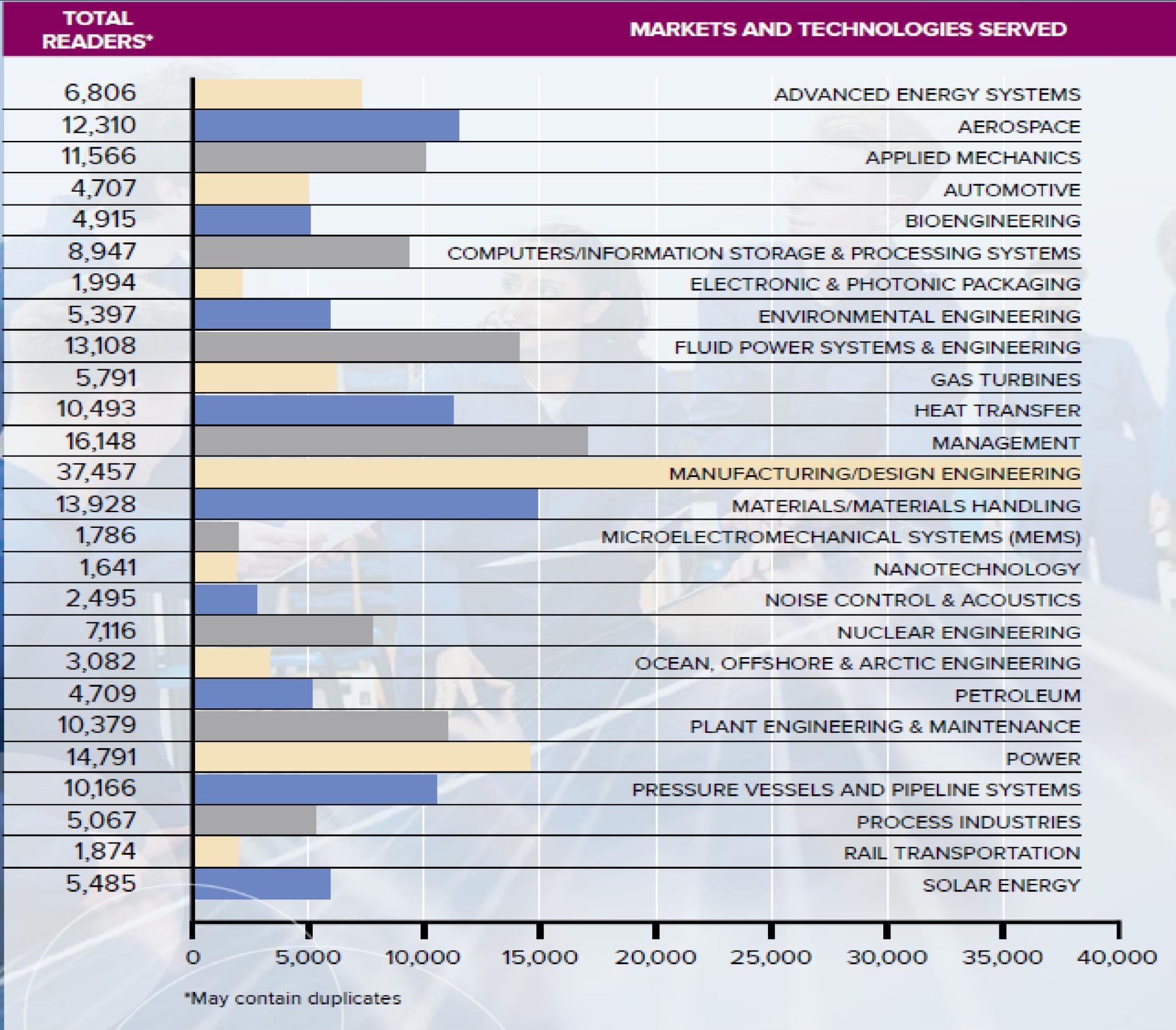
Social Media Reach*

 **Twitter:**
29,313 followers

 **Facebook:**
257,875 likes

 **LinkedIn:**
224,563 members

*May contain duplicates



Lead Generation Programs

White Paper Program

- Introduce emerging technologies, expand on research results or explain a complex topic. This content type is useful for driving prospects through the consideration phase and accelerating purchase decisions. Get your content into the hands of design and mechanical engineers worldwide.
- Promotions occur over a three-month period and include a mix of dedicated emails, newsletter banners and social media.
- White Papers are hosted here - <https://resources.asme.org/me-mag-resource-library>

Specs:

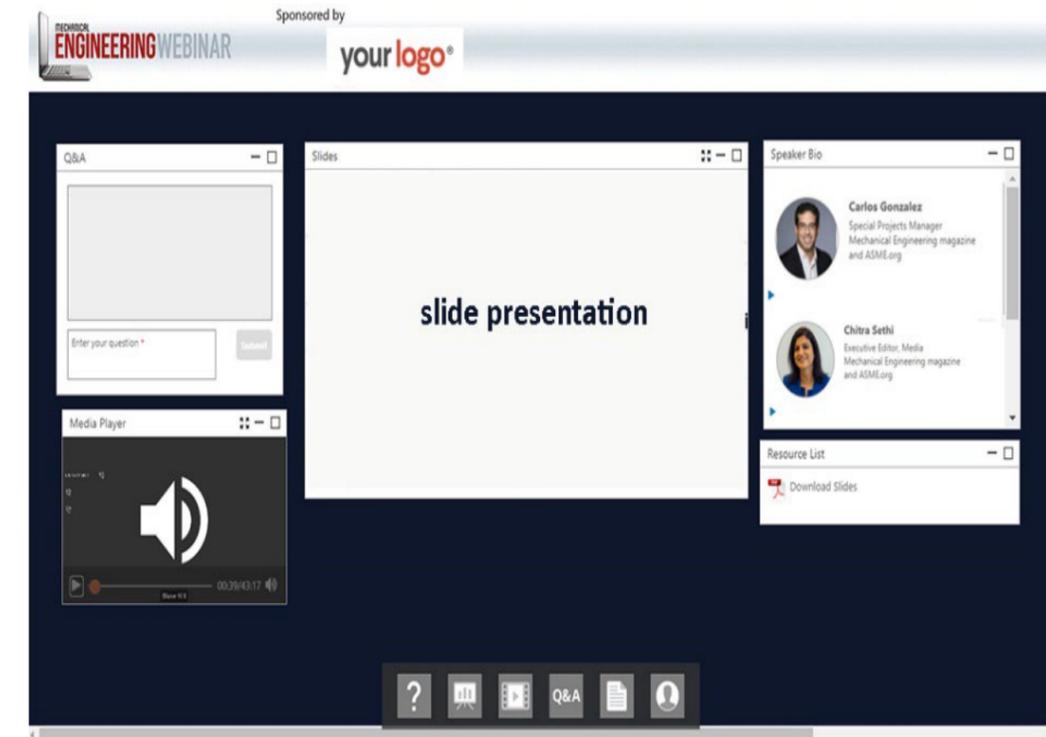
- PDF of the asset
- Headline and description for registration page (ideally 1-2 paragraphs and 3-4 bullet points)
- Brief description of company's products/services

White Paper Best Practices:

- Know your audience
- Set the right tone
- Solve the right problem
- Use third-party facts
- Design - choose the right visuals - incorporate graphs, charts & infographics
- Don't over promote your asset – fresh content is critical

Custom Webinars

- Engage with an audience who has demonstrated interest in your product segment or brand. Your content and speaker(s) can help to educate industry professionals worldwide about emerging areas of research, technology applications, best practices and issues impacting the engineering community.
- Sponsor chooses their own topic and presents educational material related to that topic.
- ASME will assign a moderator (or Sponsor may provide one) along with a technical coordinator who will manage promotions and produce the live event.
- Promotions include a mix of dedicated emails, newsletters, social media and inclusion on ASME's calendar of events.
- Sponsors receive full registrant contact information and interactivity details including minutes viewed, questions asked, poll responses, etc. as well as an MP4 file of the recording.
- All webinars are recorded and available for on-demand viewing.



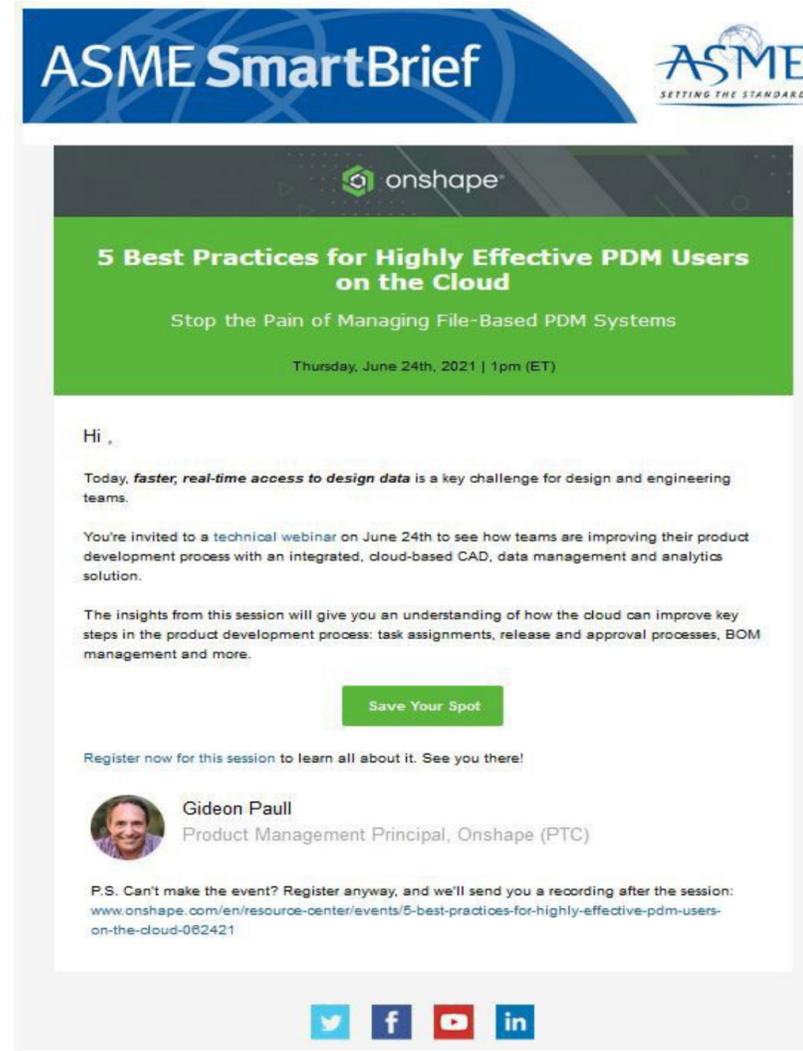
ASME SmartBrief Emails

The “Dedicated Send” email sponsorship gives you the unique opportunity to send an exclusive, 100% ad-content email which can be used for lead generation, important announcements and/or branding.

- 100% SOV
- Deployed Tuesdays and/or Thursdays to approx. 22,000 opt-in ASME members
- Average open rate of 32.7%

Requirements:

- HTML Code
- Subject Line
- Preheader Text (Optional)



Editorial Multimedia Programs

Editorial Multimedia Sponsorship

Encourage users to learn more about your brand with interactive applications where the viewer becomes an active participant. Sponsorship positions your Company's logo prominently along side relevant editorial.

Infographics & Quizzes

Turn your data into compelling visuals that grab the audience's attention. Great for building top-of-funnel interest and educating prospects. Generate interactions with a target audience by testing their knowledge on a range of topics. A related content module, on the results page, leads to high engagement with your company and messaging.

Video

Branded video content is a powerful way to introduce your company, explain your products, differentiate yourself from the competition and boost engagement.

Podcasts

Connect with, engage, and grow your audience and build brand awareness. Podcasts can assist with building authority and credibility within an industry, provide a format to repurpose high performing content and create a deeper connection with ASME membership.

Podcasts - ASME TechCast

- ASME's TechCast is a podcast series hosted by the editors of *Mechanical Engineering* magazine and features innovators and innovations in design, additive manufacturing, robotics and automation, digital engineering, energy transformation, bioengineering, workforce, and more.
- The biweekly podcasts feature insightful discussions with industry experts on how emerging technologies within these fields impact engineers and their careers.
- Distributed on ASME.org and through all podcast channels and promoted in ASME newsletters and social media channels.
- Sponsorship Opportunity - 2 Episode Sponsorship – Each Episode Includes
 - Pre-roll: “Sponsored by” voice-over callout of brand and 10 second sponsor description
 - Post-roll: Sponsor thank you with 10-second spot and call to action
 - Sponsor logo and link on podcast page during month of sponsorship
 - Sponsor mention in show notes of each episode



ASME**TechCast**



Custom Podcasts

Custom podcasts are supplemental ASME TechCast broadcasts focusing on single- or multi-topics. Content and discussion topics are arranged with sponsor, so the podcast serves to inform on an area of specific interest.

Our editors will interview your subject matter expert(s) about topics of informational interest to our audience

Designed to feature your company's expertise and thought leadership; cannot be a sales pitch or promotional in nature

Distributed on ASME.org and promoted as special editions of the *Mechanical Engineering* podcast



Sponsorship Opportunity

- On-demand interview with your expert(s)
- Post-roll: Sponsor 10-second spot and call to action [optional]
- Sponsor logo and link on podcast page during period of sponsorship; promotion of a ride-along piece of non-promotional content
- Sponsor mention in show notes of each episode

Video Programs

As engineers need and demand more diversified sources of news and information, video has emerged as a key platform for enhancing our storytelling capabilities and delivering more impactful content directly to our members.

Through a diverse mix of editorial programming and highly targeted content strategy and video production capabilities, ASME offers a wide range of sponsorship and custom opportunities for companies that are looking to directly leverage our video platform – to tell their story to a highly engaged membership base of over 90,000 global members.

On-site Event Video Package

- One custom video interview (approx. 3-5 questions)
- Delivery of a 30-second edited video file
- \$5k

Enhanced Video Package

- Videos hosted on ASME.org as Sponsored Content
- Videos promoted for 2 months in ASME newsletters and social media channels.
- Monthly reporting provided.
- \$7500 total

Video Programs

Video Spotlight Program (custom video)

- 20-30 minute in-person interview with company executive, client, partner, etc.
- Professional video shoot with camera, sound, lighting
- Interview questions crafted in advance or supplied by client.
- Postproduction of interview footage, edited together with your logo, images, B-roll and other creative elements.
- Delivery of two, 2–3-minute branded video assets
- \$7500

Enhanced Video Package

- Videos hosted on ASME.org as part of our Sponsored Content program as well as on ASME's YouTube channel.
- Videos promoted for 2 months in ASME newsletters and social media channels.
- Monthly reporting provided.
- \$10 total

ASME Video Sponsorship

- Monthly opportunity to sponsor up to two ASME videos hosted on ASME's YouTube channel.
- Sponsorship includes Company logo/hyperlink.
- Video Sponsorship promoted in ASME newsletters and social media channels.
- Pricing: \$4k per month (2 videos), \$10k for 3 months (6 videos), \$15k for 6 months (12 videos)

“In An Engineering Minute” Video Program

“In An Engineering Minute” is a custom video program that is designed to take complex concepts and describe them in efficient and simple terms – in, of course, 60 seconds or less – to ASME’s 90,000+ paid members.

These 60 second videos can cover a wide range of topics, including Bioengineering, Additive Manufacturing, Robotics & Automation and Emerging Technologies. The platform allows you to align your key thought leaders with an educational program that has directly engaged thousands of mechanical engineers.

In addition to the content development, our team will also develop a customized distribution plan that will position your video across ASME newsletters, email and social media channels. “In An Engineering Minute” includes:

- Sponsor collaboration on two videos, co-developing themes and topics for each video.
- Videos will be released and featured in a dedicated section of an ASME Newsletter as Sponsored Content.
- Videos will be hosted on ASME.org as sponsored content and promoted through ASME social media channels.
- 15 second pre-roll in each video.
- 728x90, 300x250 or text banner ad in ASME TechReboot newsletter deployed to 40,000 members.
- \$7500

Thought Leadership & Branding

Sponsored Content Program

Sponsored Content creates a strong connection with readers by placing your authoritative content prominently in their information journey.

- Your content appears as a **Sponsored Post** on ASME.org – each piece of content has its own detail page with Sponsor’s logo, byline, full content, and a related promotional link.
- Your post is featured in multiple **Sponsored Content Placements** on the ASME.org homepage, the Topic & Resources main section page, and the content listing page – which is our centralized repository for content and resources. Your content will appear there for a guaranteed time period (varies by placement).
- Your content is promoted on ASME-branded newsletters and social media channels.
- Each post offers multiple options for linking back to your site – creating inbound demand for your products and services.

Sponsored Content is subject to review and must adhere to Sponsored Content Guidelines. Content may not be overtly promotional. Content will be labeled “Sponsored Content.”

Sponsor Post Page

Sponsored Content Placements link to a detail page featuring the sponsor’s full post (article, video, etc.)

INCLUDES

- “Provided by” label with the sponsor’s logo
- Author/company attribution in byline
- Promotional link(s) with call to action



Byline with Name of Sponsor’s Author/Contributor (Author Description with name, title, and company also appears at end of article)

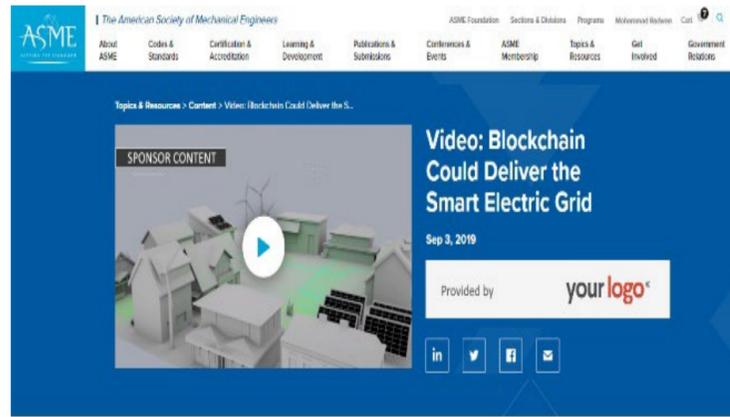
“Provided by” label with sponsor’s logo (88x31)

“Sponsor Content” label

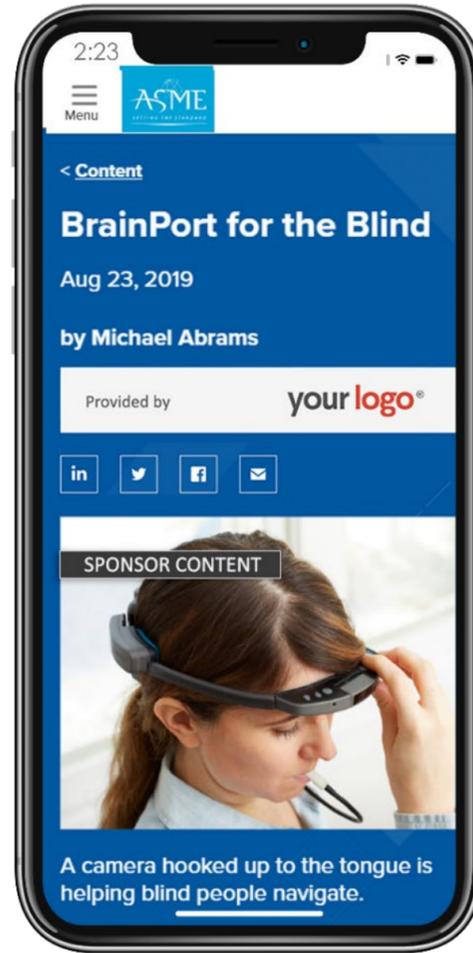
Mid-article promotions linking to other Posts from the sponsor (up to two)*

* If multiple are purchased. Only available while that additional content is on the website, otherwise it defaults to ASME Editorial Content.





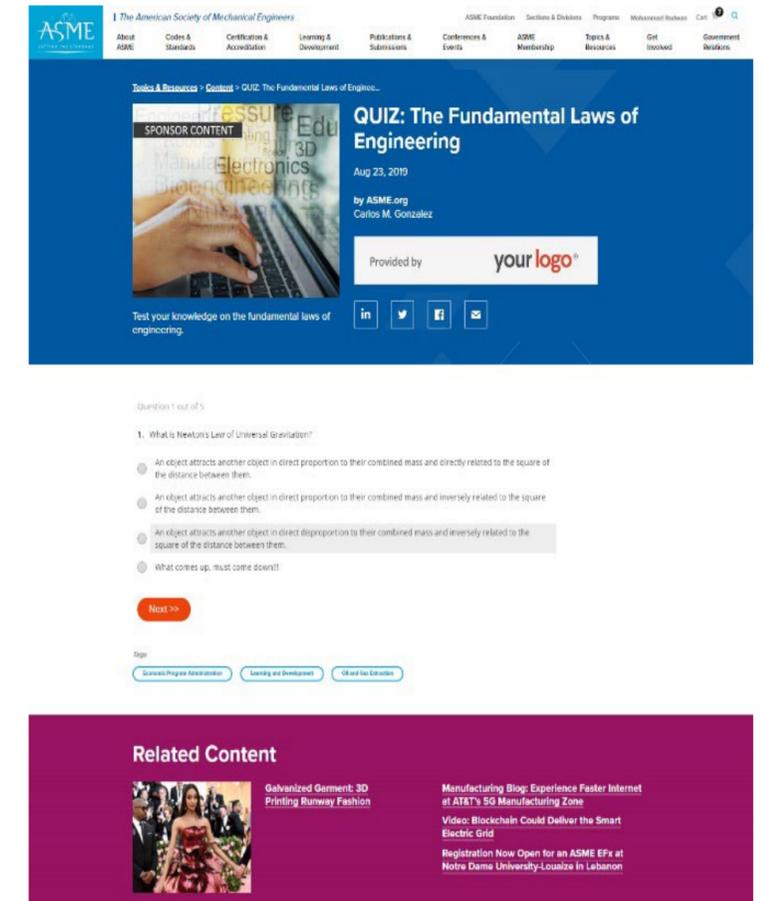
Video Post



Article Mobile View



Infographic Post



Sponsored Quiz Post

Sponsored Content Placements link to a detail page featuring the sponsor's full post.

Sponsor Post Page – Additional Formats

ASME Newsletters

Align your sponsored content to assert thought leadership or advertise in well-read publications to generate awareness.

Daily

ASME SmartBrief

Curated, up-to-the minute daily digest of top stories and important news for engineering and technology professionals.

Deployed Monday - Friday

AUDIENCE: 22,000

Weekly

TechDesign Newsletter

Insights into engineering design and workforce, focusing on advanced manufacturing, automation, and more. Deployed on Tuesdays.

AUDIENCE: 30,000

TechReboot Newsletter

Curated tech news and insights into energy, bioengineering, robotics, and digital engineering. Deployed on Thursdays.

AUDIENCE: 40,000

ASME News (Bi-weekly)

Updates and news about the Society, key activities and its members.

AUDIENCE: 41,000

Monthly

ME Today (Bi-monthly)

Assists early career engineers with professional awareness and understanding engineering practice and business.

AUDIENCE: 39,000

Ad Specs

ASME TechDesign + TechReboot	
Leaderboard	728 x 90 px
Text	Up to 30 character headline, 250 character copy, logo, and (optional) 250 x 250 px image
Medium Rectangle	300 x 250 px
Large Rectangle	Up to 600 x 600 px

ASME News + ME Today	
Banner	728 x 90 px
Text	Up to 30 character headline, 250 character copy, logo, and (optional) 250 x 250 px image



ASME
SETTING THE STANDARD

ASME NEWS

ASME News is a resource for those who want to learn about the Society and the many interesting activities the organization and its members are involved in each year. ASME News contains news about Society-related events and programs, as well as special features and the Newsmakers section.

Infographic: Three Charts about the Aviation Industry

The world virtually stopped flying in the first stages of the pandemic. Airlines have struggled to regain their former level of service. As vaccination rates increase, travel has gone up, but the road to recovery will be long.

[Learn More →](#)

ASME Launches a New Subsidiary, Metrix Connect LLC

The American Society of Mechanical Engineers (ASME) announced it has formed a new subsidiary, Metrix Connect LLC, to accelerate digital transformation in engineering for a variety of industries. Metrix, an ASME Company, will host an integrated events and content platform for engineers and technical professionals in additive manufacturing/3D printing, digital engineering, energy transformation, and robotics who work in industries from aerospace and automotive to medical and more.

[Read More →](#)



Ad Specs

ASME SmartBrief Newsletter	
Billboard	970 x 250 px
Leaderboard	728 x 90 px
Text	Up to 50 character headline, 300 character copy, 120 x 60 px logo, and (optional) 180 x 150 px image

September 24, 2021

ASME SmartBrief  SETTING THE STANDARD

Essential news for the global engineering community [SIGN UP](#) · [SHARE](#)

ADVERTISEMENT

Billboard 970x250 px

ASME QUIZ

Quiz: Test your knowledge of the petroleum industry's history

Petroleum was used in China, Mesopotamia, and elsewhere for thousands of years, but in the 19th century, oil for lamps and lubrication primarily came from an organic source. What was it?

- Pressed olive fruit
- Pyrolyzed birch and linden bark
- Boiled whale blubber
- Crushed palm seeds

[Next](#)

Full Story: [ASME \(9/24\)](#)

[in](#) [t](#) [f](#) [v](#)

Up to 50 character headline

180 x 150 px

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ADVERTISEMENT: 

Display Advertising

MECHANICAL ENGINEERING MAGAZINE

The award-winning flagship publication, exclusive to ASME members, is published 6x annually and is at the core of ASME's content strategy and ecosystem. Its in-depth features, columns, and editorial help engineers understand and solve challenges in a constantly evolving technology landscape. ME magazine is mailed to the homes of approximately 60,000 members.



Industry Watch Series

Collaborate with *Mechanical Engineering* to discuss your company's expertise, market position, product innovation, and strategy within/around select industries chosen by our editorial team. Your company's CEO and/or Chief/Product Engineer can be featured in a custom thought-leadership article to help the *Mechanical Engineering* audience gain a deeper understanding of your company's personnel, philosophy, process, and performance.

Benefits include:

- **Credibility** – Amplify your company's expertise using *Mechanical Engineering*, the dedicated print media source for members of ASME (The American Society of Mechanical Engineers).
- **Distribution** – Increase visibility of your company by reaching our engaged audience of over 90,000+ paid members in print and digital editions.
- **Leadership** – Raise awareness around your company's strategies, personnel, philosophy, process, and performance. Hi-res headshot of interviewee or product image will appear in the article.
- **Turnkey** – The editors of ME Magazine will conduct an interview with your featured expert, as well as write, edit, and design a Q&A article uniquely positioned to inform our audience of engineers.
- **Effective** – A hi-res PDF of the Q&A will be provided. Re-purpose as a collateral piece with key contact information included.

Industry Watch

Industry Watch Pricing

Options for participation include:

- Single Page Q&A Interview – approx. 600 words
- \$7500
- Single Page Q&A Interview Opposite a Full Page 4C Ad
- \$10k
- Two-Page Q&A Interview – longer format Q&A interview (approx. 1200 words)
- \$12,500

INDUSTRY WATCH

Deploying Robots via the Cloud

To deploy robots in the field, companies will be required to implement an intricate cloud-based control platform. For example, in the oil and gas industry, robots are being used to monitor safety and perform inspections. By completing the tasks autonomously, companies are able to perform these tasks safely and remove humans from harm's way. Marc Dassler is the CEO and co-founder of Energy Robotics. The company's software cloud platform allows for the management of fleets of autonomous robots for inspection and maintenance in several different remote and hazardous locations. He explains how their platform functions and how it evolves the engineering industry.

M.E: What are the current capabilities of your robotics management cloud platform, and in which areas is it currently deployed?

Marc Dassler: Our hardware-agnostics software platform enables mobile robots to carry out autonomous inspections such as reading analog devices, capturing thermal patterns, monitoring machinery and surroundings for anomalies and much more. The robots can be deployed in dangerous environments (such as ATEX and IECEx zones 1) and controlled remotely to capture high-quality data, deliver actionable information, and integrate seamlessly into existing operations management systems. All that while being cost-effective and easy to onboard.

M.E: How are autonomous robots making the inspection process easier for humans?

M.D: Manual inspections in brownfield facilities are riddled with many challenges surrounding remoteness of locations, dangerous work environments, and rising deployment costs. Our end-to-end autonomous inspection solution prevents humans from being deployed in hazardous



Photo: Energy Robotics

environments and performs inspections consistently with high accuracy. In our solution, state-of-the-art AI complements reliable robot hardware to deliver critical, high-quality information to the operator's fingertips, keeping her out of harm's way and allowing her to concentrate on other essential tasks.

M.E: Which industries currently benefit the most from your technology or product solutions?

M.D: Capital-intensive industries such as oil and gas, chemical, and energy are the prime beneficiaries from our autonomous inspection solution. As these industries move towards Industry 4.0, the automation of inspections will play a key role in not only accelerating this process of digitalization but also in making operations more efficient, cost-effective, and safer at the same time. With our solution, these industries can effortlessly onboard and operate a heterogeneous fleet of robots whose inspection capabilities are tailored to their specific needs.

M.E: What is the outlook for robots controlled under cloud-enabled software platforms?

M.D: We are incorporating "Click and Inspect," through which operators will be

able to train robots to inspect different points of interest by just clicking on them in the digital twin of the plant. We are also opening our platform for third-party developers and customers to add their own AI applications through our "Skill Store." In addition to mobile robots, we will also be integrating drones into our platform. Thus, industries will manage a truly mixed fleet of robots and drones through one single platform.

M.E: What will Energy Robotics discuss at the upcoming Robotics for Inspection & Maintenance Summit?

M.D: In the upcoming RFIM summit, we will focus on the importance of having a mixed fleet of robots for different inspection tasks and surroundings. Given the expansive scope of inspections in different environments, industries are in need of a mixed fleet of specialist robots that are tailored to these conditions. At the summit, we will present a live demo of autonomous inspections through a mixed fleet of robots and delve into how these robots can be equipped with extensible sensors and skills that match your inspection needs. ■

JOHN GRIMES is business development manager for Metrix.

Mechanical Engineering 2024 Editorial Calendar

FEBRUARY/MARCH

Spotlight: Digital Engineering
Computers that run cryptocurrency software are notable energy hogs. As the world adopts AI, it's expected that they will draw increasing amounts of power. Engineers are at work developing more efficient ways to crunch data.

Columns:
Manufacturing, Energy,
Career/Workforce

Technology Focus:
Robotics and Automation

Ad Close

Thursday 12/14

Materials Due

Monday 12/18

APRIL/MAY

Spotlight: Engineering Design
Manufacturers have long been focused on cost. But as sustainability and climate concerns increase, a new concept called frugal design is looking to reduce material and energy consumption in factories.

Columns:
Manufacturing, Career/Workforce,
Energy

Technology Focus:
Energy and Climate Solutions

Monday 02/19

Thursday 02/22

JUNE/JULY

Spotlight: Sports Engineering
The Summer Olympics are celebrations of human achievement. But many athletes depend on highly engineered equipment to enable them to get the top performance. We look at some of the engineers behind the gold medals.

Columns:
Manufacturing, Career/Workforce,
Energy

Technology Focus:
Advanced Manufacturing and Materials

Monday 04/15

Thursday 04/18

Mechanical Engineering 2024 Editorial Calendar

AUGUST/SEPTEMBER

Spotlight: Alternative Fuels
Companies are working to develop low- or zero-carbon fuels to replace familiar oil and gas. We examine some of the efforts to produce alternative fuels.

Columns:
Manufacturing, Energy,
Career/Workforce

Technology Focus:
Aerospace and Transportation

Monday 06/10

Thursday 06/13

OCTOBER/NOVEMBER

Spotlight: Advanced Transportation
Engineers are at the forefront of producing faster and better ways of getting around. We spotlight some of the most advanced transportation concepts.

Columns:
Manufacturing, Energy,
Career/Workforce

Technology Focus:
Design and Digital Engineering

Monday 08/12

Thursday 08/15

DECEMBER/JANUARY

Spotlight:
The State of Engineering 2025
Our annual look at the present and future of the engineering profession.

Columns:
Manufacturing, Energy,
Career/Workforce

Technology Focus:
Bioengineering and Medical Devices

Monday 10/14

Thursday 10/17



Ad Close

Materials Due

Magazine Specs

Space	Orientation	Width x Depth (in inches)
1 page	Full Page	8 3/8 x 11 1/8
2/3 page	Vertical	4 3/8 x 10
1/2 page	Island	4 3/8 x 7 3/16
1/2 page	Vertical	3 3/8 x 10
1/2 page	Horizontal	7 x 4 7/16
1/3 page	Vertical	2 1/8 x 10
1/3 page	Square	4 7/16 x 4 7/8
1/4 page	Vertical	3 1/4 x 4 7/8
1/6 page	Vertical	2 1/4 x 4 7/8

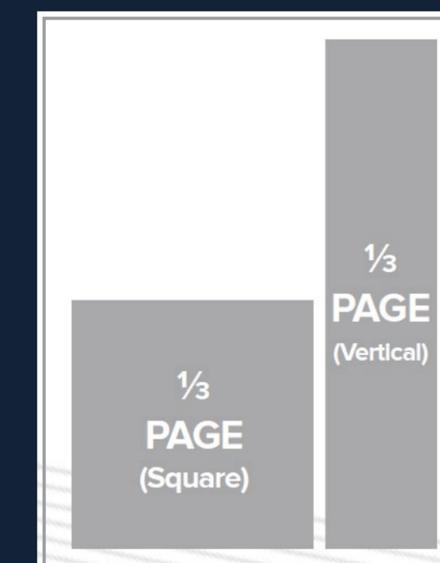
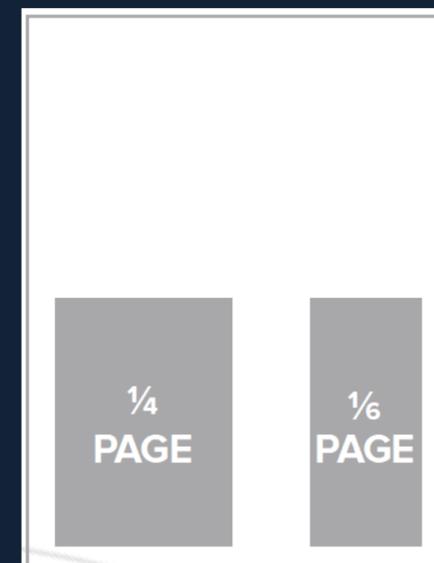
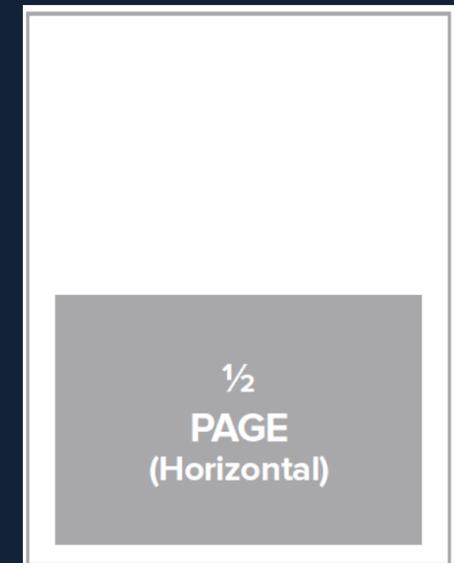
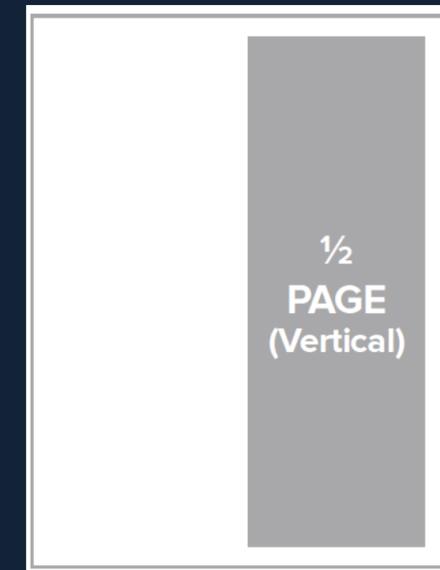
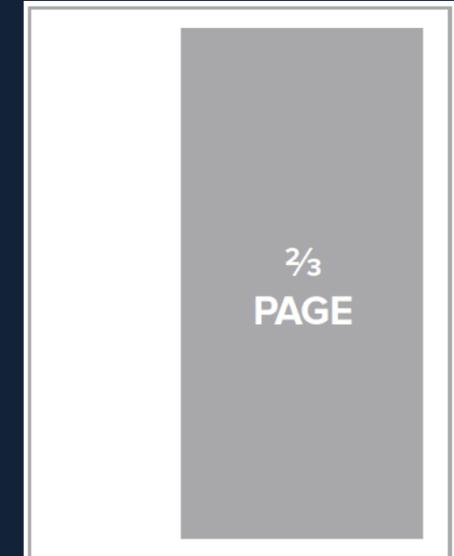
For FULL-PAGE BLEED ADS trim size is 8 1/8" x 10 7/8".

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 80 lb. submit sample for approval.

METHOD OF PRINTING: Web offset

METHOD OF BINDING: Perfect



Contact us:

Let our expert team help you design the optimal multi-faceted marketing strategy, customized for you that delivers the results you need.

Nicole Casement, Director, Sales Development

212-591-8467

casementn@asme.org