ASME 2023 Media Kit

Branding & Awareness | Thought Leadership | Lead Generation
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.

In 2020, ASME formed the International Society of Interdisciplinary Engineers (ISIE) LLC, a new for-profit subsidiary to house business ventures that will bring new and innovative products, services, and technologies to the engineering community, and later established the holding company, Global Knowledge Solutions LLC.

In 2021, ASME launched a second for-profit subsidiary, Metrix Connect LLC, an industry events and content platform to accelerate digital transformation in the engineering community and the exclusive agent for the Mechanical Engineering® brand of media products.
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.

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.
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 29.7%

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**: Turn your data into compelling visuals that grab the audience’s attention. Great for building top-of-funnel interest and educating prospects.

- **Quizzes & Challenges**: 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.

- **Polls & Surveys**: Connect with, engage, and grow your audience and build awareness. People enjoy expressing opinions and their responses help you to guide content, test concepts or pulse-check a certain topic. Instant results are shared with respondents featuring your brand.
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
Mechanical Engineering Special Reports are an award-winning documentary-style video that takes a deep dive into the impact of emerging technologies and how they are transforming industries and the workforce. The video features highlight latest trends and interviews with experts on how technology trends are impacting the engineering industry. The Special Report videos cover topics including robotics, energy transformation, digital engineering, additive manufacturing, autonomous technology, engineering workforce, and more.

The special report sponsorship includes:
- Designation of “Exclusive Sponsor”
- Branding opportunities within the video and the content page
- Promotional opportunities via ASME Tech newsletters and social media
- Example - https://www.asme.org/topics-resources/content/video-the-use-of-artificial-intelligence-in-medical-diagnostics-and-therapeutics
Thought Leadership & Branding
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.”
Sponsored Content Placements link to a detail page featuring the sponsor’s full post.

Sponsor Post Page – Additional Formats
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: 23,700

**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

<table>
<thead>
<tr>
<th>Format</th>
<th>Size/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
</tr>
<tr>
<td>Text</td>
<td>Up to 30 character headline, 250 character copy, logo, and (optional) 250 x 250 px image</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>Up to 600 x 600 px</td>
</tr>
</tbody>
</table>

## ASME News + ME Today

<table>
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<tr>
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<th>Size/Details</th>
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</thead>
<tbody>
<tr>
<td>Banner</td>
<td>728 x 90 px</td>
</tr>
<tr>
<td>Text</td>
<td>Up to 30 character headline, 250 character copy, logo, and (optional) 250 x 250 px image</td>
</tr>
</tbody>
</table>
# Ad Specs

## ASME SmartBrief Newsletter

<table>
<thead>
<tr>
<th>Billboard</th>
<th>970 x 250 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
</tr>
<tr>
<td>Text</td>
<td>Up to 50 character headline, 300 character copy, 120 x 60 px logo, and (optional) 180 x 150 px image</td>
</tr>
</tbody>
</table>
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.
<table>
<thead>
<tr>
<th>FEBRUARY/MARCH</th>
<th>APRIL/MAY</th>
<th>JUNE/JULY</th>
<th>AUGUST/SEPTEMBER</th>
<th>OCTOBER/NOVEMBER</th>
<th>DECEMBER/JANUARY</th>
</tr>
</thead>
</table>

**Materials Due**
- Monday 12/19
- Thursday 02/23
- Thursday 04/20
- Thursday 06/15
- Thursday 08/17
- Thursday 10/19

**Ad Close**
- Thursday 12/15
- Monday 02/20
- Monday 04/17
- Monday 06/12
- Monday 08/14
- Monday 10/16
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 Pricing

Options for participation include:

- Single Page Q&A Interview – approx. 600 words
- Single Page Q&A Interview Opposite a Full Page 4C Ad
- Two-Page Q&A Interview – longer format Q&A interview (approx. 1200 words)

Deploying Robots via the Cloud

T
e-deploy robots in the field, companies will be required to imple-
tment an intricate cloud-based
control platforms. For example, in the oil
gas industry, robots are being used to
inspect and repair pipelines, while in
the chemical industry, they are being
used to monitor and control equipment.

M. What are the current capabilities of
your robotics management cloud plat-
form, and in which areas does it currently
deploy?

M. Our hardware-software
software platform enables mobile robots
to carry out autonomous inspections
such as reading analog devices, capture
point thermal patterns, monitor machine
and surrounding areas for anomalies.

M. What industries currently benefit
most from your technology or prod-
uct solutions?

M. Industrial-scale inspections such as
the use of drones in construction
and maintenance activities is
expected to grow significantly.

M. What is the future of robotics
controlled along with cloud-based
software platforms?

M. The trend is towards Industry 4.0,
the automation
of inspection
processes.

M. How do autonomous robots
make the inspection process easier for
humans?

M. Manual inspections in brownfield
facilities are ridden with many a danger,
such as radiation, high temperatures,
and toxic environments. Autonomous
robots are able to
safely and efficiently
perform these tasks.

M. What is the underlying tech-
dology behind the
cloud and robots?

M. The underlying technology
behind the cloud
and robots is
based on cloud
computing and
artificial
intelligence
(AI).

John O’Meara is business development
manager for a robotics company.
# Magazine Specs

<table>
<thead>
<tr>
<th>Space</th>
<th>Orientation</th>
<th>Width x Depth (in inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>Full Page</td>
<td>8 3/8 x 11 1/8</td>
</tr>
<tr>
<td>2/3 page</td>
<td>Vertical</td>
<td>4 3/8 x 10</td>
</tr>
<tr>
<td>1/2 page</td>
<td>Island</td>
<td>4 3/8 x 7 3/16</td>
</tr>
<tr>
<td>1/2 page</td>
<td>Vertical</td>
<td>3 3/8 x 10</td>
</tr>
<tr>
<td>1/2 page</td>
<td>Horizontal</td>
<td>7 x 4 7/16</td>
</tr>
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<td>1/3 page</td>
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<td>2 1/8 x 10</td>
</tr>
<tr>
<td>1/3 page</td>
<td>Square</td>
<td>4 7/16 x 4 7/8</td>
</tr>
<tr>
<td>1/4 page</td>
<td>Vertical</td>
<td>3 1/4 x 4 7/8</td>
</tr>
<tr>
<td>1/6 page</td>
<td>Vertical</td>
<td>2 1/4 x 4 7/8</td>
</tr>
</tbody>
</table>

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
Schedule a call/meeting with me to help you design the optimal multi-faceted marketing strategy, customized for you to deliver the results you need.

Nicole Casement  
Sales Director  
Phone - 212-591-8467  
casementn@metrix-connect.com