2024 INTEGRATED MEDIA PLANNER
Branding & Awareness | Thought Leadership | Lead Generation
ABOUT US

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 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.

Who We Connect You With

| Role in purchasing | 63% | 58% | 38% |
| Select/Specify     |     |     |     |
| Approve            |     |     |     |

Professional Role

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

38% PURCHASE $1,000,000+ ANNUALLY IN ENGINEERING PRODUCTS/SERVICES
Unlock the power of 90K+ ASME membership in a comprehensive range of technologies and industries

Social Media Reach*

Facebook – 275,000 likes

LinkedIn – 259,000 members

Twitter – 35,000 followers

*May contain duplicates
LEAD GENERATION PROGRAMS

Branding & Awareness | Thought Leadership | Lead Generation
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 29.7%

Requirements:
- HTML Code
- Subject Line
- Preheader Text (Optional)
ME MAG DIGITAL EDITION EMAIL ALERT

Opportunity to exclusively sponsor Mechanical Engineering Magazine’s Digital Issue Email Alerts, deployed to over 63,000 ASME members worldwide.

Emails will be deployed 6x in 2024 (1x for each issue)

Format will include link to digital edition and sneak peek into what's planned for the upcoming issue of ME Mag.

**Sponsorship includes:**
- “Sponsored by” Company name, Logo and URL
- Leaderboard/Billboard banner in email

**Pricing:**
- One month: $5500
- Three months: $5k each
- All six months: $25k
EDITORIAL MULTIMEDIA PROGRAMS

Branding & Awareness | Thought Leadership | Lead Generation
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.
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](http://ASME.org) and through all podcast channels and promoted in ASME newsletters and social media channels.
• Sponsorship Opportunity - 2 Episode Sponsorship – Each Episode Includes:
  o Pre-roll: “Sponsored by” voice-over callout of brand and 10 second sponsor description
  o Post-roll: Sponsor thank you with 10-second spot and call to action
  o Sponsor logo and link on podcast page during month of sponsorship
  o Sponsor mention in show notes of each episode
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.

Available in multiple formats (next slide).

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
CUSTOM PODCASTS – FORMAT OPTIONS

**Single Episode Deep Dive:** A five-minute episode exploring a single topic, based on 5 questions from our editors (~1 minute per answer). Provide your organization’s unique perspective on a single mission critical topics for today’s engineering professionals.

**1:1 Interview Series:** An engaging, 20-30 minute interview-style discussion of trends, challenges, and topics of interest to engineering decision makers between one of our editors and your designated expert (1 individual). Will be edited into a 2-episode series of 8-10 minute podcasts.

**Monthly Q&A Series:** Showcase 1-2 experts in a meaningful dialogue with one of our moderators, exploring highly-relevant industry topics specifically selected by our editors for our digital audience. Each month we will focus on a different theme related to that month’s featured editorial topic, delivered in a minimum 4-part series of weekly Q&A podcasts focusing on a single sponsor’s expert(s).

**Talk Show Format (multi-guest):** Feature up to 4 guests in a “talk show” format discussing topics prepared in advance and hosted by one of our moderators. This is a more casual and less structured conversation and great for featuring multiple experts or a rotating panel of experts throughout the series. An option is to feature a recurring expert for one of the two spots with a special guest joining in the second spot each week.
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)
VIDEO PROGRAMS – IN AN ENGINEERING MINUTE

“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
SPECIAL REPORTS

*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
- Price - $7500
THOUGHT LEADERSHIP BRANDING

Branding & Awareness | Thought Leadership | Lead Generation
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 PROGRAM

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

VIDEO POST

INFOGRAPHIC POST

SPONSORED QUIZ POST

ARTICLE MOBILE VIEW
# 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

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

### ASME TECHDESIGN + TECHREBOOT

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728px X 90px</td>
</tr>
<tr>
<td>Text</td>
<td>Up to 30-character headline, 250-character copy, logo, and (optional) 250px X 250px image</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300px X 250px</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>Up to 600px X 600px</td>
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</table>

### ASME NEWS + ME TODAY

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Specifications</th>
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<tbody>
<tr>
<td>Banner</td>
<td>728px X 90px</td>
</tr>
<tr>
<td>Text</td>
<td>Up to 30-character headline, 250-character copy, logo, and (optional) 250px X 250px image</td>
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</tbody>
</table>
AD SPECS

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

**ASME SMARTBRIEF NEWSLETTER**

<table>
<thead>
<tr>
<th>Billboard</th>
<th>970px X 250px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728px X 90px</td>
</tr>
<tr>
<td>Text</td>
<td>Up to 50-character headline, 300-character copy, 120px X 60px logo, and (optional) 180px X 150px image</td>
</tr>
</tbody>
</table>
DISPLAY ADVERTISING

Branding & Awareness | Thought Leadership | Lead Generation
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.
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.
Options for Participation include:

• Single-page Q&A Interview – approx. 600 words
  $7500 net

• Single-Page Q&A Interview Opposite a Full-Page 4C Ad
  $10k net

• 2-Page Q&A Interview – longer format Q&A interview (approx. 1200 words)
  $12,500 net
2024 EDITORIAL CALENDAR

Branding & Awareness | Thought Leadership | Lead Generation
### 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.

### 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.

### 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, Energy, Career/Workforce**

### TECHNOLOGY FOCUS:
- **Robotics and Automation**
- **Energy and Climate Solutions**
- **Advanced Manufacturing and Materials**

### AD CLOSE:
- **Thursday 12/14**
- **Monday 02/19**
- **Monday 04/15**

### MATERIALS DUE:
- **Thursday 12/18**
- **Thursday 02/22**
- **Thursday 04/18**
## MECHANICAL ENGINEERING 2024 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
<th>JANUARY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPOTLIGHT: DIGITAL ENGINEERING</strong>&lt;br&gt;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.</td>
<td><strong>SPOTLIGHT: DIGITAL ENGINEERING</strong>&lt;br&gt;Engineers are at the forefront of producing faster and better ways of getting around. We spotlight some of the most advanced transportation concepts.</td>
<td><strong>SPOTLIGHT: DIGITAL ENGINEERING</strong>&lt;br&gt;Our annual look at the present and future of the engineering profession.</td>
<td><strong>COLUMNS:</strong>&lt;br&gt;Manufacturing, Energy, Career/Workforce</td>
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</tr>
<tr>
<td><strong>TECHNOLOGY FOCUS:</strong>&lt;br&gt;Aerospace and Transportation</td>
<td><strong>TECHNOLOGY FOCUS:</strong>&lt;br&gt;Design and Digital Engineering</td>
<td><strong>TECHNOLOGY FOCUS:</strong>&lt;br&gt;Bioengineering and Medical Devices</td>
<td><strong>AD CLOSE:</strong>&lt;br&gt;MONDAY 06/10</td>
<td><strong>MATERIALS DUE:</strong>&lt;br&gt;THURSDAY 06/13</td>
<td><strong>AD CLOSE:</strong>&lt;br&gt;MONDAY 08/12</td>
</tr>
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## 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>½ page</td>
<td>Island</td>
<td>4-3/8” x 7-3/16”</td>
</tr>
<tr>
<td>¼ page</td>
<td>Vertical</td>
<td>3-3/8” x 10”</td>
</tr>
<tr>
<td>½ page</td>
<td>Horizontal</td>
<td>7” x 4-7/16”</td>
</tr>
<tr>
<td>1/3 page</td>
<td>Vertical</td>
<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
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
• Phone: 212-591-8467
• Email: casementn@asme.org