

A close-up, high-angle photograph of a mechanical keyboard. The keys are a vibrant blue color and have a textured, ribbed surface. The lighting is dramatic, coming from the upper left, which creates strong highlights on the top edges of the keys and deep shadows in the gaps between them. The perspective is slightly angled, giving a sense of depth and texture to the mechanical components.

MECHANICAL

ENGINEERING

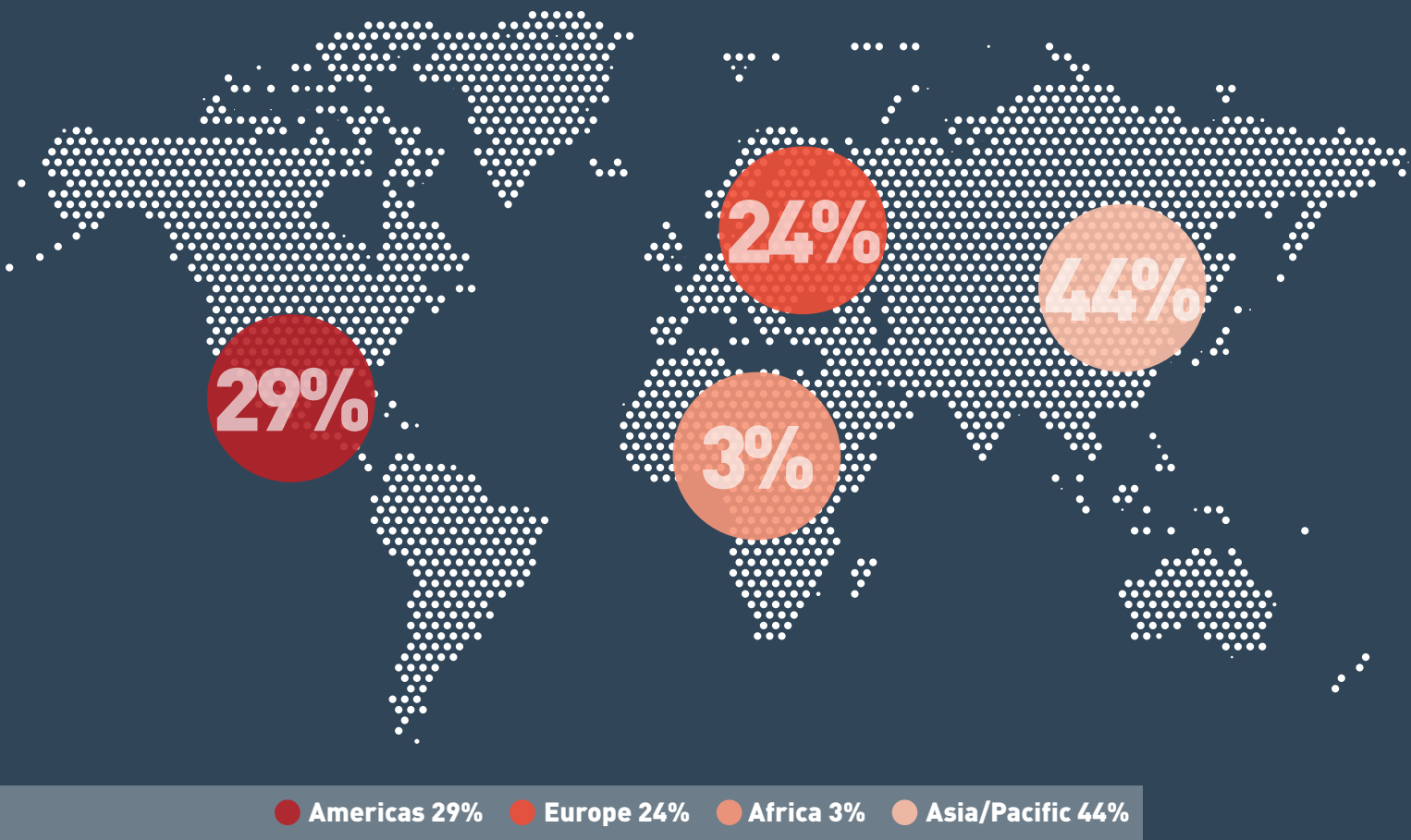
THE MAGAZINE OF ASME

INTEGRATED

MEDIA

PLANNER

2019



Founded in 1880 as the American Society of Mechanical Engineers, ASME is a not-for-profit membership organization that enables collaboration, knowledge sharing, career enrichment, and skills development across all engineering disciplines, toward a goal of helping the global engineering community develop solutions to benefit lives and livelihoods. ASME's flagship publication reaches more than 160,000 engineers in 150 countries.

From college students and early-career engineers to project managers, corporate executives, researchers and academic leaders, ASME's members are as diverse as the engineering community itself. ASME serves this wide-ranging technical community through quality programs in continuing education, training and professional development, codes and standards, research, conferences and publications, government relations, and other touch points.

ASME and the global engineering community

ASME's reach into the engineering field is significant. We can help you increase the visibility of your engineering products and services to highly qualified professionals engaged in a variety of job functions and industries by leveraging an integrated media approach—print, online, and in person. Plus, ASME's combined reach offers you an opportunity to connect with an even wider engineering community worldwide.

Source: June 2018 *Mechanical Engineering* BPA Brand Statement

We offer different advertising options to help you target your company's products and services across a wide range of sectors, disciplines, and career stages:



ASME members are your company's customers

MARKETS AND TECHNOLOGIES SERVED	TOTAL SUBSCRIBERS*
ADVANCED ENERGY SYSTEMS	7,990
AEROSPACE	12,278
APPLIED MECHANICS	12,978
AUTOMOTIVE	5,629
BIOENGINEERING	5,457
COMPUTERS/INFORMATION STORAGE & PROCESSING SYSTEMS	11,365
ELECTRONIC & PHOTONIC PACKAGING	2,294
ENVIRONMENTAL ENGINEERING	6,676
GAS TURBINES	6,969
MANUFACTURING/DESIGN ENGINEERING	41,419
MATERIALS/MATERIALS HANDLING	16,582
MICROELECTROMECHANICAL SYSTEMS (MEMS)	2,177
NANOTECHNOLOGY	2,262
NOISE CONTROL & ACOUSTICS	3,048
NUCLEAR ENGINEERING	6,205
OCEAN, OFFSHORE & ARCTIC ENGINEERING	3,619
PETROLEUM	5,906
PLANT ENGINEERING & MAINTENANCE	12,197
POWER	15,434
PRESSURE VESSELS AND PIPELINE SYSTEMS	15,806
PROCESS INDUSTRIES	5,853
RAIL TRANSPORTATION	2,133
SOLAR ENERGY	6,457

Source: ASME Member Records, August 2018

FACTS ABOUT
Mechanical Engineering readers



81% PREFER READING
MECHANICAL ENGINEERING VS.
COMPETITIVE PUBLICATIONS



76% TOOK ACTION AFTER READING/
SEEING AN ADVERTISEMENT IN
MECHANICAL ENGINEERING



39% VISIT A COMPANY'S WEBSITE
AFTER READING ABOUT THEM IN
THE MAGAZINE



37% PASS INFORMATION/
MATERIAL ALONG TO COLLEAGUES



38% PURCHASE \$1,000,000+
ANNUALLY IN ENGINEERING
PRODUCTS/SERVICES

Source: ASME Mechanical Engineering Reader Profile Survey
– Beacon Technology, 2018

ASME & Mechanical Engineering
social media reach*



250,000 LIKES ON FACEBOOK



15.7K FOLLOWERS ON TWITTER



219,000 MEMBERS ON LINKEDIN

*May include duplicates

Role in purchasing

RECOMMEND



SELECT/SPECIFY

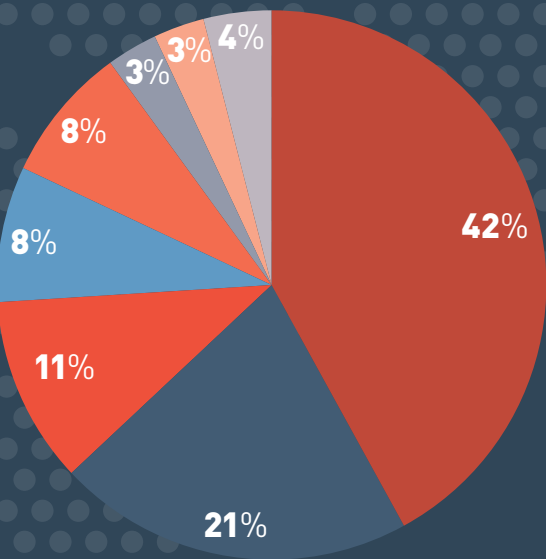


APPROVE



Source: ASME Mechanical Engineering Reader
Profile Survey – Beacon Technology, 2018

Professional title



- ENGINEER 42%
- MANAGEMENT 21%
- CONSULTANT 11%
- EXECUTIVE MANAGEMENT 8%
- EDUCATOR 8%
- C-LEVEL 3%
- EDUCATOR & CONSULTANT 3%
- OTHER 4%

Source: ASME Mechanical Engineering Reader
Profile Survey – Beacon Technology, 2018



ISSUE	THEME	SPONSORSHIP OPPORTUNITIES	BONUS DISTRIBUTION
JANUARY AD CLOSE: November 20, 2018 MATERIALS DUE: November 27, 2018	EDITORIAL SPOTLIGHT: Energy TECHNOLOGY FOCUS: Materials & Assembly		
FEBRUARY AD CLOSE: December 18, 2018 MATERIALS DUE: December 21, 2018	EDITORIAL SPOTLIGHT: Robotics TECHNOLOGY FOCUS: Instrumentation & Control		ASME E-Fest 02/01, Vellore Institute of Technology (VIT), Vellore, India
MARCH AD CLOSE: January 22, 2019 MATERIALS DUE: January 25, 2019	EDITORIAL SPOTLIGHT: Careers & Workforce TECHNOLOGY FOCUS: Power Transmission & Motion Control SUPPLEMENT: Dynamic Systems & Control; Global Gas Turbine News		International Mechanical Engineering Education Leadership Summit 03/20, New Orleans, LA ASME E-Fest 03/15, Fairplex, Pomona, CA
APRIL AD CLOSE: February 19, 2019 MATERIALS DUE: February 22, 2019	SPECIAL REPORT: Bioengineering TECHNOLOGY FOCUS: Fluid Power & Fluid Handling	WHITEPAPER: Bioengineering VIDEO/PODCAST: Bioengineering	Joint Rail Conference 04/09, Snowbird, UT ASME E-Fest 04/05, Michigan State, East Lansing, MI
MAY AD CLOSE: March 19, 2019 MATERIALS DUE: March 22, 2019	EDITORIAL SPOTLIGHT: Manufacturing TECHNOLOGY FOCUS: Materials & Assembly SUPPLEMENT: Global Gas Turbine News		
JUNE AD CLOSE: April 23, 2019 MATERIALS DUE: April 26, 2019	SPECIAL REPORT: Energy TECHNOLOGY FOCUS: Instrumentation & Control SUPPLEMENT: Dynamic Systems & Control	WHITEPAPER: Energy VIDEO/PODCAST: Energy	Manufacturing Science and Engineering Conference 06/10, Erie, PA Turbomachinery Technical Conference & Exposition 06/17, Phoenix, AZ

ISSUE	THEME	SPONSORSHIP OPPORTUNITIES	BONUS DISTRIBUTION
JULY AD CLOSE: May 21, 2019 MATERIALS DUE: May 24, 2019	EDITORIAL SPOTLIGHT: Pressure Vessels TECHNOLOGY FOCUS: Power Transmission & Motion Control		Pressure Vessels & Piping Conference 07/14, San Antonio, TX Power Conference 07/14, Salt Lake City, UT Summer Heat Transfer Conference 07/15, Bellevue, WA Fluids Engineering Division Summer Meeting 07/28, San Francisco, CA
AUGUST AD CLOSE: June 25, 2019 MATERIALS DUE: June 28, 2019	SPECIAL REPORT: Robotics TECHNOLOGY FOCUS: Fluid Power & Fluid Handling	WHITEPAPER: Robotics VIDEO/PODCAST: Robotics	International Design Engineering Technical Conference 08/18 ASME E-Fest 08/10 Pontificia Universidad Catolica del Peru, Lima, Peru
SEPTEMBER AD CLOSE: July 23, 2019 MATERIALS DUE: July 26, 2019	EDITORIAL SPOTLIGHT: Bioengineering TECHNOLOGY FOCUS: Materials & Assembly SUPPLEMENT: Dynamic Systems & Control; Global Gas Turbine News		Smart Materials, Intelligent Systems and Adaptive Structures 09/09, Louisville, KY
OCTOBER AD CLOSE: August 20, 2019 MATERIALS DUE: August 23, 2019	SPECIAL REPORT: Manufacturing TECHNOLOGY FOCUS: Instrumentation & Control	WHITEPAPER: Manufacturing VIDEO/PODCAST: Manufacturing	Fluid Power and Motion Control 10/06, Sarasota, FL Dynamic Systems and Control Conference 10/08 Internal Combustion Engine Fall Technical Conference 10/20, Chicago, IL
NOVEMBER AD CLOSE: September 24, 2019 MATERIALS DUE: September 27, 2019	EDITORIAL SPOTLIGHT: Design Engineering TECHNOLOGY FOCUS: Power Transmission & Motion Control		International Mechanical Engineering Congress and Exposition 11/08, Salt Lake City, UT
DECEMBER AD CLOSE: October 22, 2019 MATERIALS DUE: October 25, 2019	SPECIAL REPORT: 5 Emerging Technologies Awards TECHNOLOGY FOCUS: Fluid Power & Fluid Handling SUPPLEMENT: Dynamic Systems & Control; Global Gas Turbine News		

RATES & SPECS

FOUR-COLOR ADVERTISING GROSS RATES					
	1X	3X	6X	9X	12X
1 PG	\$10,605	\$10,340	\$10,095	\$9,850	\$9,600
2/3 PG	\$8,430	\$8,235	\$8,060	\$7,895	\$7,680
1/2 ISLAND	\$8,005	\$7,840	\$7,655	\$7,450	\$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 GROSS RATES					
	1X	3X	6X	9X	12X
1 PG	\$8,380	\$8,115	\$7,870	\$7,625	\$7,375
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

SPREAD AD (2 PAGES)	
COLOR	GROSS RATE
FOUR-COLOR	\$20,180
BLACK AND WHITE	\$15,830

*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.

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. See Ad Close dates from Editorial Calendar on previous pages.

RECRUITMENT
See Ad Close dates from Editorial Calendar on previous pages. We request that your ads be e-mailed. Please include your billing address and indicate if you need a Purchase Order number. E-MAIL ADS to peroj@asme.org.

CONSULTING
\$270 per issue of \$210 per issue on yearly contract, one inch maximum. CLOSING DATE: One month prior to issue. E-MAIL COPY to advertising@asme.org.

IMPORTANT INFORMATION – Send all materials to:

ASME/Mechanical Engineering Magazine
2 Park Avenue, 6th fl. New York, NY 10016-5990
(212) 591-7345 • FAX (212) 591-7841 • advertising@asme.org

ALL REQUESTS must include the type and size of ad.
NO CANCELLATIONS will be accepted after the closing date.

ME RESOURCE FILE
1x = \$1,450; 6x = \$1,265
AVAILABLE: February, April, June, August, October, December
CLOSING DATE: 25th of the second month prior to issue

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

- 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 the minimum number of ads is not published.
- Orders are accepted subject to change in rates on notice from the Publisher.

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.

MECHANICAL REQUIREMENTS

SPACE	ORIENTATION	WIDTH	DEPTH
*MAGAZINE TRIM SIZE (Read Important Bleed Specs)		8 1⁄8"	10 7⁄8"
1 PG	MAGAZINE FULL-PAGE BLEED*	8 3⁄8"	11 1⁄8"
2/3 PG	VERTICAL	4 5⁄8"	10"
1/2 PG	ISLAND	4 3⁄8"	7"
1/2 PG	VERTICAL	3 3⁄8"	10"
1/2 PG	HORIZONTAL	7"	4 7⁄8"
1/3 PG	VERTICAL	2 1⁄8"	10"
1/3 PG	SQUARE	4 5⁄8"	4 7⁄8"
1/4 PG	VERTICAL	3 3⁄8"	4 7⁄8"
1/6 PG	VERTICAL	2 1⁄8"	4 7⁄8"

*IMPORTANT BLEED SPECIFICATIONS

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

AD SIZE GUIDE

MAGAZINE TRIM SIZE IS
8 1⁄8" x 10 7⁄8"

MAGAZINE TRIM SIZE
WITH ADDED 1/8-INCH BLEED
ALL AROUND IS
8 3⁄8" x 11 1⁄8"

2/3 PAGE

1/2 PAGE
(Island)

1/2 PAGE
(Vertical)

1/2 PAGE
(Horizontal)

1/3 PAGE
(Square)

1/3 PAGE
(Vertical)

1/4 PAGE

1/6 PAGE

WHITE PAPERS/CASE STUDIES/E-BOOKS

ASME’s lead-generation programs connect you with your target audience by leveraging your subject matter expertise.

According to the *Demand Gen 2018 Content Preferences Survey Report*, webinars and white papers are the top content formats buyers are willing to register for.

CONTENT MARKETING

Get your white paper, case study or e-book into the hands of design and mechanical engineering professionals worldwide. Promotions occur over a three month period and may include a mix of custom emails to a target audience, newsletters, and banner ads. Business contact details of registrants will be provided.

INVESTMENT OPTIONS:

FLAT RATE: \$4,000

- Unlimited number of registrants

GUARANTEED 100 LEADS

MINIMUM INVESTMENT: \$2,500

- Cost per lead: \$45

AVERAGE DOWNLOADS PER PAPER:
250*

40% FOUND CASE STUDIES
TO BE MOST VALUABLE IN FINAL
PURCHASE DECISIONS**

* Publisher’s Data
**Demand Gen 2018 Content Preferences
Survey Report

WEBINARS

With an hour-long webinar you’ll engage with registrants who have a demonstrated interest in your topic or brand. Your content and speakers can help to educate industry professionals worldwide about emerging areas of research, technology applications, best practices and issues impacting the engineering community. Contact information and interactivity details of registrants will be shared in a post-event report.

INVESTMENT OPTIONS:

FLAT RATE: \$12,000

- Unlimited number of leads (registrants)

MINIMUM INVESTMENT: \$6,000

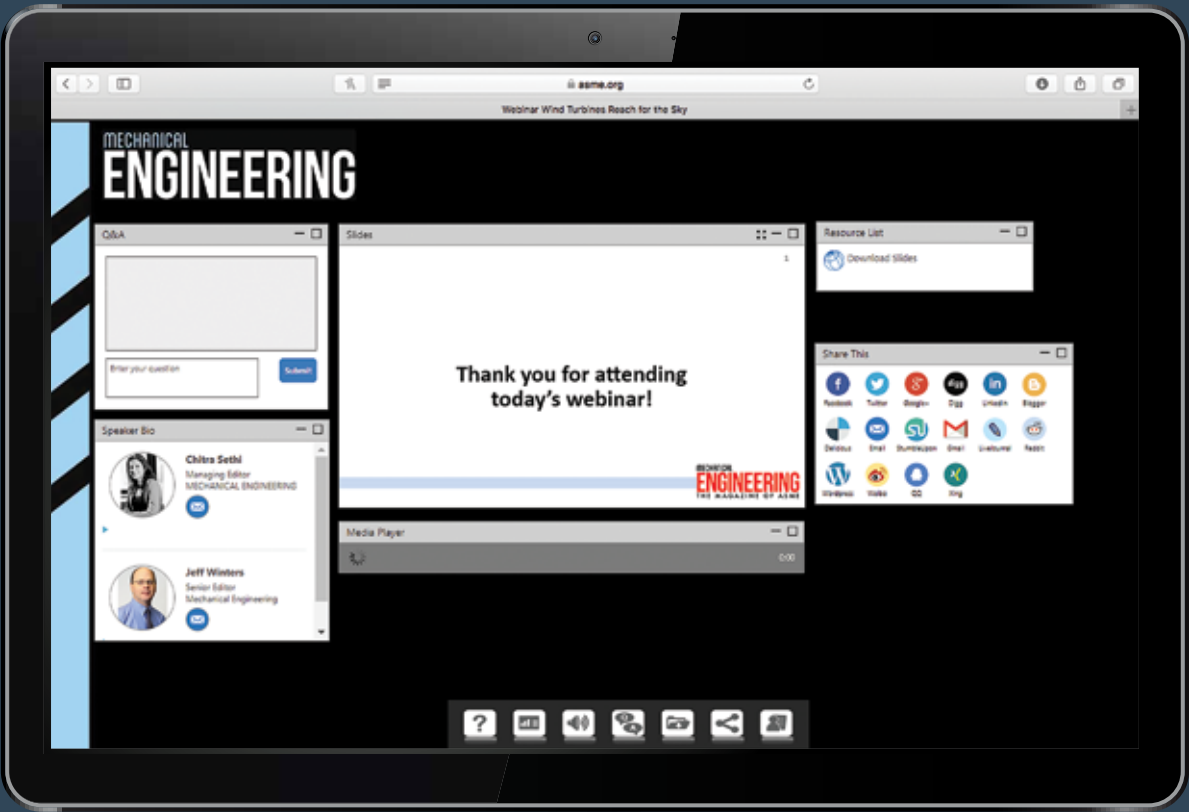
- Guaranteed 150 leads
- Additional leads available for purchase at \$35 CPL
- No charge after 172 additional leads (322 total)
- Total investment not to exceed \$12,000

AVERAGE REGISTRATION:
300*o

AVERAGE ATTENDANCE:
62%*

75% SHARE MORE INFORMATION
TO RECEIVE WEBINAR CONTENT**

*Publisher’s Data
**Demand Gen 2018 Content Preferences
Survey Report
oFinal registration is dependent on topic, target
audience, and promotion time



LUNCH & LEARN/CONFERENCES

Establish your company as a thought leader while connecting with prospects and customers face to face at an ASME conference, or collaborate with ASME to develop a unique event at a location of your choice.

LUNCH & LEARN

An exclusive opportunity to invite a targeted group of ASME members to join you and your colleagues for lunch at an ASME conference, local restaurant or hotel meeting room. Your experts can discuss a topic of interest, engage with attendees, and provide an overview of your products and services. *Mechanical Engineering* moderates and promotes the event.

INVESTMENT*: \$5,000 - \$10,000

*Final cost is dependent on venue, location and number of attendees

CONFERENCES

ASME hosts a vibrant and diverse portfolio of conferences every year for fields of interest within mechanical engineering. Topics range from energy and design engineering to manufacturing and materials science. Visit go.asme.org/events for more information.



ASME E-FESTS/EMERGING TECHNOLOGY AWARDS



ASME E-FESTS

ASME E-Fests are year-round, worldwide programs that enable engineering students to expand their knowledge, test and showcase new skills, share innovative ideas and jumpstart their careers. The students who participate in ASME E-Fests are visionaries of the future that could make a huge impact at your organization and in the world. They're eager to explore and test the latest engineering and design technologies and meet with organizations like yours as they become part of the diverse engineering community. To learn about sponsorship opportunities and see the 2019 schedule, visit efests.asme.org.



EMERGING TECHNOLOGY AWARDS

The *Mechanical Engineering Magazine* Emerging Technologies Awards is a prestigious celebration of technology excellence. The awards recognize innovation, initiatives, and ascending technologies that are poised to impact the world. One innovation is selected from each of the focus areas of manufacturing, robotics, clean energy, bioengineering, and pressure technology.

Along with strategic sales and marketing benefits, your support of the Emerging Technology Awards as a sponsor reinforces your position as a thought leader in the field. Please contact your *ASME/Mechanical Engineering* sales representative for details on sponsorship packages and investment levels.



Mechanical Engineering Special Reports take a deep dive into the breakthrough impact of today’s evolving technologies and provide context for how they are transforming industries and the economy.

EACH REPORT CONSISTS OF:

- A cover story in Mechanical Engineering magazine
- A white paper that digs deeper into the topic
- Original videos allowing visitors to see the impact of the technology

SPONSORSHIP INCLUDES:

- Branding: Logo on white paper, website and promotions
- Editorial Alignment: Inclusion in feature story and video
- Thought Leadership: Sponsor provided case study or article included on webpage
- Lead Generation: Access to business contact details from white paper downloads

The ASME Digital Collection offers thousands of current and archived titles, including some of the profession’s most prestigious journals, conference proceedings, and ASME Press books.

With monthly averages of over 400,000 users and 1,000,000 page views*, you can promote your brand, products, or services to an audience of academics, students and industry researchers.

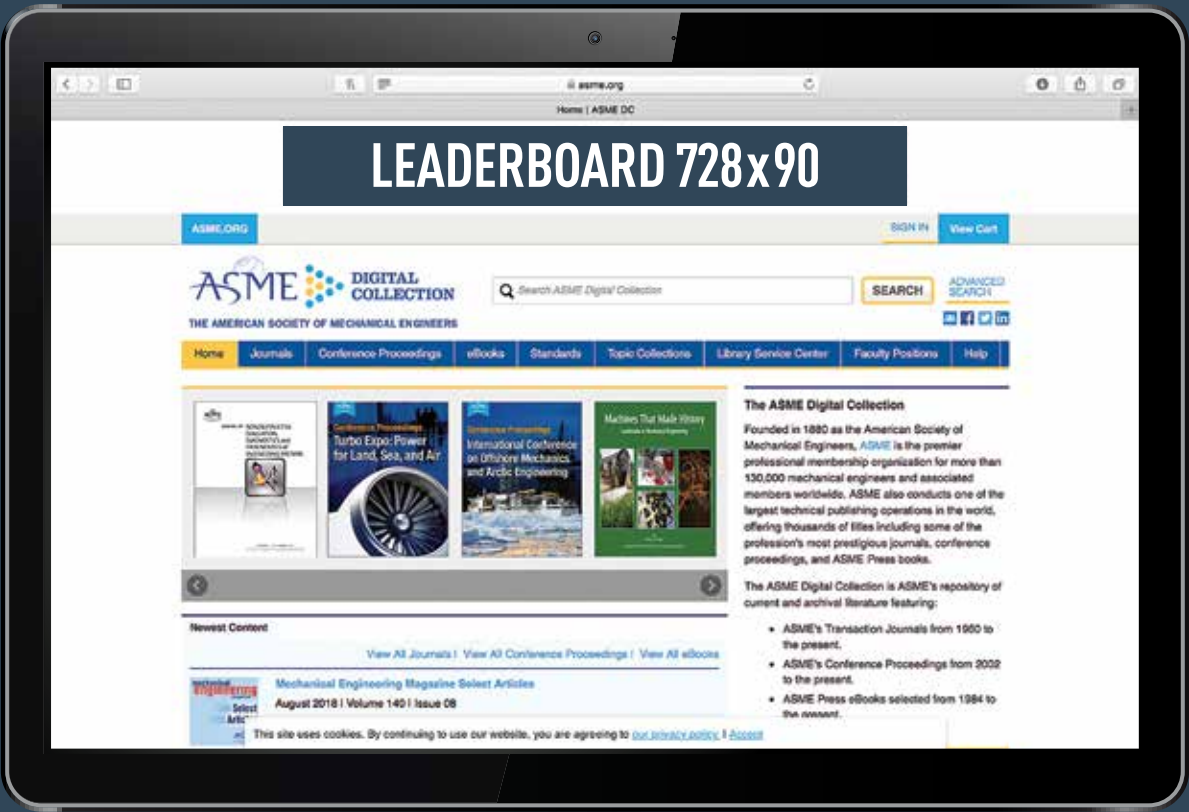
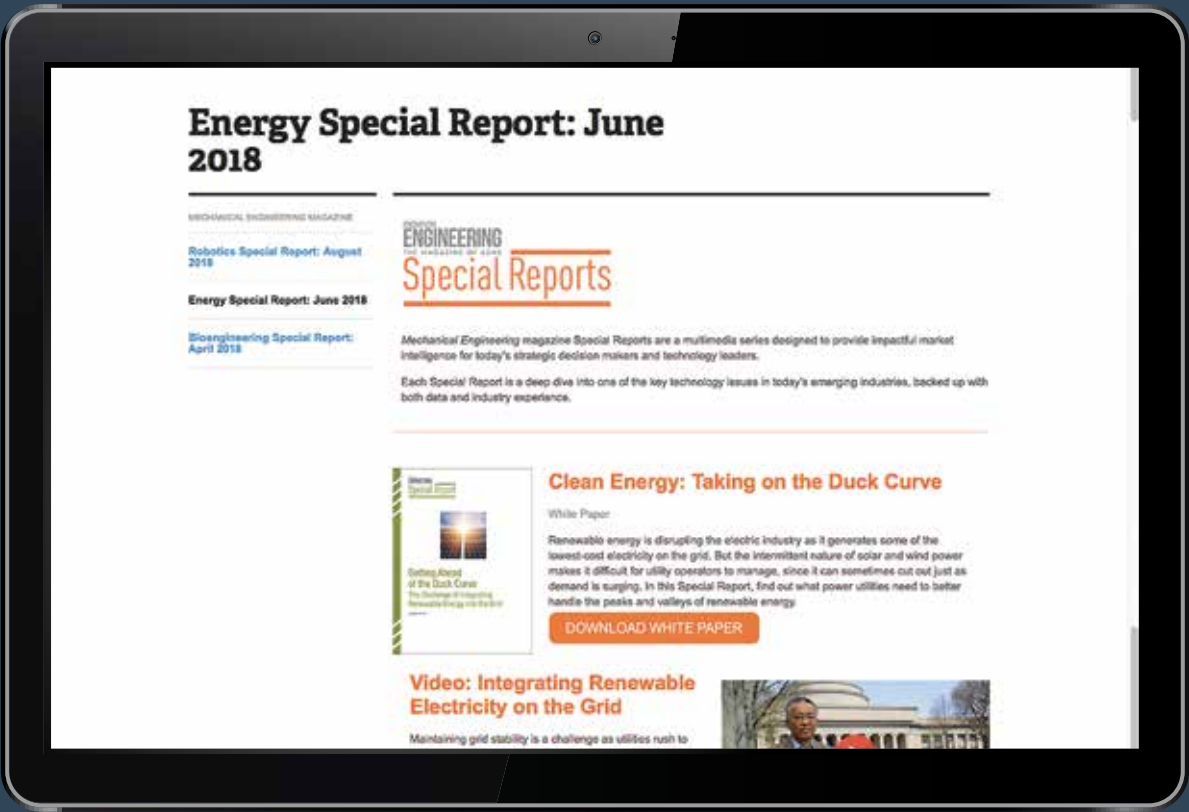
RATES AND SPECIFICATIONS

AD TYPE	RATE**	SIZE
LEADERBOARD AD	\$35 cpm	728 X 90 pixels
SKYSCRAPER AD	\$30 cpm	160 X 600 pixels
PILLOW AD	\$20 cpm	300 X 250 pixels

*June 2018 BPA Statement
** Minimum recommended investment is 100,000 monthly page impressions.

>1,000,000
MONTHLY PAGE VIEWS

400,000
MONTHLY UNIQUE VISITORS



ASME e-newsletters deliver timely, relevant information and updates straight to the inbox of members and subscribers. Audiences range from faculty and early career engineers to managers and department heads.

ASME NEWS

The latest information about the Society and activities the organization and its members are involved in each year.

RATES AND SPECIFICATIONS		
AD TYPE	RATE*	SIZE
SPONSORSHIP MESSAGE	\$3,500/issue	Up to 40 words and company logo
LEFT COLUMN BANNER AD	\$3,000/issue	368 x 60 pixels
RIGHT COLUMN BANNER AD	\$2,500/issue	168 x 80 pixels
Ad Materials Deadline: 15 days before posting		

FEATURES:

- Articles and features about ASME-related activities
- Columns by ASME officers, including "From the President"
- Special sections, such as "Newsmakers," "My Engineer's Notebook," and "ASME in the Headlines"
- ASME meetings, courses, and other areas of interest within the society

24 ISSUES/YEAR
FREQUENCY: TWICE MONTHLY

47,000
SUBSCRIBERS



ME TODAY

Information to assist early career engineers in advancing their careers, their professional awareness, and their understanding of the practice and business of engineering.

SCHEDULE		
ISSUE	MATERIALS DUE	PUBLISH DATE
JANUARY	Monday, November 12, 2018	Wednesday, January 9, 2019
MARCH	Monday, January 21, 2019	Wednesday, March 6, 2019
MAY	Monday, March 25, 2019	Wednesday, May 1, 2019
JULY	Monday, May 13, 2019	Wednesday, July 10, 2019
SEPTEMBER	Monday, July 22, 2019	Wednesday, September 11, 2019
NOVEMBER	Monday, September 23, 2019	Wednesday, November 6, 2019

RATES AND SPECIFICATIONS		
AD TYPE	RATE	SIZE
LEADERBOARD AD	\$3,500/issue	764 X 90 pixels
TEXT AD	\$3,500/issue	Up to 40 words and company logo
STANDARD BANNER AD	\$3,000/issue	468 x 60 pixels (max file size 30k)
SKYSCRAPER AD	\$2,000/issue	160 X 300 pixels

FEATURES:

- Strategic Issues & Trends
- Emerging Technologies
- Collegiate News
- Industry & Management Perspectives
- Engineer Spotlights

6 ISSUES/YEAR
FREQUENCY: BI-MONTHLY

77,000
SUBSCRIBERS



ASME SmartBrief is a daily e-newsletter designed for engineering professionals, providing readers with a quick, up-to-the-minute digest of important news, and information related to the ever-changing engineering landscape.

In addition to general engineering news, ASME SmartBrief also offers industry-specific news throughout the week.

MONDAY - ENERGY WEDNESDAY - TRANSPORTATION FRIDAY - BIOTECHNOLOGY

RATES AND SPECIFICATIONS		
AD TYPE	RATE	SPECS
LEADERBOARD AD	\$1,000/issue	728 x 90 pixels
PREMIUM SIZE RECTANGLE AD	\$1,000/issue	300 x 250 pixels
NEWS SECTION		TEXT AD ¹ , OUTLINE AD ² , BANNER AD ³
TEXT AD, OUTLINE AD and BANNER AD		¹²³ Ad Logo: 120 x 60 pixels. 30k maximum; .gif or .jpg
Today's Tech Buzz	\$1,000/issue	¹²³ Clickthrough URL
Global Window	\$800/issue	¹² Headline: 50 characters, excluding spaces
Spotlight	\$800/issue	¹² Copy: 300 characters maximum, excluding spaces
Innovation and Trends	\$600/issue	¹ Ad Image: 180 x 150 pixels. 30k maximum; .gif or .jpg
Leadership & Development	\$600/issue	³ Banner: 468 x 60 pixels. 30k maximum; .gif or .jpg
SmartQuote	\$400/issue	³ Alternate text (100 characters max.) can be embedded behind image
		³ No limits on animation, maximum 4 frames recommended
"THE BUZZ" SECTION TEXT AD	\$200/issue	Copy: 300 characters maximum, excluding spaces Clickthrough URL

5
ISSUES PER WEEK

33,000
SUBSCRIBERS

Custom emails provide the opportunity to distribute your message to our audience. Share information about your company and products, or promote access to your content. Since you provide the email, you have control of the branding and messaging.

GENERAL AUDIENCE

REACH: 30,000-35,000 subscribers

COST: \$4,000 for one email or \$3,750 each for three

TARGETED AUDIENCE

ASME maintains an extensive database of members and non-members, the latter of which includes, among others, professional, academic and student members; purchasers of ASME codes and standards and academic journals; and conference attendees.

Narrow your focus based on region, profession, markets and technologies served, and/or ASME events.

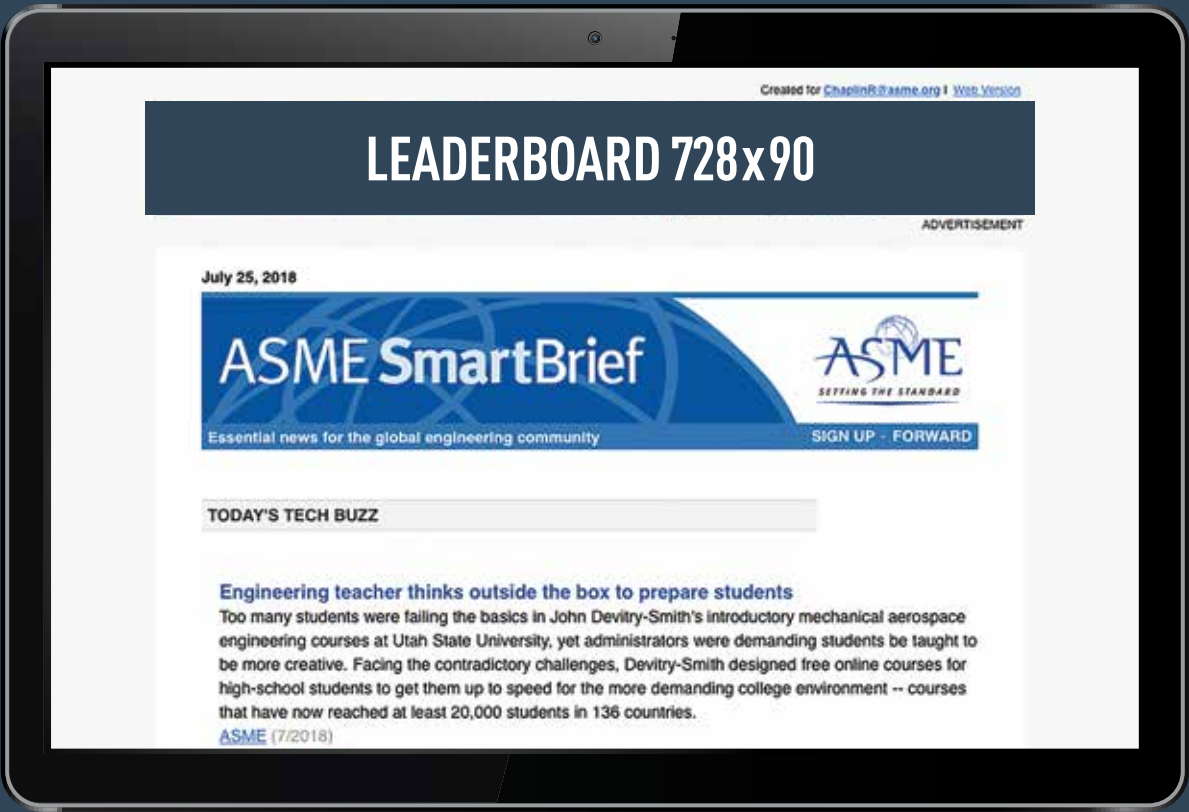
REACH: 5,000 – 35,000 recipients based on selected targets

COST: \$100 - \$125 cpm depending on size of target audience

OPEN RATES AS HIGH AS
40%

CLICKTHROUGH RATES AS HIGH AS
12%

Source: ASME SmartBrief Metrics 2018



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