ASM INTERNATIONAL

The Leading Global Resource for Materials Information

2027 MEDIA KIT

ADVERTISE WITH ASM INTERNATIONAL

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ASM INTERNATIONAL

The World's Largest Materials Society

ASM World Headquarters, Cleveland, Ohio, USA

ASM International connects materials professionals with the finest resources available — to solve problems, improve materials performance, and support professional development.

Mission: To gather, process, and disseminate trustworthy peer-reviewed materials information and knowledge globally through education, networking, and professional development for members, organizations served by our members, and the materials and manufacturing communities.

Vision: To serve as the leading resource for the global materials community.

6 AFFILIATE SOCIETIES

- EDFAS Electronic Device Failure Analysis Society ASM INTERNATIONAL
- IMS International Metallographic Society ASM INTERNATIONAL
- FAS Failure Analysis Society ASM INTERNATIONAL
- SMST Shape Memory & Superelastic Technologies ASM INTERNATIONAL
- HTS Heat Treating Society ASM INTERNATIONAL
- TSS Thermal Spray Society ASM INTERNATIONAL

$30M ASM TOTAL ASSETS

Strategically growing revenue

~16K MEMBERS

Membership comprises

12000+ Professionals

3800+ Students

9 JOURNALS

Publications with over **5 million** article downloads annually

10 LIVE EVENTS

Conferences hosted annually worldwide

80+ CHAPTERS

Professional chapters across the globe

87 COUNTRIES

Global reach of membership

"Our success lies in your success! I look forward to learning about your objectives where together we can customize a comprehensive strategy, turning goals into reality.

Thank you for considering ASM's integrated print, digital, and in-person offerings in your 2027 Marketing Mix."

KELLY "KJ" JOHANNS
BUSINESS DEVELOPMENT MANAGER

CONTACT ME TODAY AT
KJ.JOHANNS@ASMINTERNATIONAL.ORG
OR **440.671.3851**

140 TRAINING OPPORTUNITIES

Education short courses (live, self study, digital) + webinars

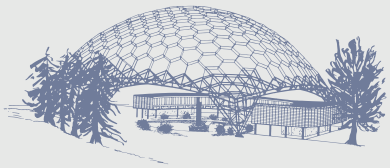
22 AWARDS AND RECOGNITIONS

ASM has honored individuals and organizations for outstanding contributions to materials science.

98 COMMITTEES AND COUNCILS

Various groups guide ASM's direction, develop new products/services, and advance technical knowledge.

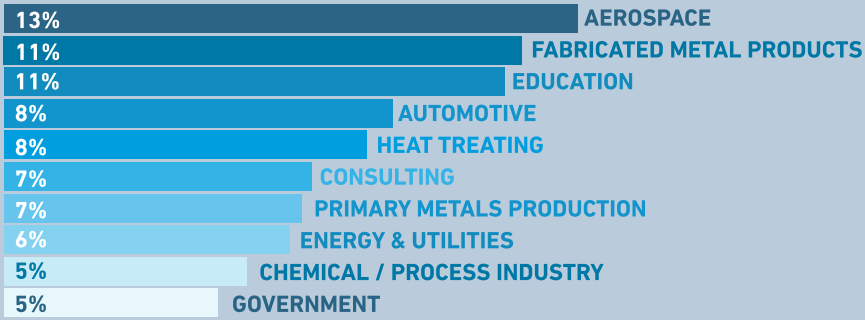
114 YEARS OF HISTORY



ASM was founded as a not-for-profit professional society in 1913.

ASM INTERNATIONAL'S AUDIENCE

BY INDUSTRY



A NEW CLASS OF FELLOWS

is inducted annually.

BY JOB FUNCTION

ASM MATERIALS EDUCATION FOUNDATION

MATERIALS CAMP PARTICIPATION

14,117 TEACHERS

$2.7M SCHOLARSHIPS DISTRIBUTED

19,885 STUDENTS

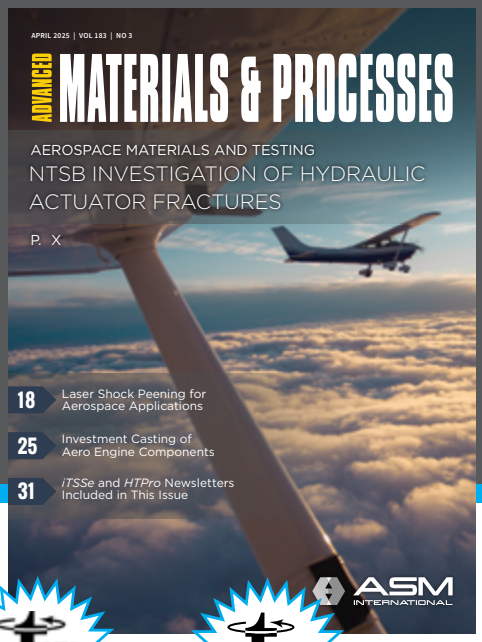
ASM DIGITAL LIBRARY

24K ITEMS

WORLD'S LARGEST COLLECTION OF MATERIALS SCIENCE DATA

1M

RECORDS IN ASM'S PROPERTY DATABASES



ADVANCED MATERIALS & PROCESSES (AM&P) MAGAZINE

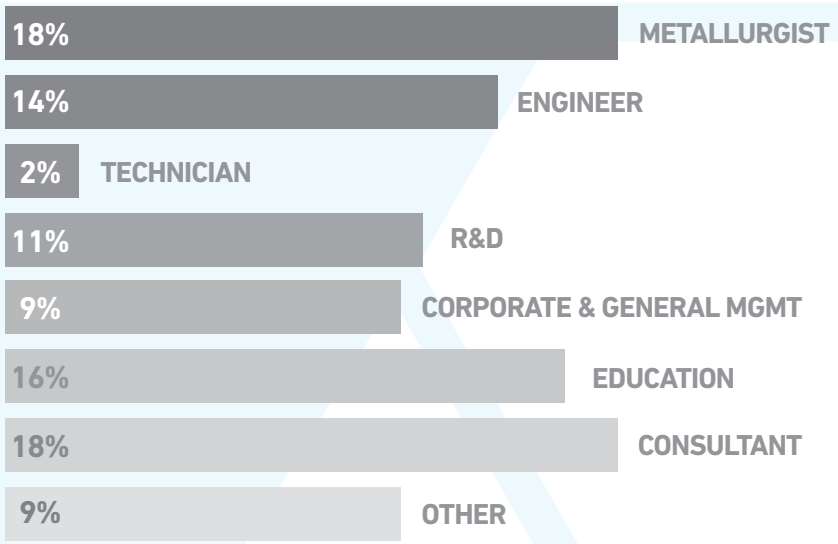
The industry leading technical magazine for materials professionals.

Advanced Materials & Processes® (AM&P) is the flagship technical magazine from ASM International, the world's largest society for materials scientists and engineers. AM&P is packed with materials engineering content for a highly engaged readership of ASM members. The 16K+ ASM members (who are AM&P readers) are materials scientists, engineers, managers, professors, and technicians across every field of materials science who make decisions and recommend products.

67% of AM&P readers indicated they took an action (visited a website, bought products, etc.) based on the advertisements in AM&P.

Signet AdStudy®

PRIMARY JOB FUNCTION OF AM&P READERS



IN EVERY ISSUE

Technology Developments and Business News covers Additive Manufacturing; Metals, Polymers, Ceramics; Testing; Characterization; Nanotechnology; Process Technology; Energy Trends; Sustainability; and Emerging Technologies.

Research Tracks reports on the latest R&D initiatives taking place across the industry, universities, and government labs.

Machine Learning covers cutting edge advances and applications of artificial intelligence in materials science and engineering.

In-depth Feature Articles discuss areas of interest to materials science and engineering professionals.

3D PrintShop provides information on technology advancements in additive manufacturing.

ASM News covers breaking news about ASM members, chapters, events, awards, and other society activities.

READERS INVOLVED IN THE RECOMMENDATION, APPROVAL, OR PURCHASE OF ANY OF THE FOLLOWING PRODUCTS OR SERVICES:

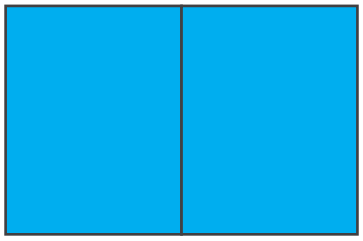
Metals	61%
Testing Inspection	48%
Thermal Treatment	39%
Specialty Metals / Superalloys	34%
Processes for Parts / Components, Forming, Shaping, Molding	32%
Powder Metals / Materials	30%
Surface Treating / Coating	29%
Ceramics	20%
Plastics	13%
Instrumentation & Control Systems	7%
Electronic Materials	7%

86% are involved in one or more of the above.

AM&P EDITORIAL CALENDAR 2027

ISSUE	FOCUS	ADDED VALUE	AD CLOSE
JANUARY DIGITAL EDITION	**Emerging Analysis Methods** • Machine Learning Applications • Metallurgy of Meteorites • Comparative Image Analysis • Novel NDT Methods for Ancient Artifacts • Feature from HTS	**New Year Advertising Specials**	**JAN. 6**
MARCH PRINT & DIGITAL EDITIONS	**Additive Manufacturing** • Powders for Metal AM • Characterization of AM Components • Validation of Feedstock • Safety and Standards • Features from SMST and TSS • **ITSC Showcase** • **SMST Showcase**	**Show Issue for SMST** May 19-20, Costa Rica	**FEB. 22**
MAY PRINT & DIGITAL EDITIONS	**Aerospace Materials & Testing** • Materials for Lightweighting Aircraft • Innovations for Aerospace Applications • Next-Generation Aerospace Testing • High-Temperature Alloys • Features from FAS and HTS • **AeroMat Showcase** • **FAS Summit Highlights**	**Show Issue for AeroMat** **Bonus Distribution:** **AeroMat** (included in event registration bags) May 25-27, Palm Springs, CA	**APRIL 19**
JULY DIGITAL EDITION	**Materials Testing & Characterization** • Emerging Testing Technologies • AI/ML Tools for Microstructure Data Collection • Archaeometallurgy Showcase • Critical Materials/Rare Earth Challenges • Feature from SMST • **ITSC Highlights** • **SMST Highlights** • **IMAT Program Preview**		**JUNE 9**
SEPTEMBER PRINT & DIGITAL EDITIONS	**Advanced Manufacturing** • ICME for Advanced Manufacturing • Sustainable Materials Spotlight • Parts Qualification • AI for Discovery, Design, and Manufacturing • Features from HTS and TSS • **IMAT/Heat Treat/North American Cold Spray Showcase**	**IMAT/Heat Treat/North American Cold Spray Show Issue** **Bonus Distribution:** **IMAT/Heat Treat/North American Cold Spray Conference** (included in event registration bags) October 4–7, Columbus, OH **ISTFA** October 31–November 4, Phoenix, AZ	**AUG. 18**
NOVEMBER PRINT & DIGITAL EDITIONS	**Materials Innovations** • Materials Industries Outlook • AI-Enhanced Testing Methods • Trends in Testing Equipment • Roadmap Updates • Features from HTS and SMST • **IMAT Highlights**	**Year-End Advertising Specials**	**OCT. 10**

AM&P PRINT PUBLICATION AD TYPES 2027



2 PAGE SPREAD

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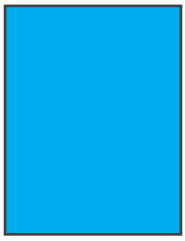
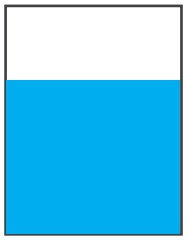
BLEED: 16.5 x 11.125 in.



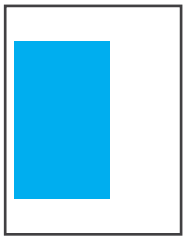
1 PAGE

NON-BLEED: 7 x 10 in.
BLEED: 8.375 x 11.125 in.



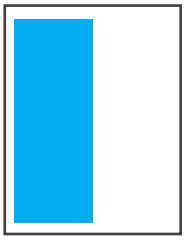
2/3 PAGE

NON-BLEED: 4.563 x 10 in.
BLEED: 5.375 x 11.125 in.



1/2 ISLAND

NON-BLEED: 4.563 x 7.5 in.
BLEED: 5.375 x 7.875 in.



1/2 VERTICAL

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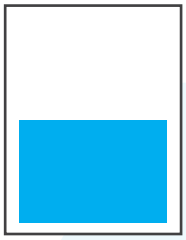
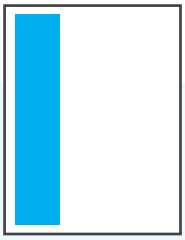
BLEED: 4.125 x 11.125 in.



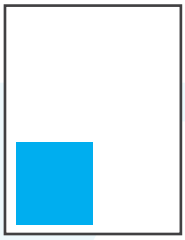
1/2 HORIZONTAL

NON-BLEED: 7 x 4.875 in.
BLEED: 8.375 x 5.5625 in.



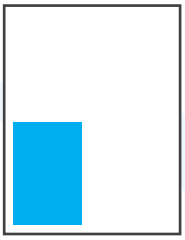
1/3 VERTICAL

NON-BLEED: 2.125 x 10 in.
BLEED: 3 x 11.125 in.



1/3 SQUARE

NON-BLEED: 4.463 x 4.875 in.
BLEED: 4.688 x 5 in.



1/4 SQUARE

NON-BLEED: 3.25 x 4.875 in.
BLEED: 3.375 x 5 in.

*See **page 9** for Mechanical Requirements, Binding, and more.*

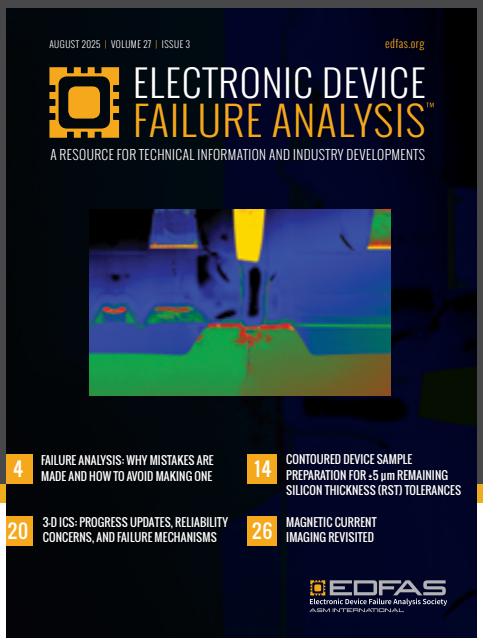
DIGITAL EDITION SPONSORSHIPS

AM&P Magazine's digital edition provides your company with additional exposure and presents you with the opportunity to be an issue's primary sponsor. Connect to our readers in two ways — **a full-page ad** adjacent to the front cover and a **banner ad** featured prominently at the top of the digital edition notification email. Don't miss the opportunity to boost brand awareness as an AM&P digital edition sponsor.

PACKAGE PRICING

PRICING OPTIONS START AT ONLY $700

An integrated combination of ASM products can help you reach the greatest number of prospects for the lowest cost. Call to discuss how volume buying and bundled packages can give you the greatest impact.



ELECTRONIC DEVICE FAILURE ANALYSIS (EDFA) MAGAZINE

The quarterly publication on semiconductor failure analysis.

Electronic Device Failure Analysis™ (EDFA™) is a quarterly technical resource for the modern failure analysis professional. Each full color issue features technical articles, microelectronics failure analysis trends, products and announcements, case studies, and more. EDFA is the primary member benefit for the Electronic Device Failure Analysis Society (EDFAS), an ASM Affiliate, and has an audience of over 1000 industry professionals.

ADVERTISE IN EDFA

Specific areas of topic coverage include: system level analysis, circuit editing, die level fault isolation, optical techniques, package-level analysis, sample preparation, yield enhancement, metrology and materials analysis, optoelectronic devices, circuit edit techniques, SPM techniques, MEMS, and nanotechnology analysis.

Take advantage of our cost-effective and efficient way to reach this highly targeted group of industry leaders.

PACKAGE PRICING

An integrated combination of ASM products can help you reach the greatest number of prospects for the lowest cost.
Call to discuss how volume buying and bundled packages can give you the greatest impact.

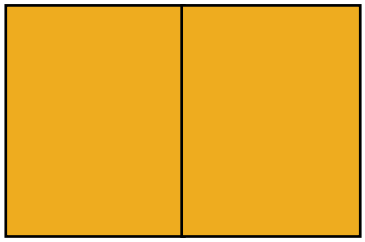
EDFA 2027 EDITORIAL CALENDAR

ISSUE	FOCUS	AD CLOSE
FEBRUARY	Correlative Light and Electron Microscopy Workflow; Techniques for Studying Surface Contamination; Airless Preparation and Sample Transfer for Battery Analysis	DEC. 1
MAY	Whole-chip Delayering for Failure Analysis and Quality Assurance; FIB Imaging and Backside Thinning; Multi-modal Microscopy, Models of Behavior of Defects	MARCH 15
AUGUST	Spectral Imaging-Based Spatial Mapping and Diagnostics for Advanced Silicon Photonics and Co-packaged Optics; Design for Debug for 3DHI/ chiplets; E-beam-induced AFM Imaging	JUNE 21
NOVEMBER	**ISTFA 2027 Show Issue** Oct. 31-Nov.4 | Phoenix, Arizona	AUG. 31

TO ADVERTISE IN EDFA, CONTACT:
advertise@asminternational.org

EDFAS
Electronic Device Failure Analysis Society
ASM INTERNATIONAL

EDFA PRINT PUBLICATION SPECIFICATIONS 2027



2 PAGE SPREAD

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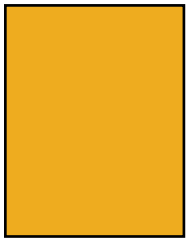
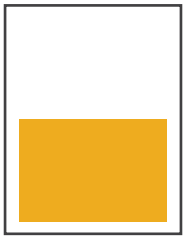


1 PAGE

NON-BLEED: 7 x 10 in.
BLEED: 8.375 x 11.125 in.



1/2 HORIZONTAL

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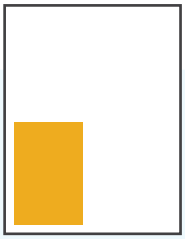


1/4 SQUARE

NON-BLEED: 3.25 x 4.875 in.

DO YOU HAVE A STORY TO TELL?

Our audience of highly engaged materials professionals is listening. Advertorials give marketers the opportunity to tell their story in a longer format than a traditional advertisement. The Electronic Device Failure Analysis Society's flagship technical magazine, EDFA, makes sharing your story both easy and extremely effective. Discreetly labeled as "sponsored content," your company can highlight its capabilities and points of difference, share a customer success story, or provide a detailed application example. All we need is 500 words, your logo, and a couple of images and captions. Our editorial and design team will create the layout and then return it to you for review and approval. Advertorial materials are due one week before ad close date. advertise@asminternational.org.

ADVERTORIALS ARE AN IDEAL WAY TO SHOWCASE:

- Interesting case studies
- Customer success stories
- Uniqueness of your products or services
- Historical profile of your company
- New capabilities and services
- Future plans and direction of your organization

FOR ALL EDFA AND AM&P MAGAZINE ADS:

MECHANICAL REQUIREMENTS (WEB-OFFSET)

- Publication Trim Size: 8.125" x 10.875"
- Keep important illustrations and type at least .375" from trim edge and .625" from binding edge.
- 133 line screen / 300 dpi

ELECTRONIC SPECIFICATIONS

Advertisements should be submitted electronically via the following:

- Formats: High-resolution PDFs or InDesign files
- Graphics / Images: TIFF, JPEG or EPS format (CMYK), high-resolution (300 dpi).

BINDING AND PAPER STOCK

- Perfect bound
- Stock is white, coated enamel

1/10TH PAGE ADS MECHANICAL SPECIFICATIONS

Please provide approximately 50 words of typewritten copy about your company, featured product, service, or website, along with a company logo, brochure, or photograph. High-resolution digital files are preferred; see Electronic Specifications for details. Layout is included in the advertising rate.

CLASSIFIED ADVERTISING

ASM has several ways to advertise your classified ads.

EDFA Magazine

- Advertise your open position, used equipment or general information within EDFA Magazine. Please contact us for specs and pricing.

ASM Career Center

- Post your job or internship listing using the ASM Career Center. This is an online, self-service model that allows you to select your package directly online. Visit the Career Center at careercenter@asminternational.org.

Classified advertising does not count toward general advertising frequency and is not agency commissionable (billed gross).

Copy and Contract Regulations

The publisher reserves the right to decline or cancel any advertisement at any time. Advertisements which in the judgment of the publisher attempt to create the illusion that they are editorial matter shall carry the word "Advertisement" at the top. Advertiser and its advertising agency, jointly and severally, agree to indemnify, defend, and save harmless the Publisher, its employees and agents from any claims, actions, expenses, or losses, based on or arising out of anything contained in such advertising, including the unauthorized use of any person's name or photograph or of any sketch, map, words, labels, trademarks, or copyrighted material, obscene language, libelous statements, invasion of privacy, or anything unlawful, in connection with advertising purchased according to the terms of this rate card.

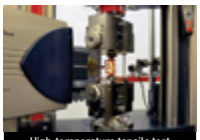
DEVELOPING HIGH TEMPERATURE MATERIALS

Testing at temperatures up to 2000°C is essential for designing materials that can handle the heat.

Metallic and ceramic high-temperature materials represent a fundamental area of research within the energy and transportation industries. The overall efficiency of power plants and aircraft turbines depends on the performance of these materials. Testing these materials is of critical importance to ensure their performance, and one of the leading manufacturers of testing systems for high temperature materials is ZwickRoell.

For energy conversion systems with single-cycle operation (e.g., steam or gas turbine power plants and internal combustion engines) as well as in multi-cycle systems (e.g., gas and steam turbine combined power plants), higher thermal efficiencies and thereby lower CO_2 emissions can only be achieved by increasing process temperatures and pressures. This also applies to aircraft turbines.

Traditional metallic and ceramic materials—such as those used in compressors, turbines, combustion chambers, and boilers—must be further developed and improved. Metallic materials are increasingly subjected to corrosive loading at elevated temperatures due to the atmosphere in which they operate. Therefore, it is vital that the materials are protected. One approach is to form a passivation layer through the material itself: In the high temperature range, oxides from chromium (Cr_2O_3, up to approximately 900°C), aluminum (Al_2O_3, up to approximately 1500°C) and silicon (SiO_2, up to approximately 1800°C) are best suited for use as protective coatings.



High-temperature tensile test on metal specimen with induction heating.

Testing system with high-temperature carousel (four furnaces).

Optimized materials development requires a thorough understanding of the correlation between chemical compounding, microstructures, mechanical properties, and long-term stability. To ensure the economical use of costly high-performance materials, material characteristics under practical loading must be determined, e.g., tensile loading, fracture mechanical behavior, creep, fatigue, and thermo-mechanical fatigue. Models for durability forecasting under complex loading also must be calculated.

Thermomechanical Testing

High temperature tests (e.g., tensile and flexure tests) are used to determine the thermal-elastic behavior, heat resistance, and recrystallization temperature of materials. It is common practice to install the high temperature unit (up to 2000°C) directly in the materials testing machine. This arrangement allows tensile tests to be performed at both room temperature to ISO 6892-1 or ASTM E8, and at elevated temperatures to ISO 6892-2 or ASTM E21. During room temperature testing, components such as the high temperature furnace and extensometer are simply swiveled out of the test area.

Testing systems from ZwickRoell feature optimal coordination of furnaces including temperature controllers, correct specimen grips for tensile and flexure tests, and the appropriate extensometer. With the videoXtens (up to 1200°C) video extensometer and the laserXtens (up to 1800°C) based on the laser speckle principle, ZwickRoell offers two noncontact measuring solutions ideally suited to high-temperature tensile testing. These systems offer distinct advantages, particularly when used with sensitive specimens at high temperatures in air or vacuum environments. The combination of furnace volume, temperature tolerances and hold times specified in the standard, and heating and cooling times determine the testing duration.

Zwick / Roell

For more information on high temperature materials testing systems, contact ZwickRoell at 770.420.6555 / www.zwickroell.com.

SPONSORED CONTENT

ADVERTORIALS ARE OFFERED IN PRINT AND DIGITAL EDITION FORMATS

AMPLIFY YOUR STORY IN ANY OF ASM'S PUBLICATIONS

Our audience of highly engaged materials professionals is listening. Advertorials give marketers the opportunity to tell their story in a longer format than a traditional advertisement. ASM's publications make sharing your story both easy and extremely effective.

Discreetly labeled as "sponsored content," your company can highlight its capabilities and points of difference, share a customer success story, or provide a detailed application example.

All we need is 500 words, your logo, and a couple of images and captions. Our editorial and design team will create the layout and then return it to you for review and approval.

Advertorial materials are due one week before ad close date.

CONTACT US DIRECTLY FOR A PRICE QUOTE

ADVERTORIALS ARE AN IDEAL WAY TO SHOWCASE:

- Interesting case studies
- Customer success stories
- Uniqueness of your products or services
- Historical profile of your company
- New capabilities and services
- Future plans and direction of your organization

2027 EVENT CALENDAR

Showcase your thought leadership and innovations at one of ASM's 2027 conferences and expositions, which offer unparalleled access to highly engaged audiences of industry leaders and decision-makers.

FAS SUMMIT ON FAILURE ANALYSIS & PREVENTION **FEBRUARY 2 – 4, 2027 | OCEANSIDE, CALIFORNIA**
A gathering dedicated to advancing the science and practice of failure analysis. This summit's theme is "When Materials Meet Their Environment: Understanding Environmentally-Assisted Failures." Learn from leading experts and engage in meaningful discussion—all while contributing to the growth of this critical field.

INTERNATIONAL THERMAL SPRAY CONFERENCE AND EXPOSITION (ITSC)
MAY 12 – 14, 2027 | ROTTERDAM, NETHERLANDS
ITSC is the world's foremost international conference and exhibition for thermal spray technologists, researchers, manufacturers, and suppliers. This conference rotates between North America, Europe, and the Pacific Rim and is organized by the ASM Thermal Spray Society, the German Welding Society (DVS), and iiw.

SHAPE MEMORY & SUPERELASTIC TECHNOLOGIES CONFERENCE AND EXPOSITION (SMST)
MAY 19 – 20, 2027 | HEREDIA, COSTA RICA
The International Conference on Shape Memory and Superelastic Technologies (SMST) is the leading worldwide conference and exposition for the shape memory and superelastic technologies and is highly focused on the manufacturing and application of shape memory materials. Join us for Costa Rica's first Nitinol conference!

AEROMAT **MAY 25 – 27, 2027 | PALM SPRINGS, CALIFORNIA**
AeroMat focuses on innovative aerospace materials, fabrication, and manufacturing methods that improve performance, durability, and sustainability of aerospace structures and engines with reduced life-cycle costs.

11TH INTERNATIONAL CONFERENCE ON ADVANCES IN MATERIALS, MANUFACTURING, AND REPAIR FOR POWER PLANTS **JUNE 7 – 11, 2027 | TUCSON, ARIZONA**
The Electric Power Research Institute (EPRI) is pleased to continue its partnership with ASM for its 11th Advances in Materials Conference building on EPRI's initial event in 1987 and rotating between the UK, Europe, North America, and the Pacific. The Conference covers the latest advancements for conventional thermal power generation.

INTERNATIONAL MATERIALS, APPLICATIONS, AND TECHNOLOGIES (IMAT)
OCTOBER 4 – 7, 2027 | COLUMBUS, OHIO
IMAT, ASM's annual event, is the only targeted event on advanced materials, applications, and technologies in key growth markets that focus on economic trends and business forecasts. The event will include a diverse group of materials experts, including the ASM Programming Committees, AeroMat Committee, and all six of ASM's Affiliate Societies, who are heavily involved in building the technical symposiums, focused on real-world technologies.

HEAT TREAT 2027 **OCTOBER 5 – 7, 2027 | COLUMBUS, OHIO**
Discover the unrivaled opportunities awaiting you at Heat Treat 2027 Conference and Expo in Detroit! As the LARGEST gathering for heat treating professionals, materials experts, and industry leaders in North America, HeatTreat is a MUST-ATTEND event!

NORTH AMERICAN COLD SPRAY CONFERENCE (NACSC) **OCTOBER 5 – 6, 2027 | COLUMBUS, OHIO**
This conference is a biennial gathering hosted by the ASM Thermal Spray Society. NACSC serves as a dynamic platform for professionals from diverse backgrounds to come together and gain invaluable insights into the rapidly evolving field of cold spray technology. Renowned experts from around the world converge to share their expertise, unveiling the latest advancements, innovative applications, and groundbreaking research.

INTERNATIONAL SYMPOSIUM FOR TESTING AND FAILURE ANALYSIS (ISTFA)
OCTOBER 31 – NOVEMBER 4, 2027 | PHOENIX, ARIZONA
ISTFA is the only North American event devoted to the semiconductor, electronic sample preparation, and imaging markets. ISTFA offers the best venue for failure analysts and the FA community for sharing challenges and acquiring the technical knowledge and resources needed to take them on.

NAVIGATING A GREENER SKY **NOVEMBER 2027 | LIMOGES, FRANCE**
This special symposium is a key event for the aerospace industry, bringing together researchers, manufacturers, and suppliers to focus on developing sustainable solutions through advanced thermal spray and PVD coatings.

Learn more about each event and related exhibit and sponsorship opportunities at **asminternational.org/events**

2027 EVENT SPONSORSHIPS

Amplify your brand's visibility at one of ASM's 2027 industry targeted conferences and expositions.

EVENT WEBSITE ADS

Ensure your brand is prominently showcased on ASM's event websites, offering unparalleled visibility with targeted industry audiences.

[LEARN MORE ON PAGE 13]

REGISTRATION SPONSORSHIP

Position your brand front and center at event registration, offering an exclusive opportunity to place your logo and messaging at the first touchpoint for attendees, ensuring maximum visibility and a lasting impression.

EVENT NETWORKING RECEPTION & SOCIAL EVENTS

Draw attention of potential customers to your brand during the event's most anticipated and well-attended gatherings.

- CONCEPT #1 - SPONSOR LEIS, A PHOTO BOOTH, OR ENGAGING LUAU AT HAWAIIAN EVENT
- CONCEPT #2 - PROVIDE BRANDED REUSABLE CUPS, GUITAR PICKS, OR APPAREL AT EVENT CONCERTS

MOBILE APP SPONSORSHIP

Build or enhance brand reputation with banner ads and push notifications in the app that guides the audience's event experience.

EMERGING PROFESSIONALS COMPETITIONS

Visibly associate your brand with the future of the materials industry at one of many high-energy competitions!

BRANDED ITEMS

Amplify your brand by placing your logo on key items used by attendees, such as badge holders, lanyards, registration bags, and more.

TECHNICAL SESSIONS

Position your brand as a thought leader by showcasing your logo in promotion materials and event signage for technical sessions or workshops, keynote or panel, User Group, and more.

SHOW GUIDE SPONSORSHIP

Feature your brand or products in print and/or digital guides where attendees explore the event, seek solutions, and plan their schedules.

CUSTOM FEATURE TOWERS

Create demand for your products and services with eye-catching towers strategically placed in high-traffic areas to drive maximum exposure as attendees navigate an event.

Pricing varies based upon each sponsorship opportunity, event, and audience size.

EVENTS PAGES ADS

2027

AMPLIFY YOUR REACH ON ASM'S CONFERENCE AND EXPOSITION PAGES

Drive increased exposure by advertising on ASM International's industry event and exposition pages, including high-traffic events such as:

AeroMat is where aerospace leaders converge to discuss innovations in materials engineering within the industry

This conference is focused on the rapidly evolving field of cold spray technology, bringing together renowned experts in the industry

International Materials, Applications, and Technologies (IMAT) is the industry's premier event for materials experts and organizations

Heat Treat is the largest gathering for heat treating professionals, materials experts, and industry leaders in North America, a MUST-ATTEND event.

The *International Symposium for Testing and Failure Analysis* has served as the leading event for the microelectronics failure analysis community for 50+ years

ADDITIONAL 2027 CONFERENCES & EXPOSITIONS:

→ FAS Summit on Failure Analysis & Prevention

→ Shape Memory and Superelastic Technologies Conference and Exposition (SMST)

→ Navigating a Greener Sky

→ TSS Open Mic Series

Learn more about these events on **page 11**
or visit **asminternational.org/events**

YOUR BRAND IN THE SPOTLIGHT!

ASM's event pages attract a targeted audience of decision makers who are invested in the latest industry developments and technologies.

Ensure your brand stands out from the competition with these engaging formats:

PRICING OPTIONS STARTING AT $500
(VARY BY SHOW & FREQUENCY)

BILLBOARD (920X90)

SPONSORED WEBINARS 2027

GENERATE LEADS AND SHOWCASE YOUR THOUGHT LEADERSHIP WITH ASM WEBINARS

IS LEAD GENERATION PART OF YOUR 2027 STRATEGY?

ASM's sponsored webinars provide a powerful platform to showcase your expertise, introduce innovative solutions, and connect directly with a targeted audience of materials and engineering professionals.

EXPLORE ASM'S WEBINARS AT
ASMINTERNATIONAL.ORG/ASM-NEWS/WEBINARS/

CUSTOMER SUCCESS

220

AVERAGE NUMBER OF REGISTRANTS FOR ASM-HOSTED 2026 WEBINARS

KEY BENEFITS OF ASM-HOSTED WEBINARS

- **Thought leadership:** Share your expertise with a highly engaged audience, positioning your brand as a trusted leader in the materials community.
- **Targeted exposure:** ASM's audience segmentation ensures your webinar reaches a relevant audience.
- **Real-time interaction:** Engage directly with attendees through live Q&A, polls, interactive content, and more!
- **Full-service production:** ASM handles the technical setup and execution of the webinar, allowing you to focus on delivering valuable content.
- **Promotion support:** ASM assists with the promotion of the webinar to our engaged audience, helping to drive measurable success for your event.
- **Leads & analytics:** Access attendee data and performance analytics, including registrant details, participation metrics, and engagement insights.
- **Lasting impact:** Drive continuous leads and engagement by posting the webinar recording to ASM's On-Demand Library.

PRICING RANGES FROM $3000–$6000 BASED ON WEBINAR LENGTH AND LEVEL OF PRODUCTION SUPPORT
(INCENTIVES AVAILABLE FOR MULTIPLE EVENTS)

HOMEPAGE ADS

2027

GAIN PREMIUM EXPOSURE ON ASM'S HIGHLY TRAFFICKED HOMEPAGE

Drive premium visibility by placing your advertisement on ASM International's homepage, the information hub turned to by materials science and engineering professionals worldwide.

This platform draws high engagement from professionals of all career stages seeking technical information and solutions.

Averaging approximately **20,000+ views** each month, ASM's homepage provides unparalleled access to a highly engaged audience of engineers, researchers, and industry leaders.

PRICING OPTIONS STARTING AT $1000

BILLBOARD (970X250)

SQUARE BANNER (250X250)

HOW ARE YOU MAXIMIZING YOUR BRAND & PRODUCT EXPOSURE?

- Premium exposure with an engaged, solution-seeking audience
- Customizable for desktop and mobile
- Supports static images or rich content (videos, GIFs)
- Exposure can be targeted to specific audience segments of your choosing
- Drive leads directly to your customized landing page and content
- Served through engaging 4x1 banners

CUSTOMER SUCCESS STORY

10% CLICK-THROUGH RATE ATTAINED BY A RECENT ASM HOMEPAGE ADVERTISER

AFFILIATE SOCIETY WEBSITE ADS 2027

HOW WILL YOU REACH TARGETED AUDIENCES IN 2027?

ASM's affiliate society pages attract some of the most passionate and engaged industry professionals who care deeply about the community.

Ensure your brand stands out from your competitors with these unique and highly specific audiences.

PRICING OPTIONS STARTING AT $500
(VARY BY AUDIENCE)

BILLBOARD (970X250)

SKYSCRAPER (160X1600)

SQUARE BANNER (250X250)

ENGAGE WITH ASM'S SPECIALIZED COMMUNITIES

Prominently showcase your brand and product messaging by placing ads on one of ASM International's affiliate society websites.

These websites are tailored to the technical interests of professionals deeply involved in specific areas of materials science and engineering.

EDFAS fosters education and communication in the semiconductor failure analysis community.

FAS is dedicated to advancing the important role failure analysis plays in the materials science industry.

HTS is the world's largest network of heat treating professionals.

IMS serves those involved in the examination, analysis, characterization, structure, and evaluation of materials.

SMST is comprised of industry professionals dedicated to working with materials that exhibit shape memory and superelastic properties.

TSS is the leading, member-driven, international society for thermal spray.

TARGETED EMAILS

2027

REPRESENTATIVE EXAMPLE

PRICING OPTIONS START AT $1000

(INCENTIVES FOR FREQUENCY CAMPAIGNS)

CUSTOMER SUCCESS

28%

AVERAGE OPEN RATE FOR ASM TARGETED EMAILS IN 2026

SEND YOUR CUSTOMIZED EMAIL TO ASM'S TARGETED AUDIENCE

Put your message directly in front of the professionals who matter most to your business.

Build a customized email and reach engineers, researchers, and decision-makers based on audience criteria most relevant to your campaign.

Drive engagement directly to your website, landing page, registration page, or other online destination where you can capture lead information and collect valuable first-party data.

KEY BENEFITS

- **Customizable content:** Build your email to feature the messaging, imagery, and calls-to-action that best support your campaign objectives.
- **Tailored reach:** Send your email to a custom-created audience built from ASM's extensive database, narrowing on industry, job function, experience level, geography, and more.
- **High engagement:** Emails are delivered directly to inboxes of professionals who look to ASM for trusted industry news and resources, solutions, and innovations.
- **Analytics:** ASM provides performance reporting, including impressions and clicks.

PROGRAMMATIC ADVERTISING

Partner with ASM to expand your reach beyond our traditional channels with our new Programmatic Advertising option—powered by advanced AI targeting and Account-Based Marketing (ABM). Connect with your ideal audience anywhere they are across the open internet—web and mobile display, CTV, and more.

With multi-channel targeting, geofencing, and data-driven audience matching (including your CRM and ASM email lists), advertisers can now deliver personalized messages to the right professionals at the right moment—on any device.

TAKE YOUR BRAND VISIBILITY FURTHER. REACH BEYOND THE INBOX—REACH THE WORLD.

eNEWSLETTER ADS

2027

Reach a growing audience of materials science professionals through ASM's audience-specific eNewsletters.

Elevate your brand visibility with high-impact placements, including banner ads, video content, and product displays. Drive engagement directly to your website, landing page, registration page, or other online destination to capture lead information.

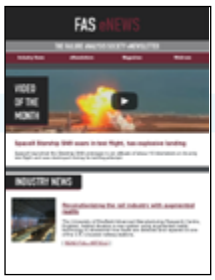
Stay connected to the materials science community. Subscribe to ASM eNews for the latest news, insights, and industry updates.

SUBSCRIBE here: www.asminternational.org/asm-news/newsletters

Advanced Materials & Processes (AM&P) eNews provides monthly advancements and the latest updates in the metals and materials industries.

HTPro eNews provides cutting edge heat treating editorial content from around the industry.

TSS eNews offers tips and updates on thermal spray and surface engineering technologies.



FAS eNews provides updates on failure analysis tools and community information.

EDFA eNews offers monthly information on improving performance of devices and materials for the electronic device failure analysis industry.

eElastic eNews delivers announcements and news about memory materials, applications, and the SMST Society.

Sliplines eNews provides information on the art and science of metallography, as well as materials characterization.

CUSTOMER SUCCESS

24%

AVERAGE OPEN RATE FOR ASM E-NEWSLETTERS IN 2026

86% — 86% of AM&P eNews readers use, purchase, recommend, and implement products and services in the materials science industry.

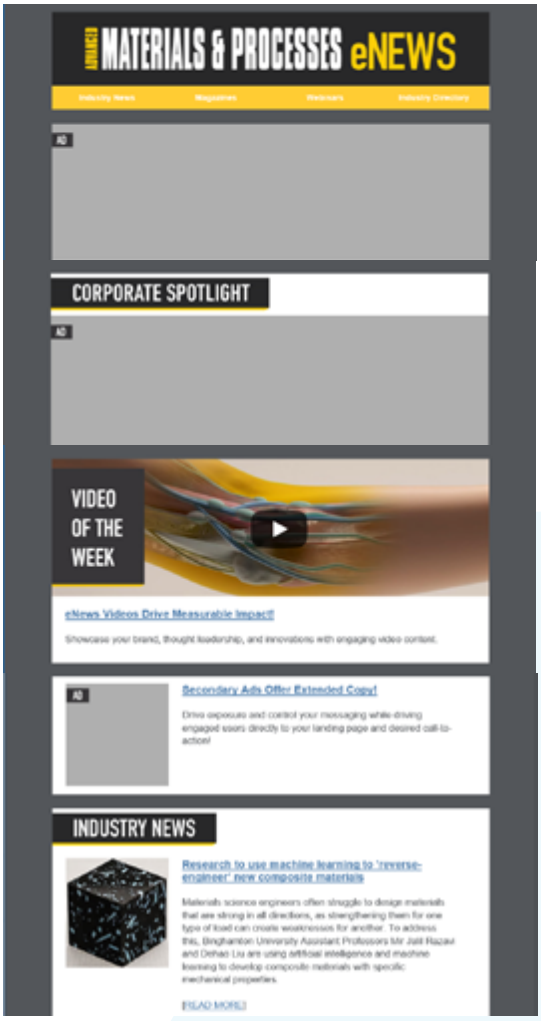
82% — 82% of all subscribers have directly purchased products or actively researched purchasing products as a direct result of reading the AM&P eNews.

34% — 34% of all subscribers are not ASM members — additional audience reach of 11,500 subscribers.

**Based on a media research/readership study by Z-Squared Media.*

eNEWSLETTER AD TYPES

2027



PRIMARY SPONSORSHIP

Only ONE primary sponsorship is available for each AM&P eNews – which means your message stands out. Your large format rectangle is featured prominently "above the scroll" on the eNews.

PRODUCT SPOTLIGHT

Submit 75 words and one image for a Product Spotlight, which is a great way to showcase your new products, innovations, and company updates.

VIDEO SPONSORSHIP

Capture the attention of your target audience through engaging videos in a eNews Sponsored Video Showcase. These video sponsorships are the NUMBER ONE clicked item within each newsletter!

TILE AD SPONSORSHIP

Drive exposure and generate leads with a 150x150 tile ad with a customizable call-to-action to drive traffic directly to your landing page.

PRICING VARIES BASED UPON EACH eNEWS PUBLICATION AND AUDIENCE SIZE

PACKAGE PRICING

An integrated combination of ASM products can help you reach the greatest number of prospects for the lowest cost. Call to discuss how volume buying and bundled packages can give you the greatest impact.

RECENT ADVERTISERS INCLUDE:

Air Products
Allied High Tech Products Inc.
Applied Test Systems Inc.
ECM, USA
Evident
Gasbarre Products Inc.
Heat Treat Equipment
Hitachi
Indium Corp.
Instron
LECO Corp.
Lumenous Device Technologies Inc.
Master Bond Inc.
Norman Noble Inc.
PhoenixTM
Saint Gobain Coating Solutions
Surface Combustion Inc.
Thermo-Calc Software Inc.
Thermo Fisher Scientific
Tinius Olsen
Verder Scientific
Westmoreland Mechanical Testing & Research Inc.
Zeiss
ZwickRoell

YOUR GUIDE TO TARGETING **HEAT TREATING** AUDIENCE

2027

Turn your goals into reality by engaging with our unique heat treating audience through our integrated in-person and digital solutions.

LIVE EVENTS

OPPORTUNITIES TO CONNECT DIRECTLY WITH YOUR TARGET AUDIENCE

LEARN MORE ON PAGE 11

Heat Treat 2027 is the premier heat treating event, showcasing cutting-edge resources, education, and technology.

October 5-7, 2027 | Columbus, Ohio

PUBLICATIONS

SHOWCASE YOUR BRAND IN OUR PRINT AND DIGITAL PLATFORMS

Advanced Materials & Processes® (AM&P) is the flagship technical magazine packed with materials engineering content, heat treating, and thermal processing technical information.

[LEARN MORE ON PAGES 5 - 7]

HTPro eNEWS is delivered to a heat treating audience of over 9000 subscribers. Heat treating professionals across the globe turn to HTPro for regular updates on industry news, new products and services, and HTS society news.

[LEARN MORE ON PAGE 18]

ADS & SPONSORSHIPS

SPONSOR EDUCATION COURSES AND OTHER UNIQUE OPPORTUNITIES

Prominently showcase your brand on ASM's **Heat Treating Society Homepage,** content that attracts some of the most passionate and engaged heat treating professionals who care deeply about the community. *[LEARN MORE ON PAGE 16]*

Did you know?

ASM's heat treat and thermal processing Education courses can be sponsored!

Drive exposure to your brand and capabilities with these unique audiences seeking to advance their skills and accelerate innovation in their organizations.

Sponsor in-person and virtual courses such as "Basics of Heat Treating," "Practical Heat Treating," and many more.

YOUR GUIDE TO TARGETING **THERMAL SPRAY** AUDIENCE 2027

Explore these integrated opportunities to drive exposure with ASM's unique and motivated audience of thermal spray professionals.

LIVE EVENTS

OPPORTUNITIES TO CONNECT DIRECTLY WITH YOUR TARGET AUDIENCE

LEARN MORE ON PAGE 11

The **International Thermal Spray Conference & Exposition (ITSC) 2027** is the premier industry event for the thermal spray community, attracting global innovators, influencers, and decision makers from across the globe.
May 12-14, 2027 | Rotterdam, Netherlands

The **North American Cold Spray Conference (NACSC)** is focused on the rapidly evolving field of cold spray technology, bringing together renowned experts in the industry.
October 5-6, 2027 | Columbus, Ohio

TSS Thermal Spray Society ASM INTERNATIONAL | Open Mic Series

TSS Open Mic Series provides a platform for students and emerging professionals in the thermal spray industry to engage, learn, and network with industry leaders & innovators.
Virtual Series

PUBLICATIONS

SHOWCASE YOUR BRAND IN OUR PRINT AND DIGITAL PLATFORMS

Advanced Materials & Processes® (AM&P) is the flagship technical magazine packed with materials engineering content, thermal spray and related surface engineering technologies.
[LEARN MORE ON PAGES 5 - 7]

TSS eNEWS is delivered to over 4000 subscribers and provides timely industry news, technology updates, and thermal spray community updates.
[LEARN MORE ON PAGE 18]

ADS & SPONSORSHIPS

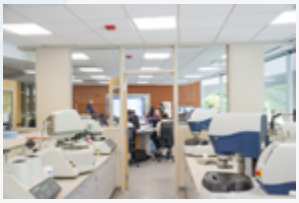
SPONSOR EDUCATION COURSES AND OTHER UNIQUE OPPORTUNITIES

Prominently showcase your brand on ASM's **Thermal Spray Society Homepage,** content that attracts some of the most passionate and engaged thermal spray and surface engineering professionals who care deeply about the community. *[LEARN MORE ON PAGE 16]*

Did you know?
ASM's Education courses can be sponsored!

Drive exposure to your brand and capabilities with these unique audiences seeking to advance their skills and accelerate innovation in their organizations.

Sponsor training content such as the "Thermal Spray Technology Self-Study Course."



YOUR GUIDE TO TARGETING **ELECTRONIC DEVICE FAILURE ANALYSIS** AUDIENCE 2027

ASM offers unparalleled access and an integrated approach to targeting the electronics device failure analysis community.

LIVE EVENTS

OPPORTUNITIES TO CONNECT DIRECTLY WITH YOUR TARGET AUDIENCE

LEARN MORE ON PAGE 11

ISTFA/2027

The **International Symposium for Testing and Failure Analysis (ISTFA) 2027** has served as the leading global event supporting the microelectronics failure analysis community for over 50 years.

October 31-November 4, 2027 | Phoenix, Arizona

ASM INTERNATIONAL | Webinars

ASM Sponsored Webinars provide a powerful platform to showcase your expertise, introduce innovative solutions, and connect directly with a targeted audience of semiconductor failure analysis professionals.

PUBLICATIONS

SHOWCASE YOUR BRAND IN OUR PRINT AND DIGITAL PLATFORMS

Electronic Device Failure Analysis (EDFA) magazine is a high demand quarterly technical resource for the modern semiconductor failure analysis professional. Published in both print and digital versions, EDFA serves as a valuable source of technical content, industry trends, new product announcements, EDFAS society recognitions, and timely news. *[LEARN MORE ON PAGES 8 & 9]*

EDFA eNEWS is a monthly newsletter delivered to 3500+ individuals that covers the latest news from the failure analysis industry, developments in products and equipment, event information, and more. *[LEARN MORE ON PAGE 18]*

ADS & SPONSORSHIPS

SPONSOR EDUCATION COURSES AND OTHER UNIQUE OPPORTUNITIES

Drive brand exposure with a premium placement on ASM's **Electronic Device Failure Analysis Society Homepage,** content that attracts some of the most passionate and engaged semiconductor failure analysis professionals who care deeply about the community. *[LEARN MORE ON PAGE 16]*

Did you know?

ASM's Education courses can be sponsored!

Drive exposure to your brand and capabilities with these unique audiences seeking to advance their skills and accelerate innovation in their organizations.

Sponsor educational content such as the "In-situ Correlative AFM-SEM Characterization for Failure Analysis" tutorial.

YOUR GUIDE TO TARGETING **SHAPE MEMORY** AUDIENCE 2027

ASM offers an integrated approach to reaching the medical devices and shape memory community.

LIVE EVENTS

OPPORTUNITIES TO CONNECT DIRECTLY WITH YOUR TARGET AUDIENCE

LEARN MORE ON PAGE 11

SMST2027
Shape Memory and Superelastic Technologies Conference and Exposition

The **Shape Memory & Superelastic Technologies Conference and Exposition (SMST)** is the leading worldwide conference and exposition for shape memory and superelastic technologies and is highly focused on the manufacturing and application of shape memory materials. Join us for Costa Rica's first nitinol conference!

May 19-20, 2027 | Heredia, Costa Rica

PUBLICATIONS

SHOWCASE YOUR BRAND IN OUR PRINT AND DIGITAL PLATFORMS

Advanced Materials & Processes® (AM&P) is the flagship technical magazine packed with materials engineering content, shape memory and superelastic technologies for biomedical and actuator applications, and emerging markets. *[LEARN MORE ON PAGES 5 - 7]*

eElastic eNEWS is delivered to the shape memory and effect alloys community, providing the latest news about memory materials, applications, and SMST society information. *[LEARN MORE ON PAGE 18]*

ADS & SPONSORSHIPS

SPONSOR EDUCATION COURSES AND OTHER UNIQUE OPPORTUNITIES

Drive brand exposure on ASM's **Shape Memory and Superelastic Technologies (SMST) Society Homepage,** content that attracts some of the most passionate and engaged shape memory and medical device professionals who care deeply about the community. *[LEARN MORE ON PAGE 16]*

Did you know?

ASM's Education courses can be sponsored!

Drive exposure to your brand and capabilities with these unique audiences seeking to advance their skills and accelerate innovation in their organizations.

Sponsor in-person and virtual courses such as "Nitinol for Medical Devices" and other Self-Study or Digital Short formats.

WE'RE MORE THAN JUST AN ADVERTISING PLATFORM...

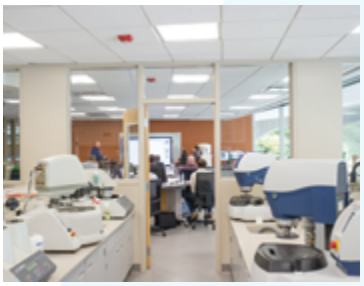
2027

EMPOWERING YOUR SUCCESS

One of the keys to success is knowing your audience. We understand that as a marketer or sales leader, you may not have the materials science and engineering background to understand your customers' pain points and how to intersect them with your organization's value proposition.

WE'RE HERE TO HELP!

ASM provides a variety of resources to bridge the gap and empower your success!



EDUCATION & TRAINING

Advance your materials science and engineering acumen through ASM Education. Learn from industry experts in a variety of formats that suit your budget, schedule, and learning style.

LAB & CLASSROOM: Hands-on learning that takes places on-site at ASM headquarters in our state-of-the-art training labs and classrooms.

VIRTUAL: Benefit from direct interaction with an expert ASM instructor without needing to invest and consume time in traveling.

SELF-STUDY: Online education courses which allow you to learn at your own pace in an independent study format.

DIGITAL SHORT COURSES: Shorter format, typically completed in ~2 hours, which offer visual guides, animations, and interactive quizzes.

EXPLORE OUR LIST OF EDUCATION OPPORTUNITIES AT:
ASMINTERNATIONAL.ORG/EDUCATION-OVERVIEW

BECOME A MEMBER

By becoming a member of ASM International, you can:

- Gain access to ASM Connect, our digital platform that allows you to engage directly with materials professionals!
- Receive significant discounts on education, technical content, and more.

LEARN MORE ABOUT THE BENEFITS OF ASM MEMBERSHIP AT:
ASMINTERNATIONAL.ORG/MEMBERSHIP/BENEFIT

Are you ready to discuss how ASM International can help you achieve your 2027 goals?

CONTACT KELLY "KJ" JOHANNS TODAY

CALL
+1 440.671.3851

CONNECT
WWW.LINKEDIN.COM/IN/KJJOHANNS

EMAIL
KJ.JOHANNS@ASMINTERNATIONAL.ORG

OR VISIT OUR WEBSITE FOR MORE INFORMATION

ASMINTERNATIONAL.ORG

ASM INTERNATIONAL