

Dear Advertiser,

Athena Catlett
Advertising &
Promotions Manager

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I present to you NADCA's 2017 Media Kit! Print, video news and online advertising continue to be on the rise. There is an app for everything these days and now NADCA has an app that members can use year round. This means extra exposure for you! App advertising is currently only available to exhibitors of the Die Casting Congress & Tabletop. Please contact me for more information on how you can get your company listed in our App. Video News and Information continues to grow as a venue for industry professions for gain knowledge on new technologies, happenings in Washington and relevant industry news. More information about Video News can be found within this Media Kit, so make sure to incorporate this into your advertising plan. There are a number of online advertising options, but please note that some of these options have a limit as to how many advertisers there can be. If you would like one of these coveted spots act fast.

As you look at the Media Kit you will see that NADCA has numerous options for advertising. I would like the opportunity to work with you to determine a plan that will work with your style and budget. Whether it be placing a print ad in DCE, reaching our entire database of 10,000 with an ad in NADCA's e-newsletter, taking advantage of our Web-based advertising, the NADCA App or through Video News and Information, we have an advertising plan waiting to be customized to your needs.

In queue for 2017 we have the State of the Industry Report in January and our Aluminum issue in March. Take a look at all the other great topics like: Furnaces/Energy, Metal Melting & Handling, Process Control & Automation, Quality Control, Computer Modeling & Simulation, Computer Design, Magnesium & Zinc, Advanced Technologies, Management and Marketing of Die Castings/Sales.

This is the year to jump in and start something new! Drum up more business by exposing your company to the die casting industry. NADCA has so many advertising options. I am confident that I can assist you in finding the right avenue to get your company the exposure it deserves.

As always, thank you for your continued support of NADCA. If you have any questions, please don't hesitate to contact me.

Best Regards.



Advertise in Special Issues

Furnaces, Energy and Metal Melting & Holding – 2017 State of the Industry Report

January

Technical articles detailing furnace technology and operations, energy and metal melting & handling will be highlighted in this issue. In addition this issue will also contain the State of the Industry Report. This report educates the die casting industry on specific data and forecasts the shape of the industry, present and future. Information on industry financials, benchmarks and market trends are reported as well as energy, metal forecasts and industry shipment forecasts.

Computer Modeling & Simulation, Computer Design

July

Computer Modeling and Simulation is continuously evolving. As technology advances so does the software and services. Consider advertising in this issue or submitting an editorial of any interesting case studies that you might have in relation to this fascinating topic.

Advanced Technologies, Management, Marketing of Die Castings/Sales

November

Are You Marketing Effectively? This issue will focus on sales and marketing aspects of the die casting industry with up-to-the-minute information on industry trends affecting today's changing casting marketplace.



Print and Video

The North American Die Casting Association (NADCA) represents the interests of die casters and die casting suppliers through research, education, government relations and the dissemination of pertinent data and statistics. Our printed publication Die Casting Engineer (DCE) magazine as well as our web based Video News & Information allows for this transfer of information.



DCE serves the needs of the corporate and individual members of NADCA and other die casting industry professionals. The total average circulation is 2,300. Readers include die casting plant owners, CEO's, vice presidents, operations and purchasing managers, process and design engineers and plant managers. DCE focuses on the latest information, technology and state-of-the-art developments in the die casting industry. The magazine reaches virtually every custom and captive die casting facility in the U.S., Canada and Mexico, with additional distribution in more than 35 countries.

2017 Die Casting Engineer Themes

MONTH	THEME	SUB-THEME	DEADLINE
January	Furnaces/Energy, Metal Melting & Handling	State of the Industry	November 13
March	Aluminum	Annual Report	January 12
May	Process Control & Automation, Quality Control	Safety Awards/Wage & Benefit	March 10
July	Computer Modeling & Simulation, Computer Design	Show Preview	May 12
September	Magnesium & Zinc	Casting Competition	July 14
November	Advanced Technologies, Management, Marketing of Die Castings/Sales	Show Wrap	September 13

Video News & Information

People want information that is up to the minute and readily available. NADCA Video News & Information is our response to this need. Videos are regularly updated and accessible to everyone. Video News stories are highlighted in the NADCA eNewsletter every week. Advertisers will have a short slide made visible at the end of these videos displaying their company logo. Advertising through this outlet is available only to those that have a web ad running on the NADCA website. Currently videos are reaching upwards of 1,300 pageviews, averaging 90 plus plays per video.



Classified Advertising

Submit classified text to catlett@diecasting.org for pricing and placement.

Members Price – \$60/ inch of text

Non-Members Price – \$70/ inch of text

New Products & Services

This opportunity allows advertisers to describe their new product. Submit 200 words and a photo. Corporate Members are allotted one complimentary product listing in every issue of DCE, individual members are allotted one complimentary product listing per year, and others pay a small fee. For more information or to submit a new product contact Athena Catlett at catlett@diecasting.org.

Mechanical Requirements



Full Page*
8.25in. x 11.25in.



1/2 Page Horizontal
7in. x 4.875in.



1/2 Page Vertical
3.375in. x 10in.



1/4 Page Horizontal
7in. x 2.375in.



1/4 Page Vertical
3.375in. x 4.875in.

Mechanical Requirements

NADCA is PC based and can only accept digital files for all advertisements. The supported file types are .ai, .eps, .jpg, .tif and .pdf. All text must be outlined and embedded within the document so that no unwanted changes occur when the advertisement is opened by NADCA. All .pdfs must be exported at high quality and any other files types have to be a minimum of 300 dpi.

- Send all files in CMYK color mode – RGB files will be converted to CMYK before going to the printer.
- Web site images and logos are **NOT** acceptable for print ads. We will not accept anything lower than 300 dpi.



8.25in. x 11.25in.
Trim Marks – Actual area of the ad that will be seen.

7.875in. x 10.875in.
Safe zone – Keep all text and important images within this area.

8.5in.x 11.5in.

Full bleed – So colored backgrounds or images will continue off the edge of the full page ad so a white border doesn't show up around the ad when it is trimmed down by the printer.

**Full page ads that have bleeds need to be made at 8.5in. x 11.5in. to accommodate for trimming. Text must be at least 3/8in. from the edge of the ad.*

Web Advertising

Web Option 1

- Space is limited. Please contact Athena Catlett for availability at catlett@diecasting.org.
- Ad will rotate between 3 additional NADCA ads.
- Displayed ONLY on the front page – With this option you will also receive a free 300 x 250 pixel ad space that will be displayed on the inner pages of the NADCA website.

File Size – 620 x 380 pixels **File Type** – JPEG

Pricing – 12, 6 and 1 month options available

- \$7,000 for 12 months
- \$5,000 for 6 months
- \$2,000 for 1 month

Web Option 2

- Space is limited. Please contact Athena Catlett for availability at catlett@diecasting.org.
- Ad includes short description of company or product.
- Displayed ONLY on the front page – With this option you will also receive a free 300 x 250 pixel ad space that will be displayed on the inner pages of the NADCA website.

File Size – 160 pixels Diameter **File Type** – JPEG

Pricing – 12, 6 and 1 month options available

- \$5,000 for 12 months
- \$3,000 for 6 months
- \$800 for 1 month

Web Option 3

- Will rotate throughout the site on available pages
- Appear at the bottom of each available page
- Direct link to your corporate website

File Size – 300 x 250 pixels **File Type** – GIF/JPEG/SWF

Pricing – 12, 6 and 1 month options available

- \$2,400 a year
- \$1,200 for 6 months
- \$400 a month

Web Option 4

- Will rotate throughout the site on available pages
- Appear at the bottom of each available page
- Direct link to your corporate website

File Size – 300 x 100 pixels **File Type** – GIF/JPEG/SWF

Pricing – 12, 6 and 1 month options available

- \$1,200 a year
- \$600 for 6 months
- \$200 a month

Classified Web Advertising

Members : 1 month \$175
 3 month \$475

Non-Members : 1 month \$275
 3 month \$725

These ads reach people around the world, at a cost you can afford. NADCA consistently appears in highly ranked locations on the most popular search engines. NADCA's Web site currently averages 56,000 pageviews with roughly 8,500 unique visitors per monthly from die casting engineers, technicians, and professionals. Banner ads on the NADCA Web site rotate on a number of pages and are linked directly to your corporate Web site. They average over 1,000 impressions per month.

The screenshot displays the NADCA website interface with several advertising spots highlighted in red. At the top, the NADCA logo and navigation menu are visible. The main content area features a large red box labeled 'OPTION 1 620 x 380'. To the right, there is a 'NEWS & HEADLINES' section with three news items. Below this, there are 'QUICK LINKS', 'UPCOMING EVENTS', and 'FEATURED TOPICS' sections. The 'FEATURED TOPICS' section includes three circular images, with the rightmost one labeled 'OPTION 2 160'. Below the featured topics is a 'CLASSIFIEDS' section with three red boxes labeled 'Classified'. At the bottom of the page, there are four red boxes labeled 'OPTION 3 300 x 250' and 'OPTION 4 300 x 100'. The footer contains contact information and social media links.

E-Newsletter Banner Ad*

File Size – 120 x 90 pixels **File Type** – JPEG

Pricing – *NADCA Corporate Members receive a 25% discount on web advertising

- \$300 per month (Jan, Feb, April, May, July, Sept, Oct, Dec)
- \$375 per month (March, June, Aug, Nov)

AD SPACE PRICING FORM



PRINT ADVERTISING - DCE

Month(s)	Color	Full	1/2	1/4	Cost	Month(s)
1	Black & White	\$1,680	\$1,120	\$700	\$ _____	January
	2 - Color	\$2,080	\$1,520	\$1,100	x1	March
	4 - Color	\$2,730	\$2,170	\$1,750	=	May
3	Black & White	\$1,530	\$1,020	\$640	\$ _____	July
	2 - Color	\$1,930	\$1,420	\$1,040	x3	September
	4 - Color	\$2,580	\$2,070	\$1,690	=	November
6	Black & White	\$1,390	\$930	\$580	\$ _____	
	2 - Color	\$1,790	\$1,330	\$980	x6	
	4 - Color	\$2,440	\$1,980	\$1,630	=	

Corporate Member Discount - 10%

Total Display Cost = _____

WEB ADVERTISING

Month(s)	Web Ad Price			Cost	Month(s)	
Option 1	<input type="checkbox"/> \$2,000 - 1 Month	<input type="checkbox"/> \$5,000 - 6 Months	<input type="checkbox"/> \$7,000 - 12 Months	\$ _____	January February March April May June July August September October November December	
Option 2	<input type="checkbox"/> \$800 - 1 Month	<input type="checkbox"/> \$3,000 - 6 Months	<input type="checkbox"/> \$5,000 - 12 Months			
Option 3	<input type="checkbox"/> \$400 - 1 Month	<input type="checkbox"/> \$1,200 - 6 Months	<input type="checkbox"/> \$2,400 - 12 Months			
Option 4	<input type="checkbox"/> \$200 - 1 Month	<input type="checkbox"/> \$600 - 6 Months	<input type="checkbox"/> \$1,200 - 12 Months			
*Video News & Information	<input type="checkbox"/> \$300 - 1 Month	<input type="checkbox"/> \$800 - 6 Months	<input type="checkbox"/> \$1,800 - 12 Months			

* To be eligible for this add on you must have a web ad placed on diecasting.org

Corporate Member Discount - 25%

Total Web Ad Cost = _____

CLASSIFIED ADVERTISING

Print Classified	Cost per Inch	Cost
Members	\$60 x _____ = inches	\$ _____
Non-Members	\$70 x _____ = inches	\$ _____

Online Classified	Cost by Month	Cost
Members	<input type="checkbox"/> \$175 - 1 Month	\$ _____
	<input type="checkbox"/> \$275 - 3 Months	
Non-Members	<input type="checkbox"/> \$425 - 1 Month	\$ _____
	<input type="checkbox"/> \$725 - 3 Months	

Total Classified Ad Cost = _____

Months: _____

E-NEWSLETTER ADVERTISING

Ads	Ad Price	Cost
January	\$300	\$ _____
February	\$300	
March	\$375	
April	\$300	
May	\$375	
June	\$300	
July	\$300	
August	\$375	
September	\$300	
October	\$300	
November	\$375	
December	\$300	

Corporate Member Discount - 25%

Total eNewsletter Ad Cost = _____

AD SPACE AGREEMENT FORM



General Rate Policy

Advertisers will be billed for the actual space used within the contract year at rates listed. **Payment is due when invoice is received.** Accounts showing a past due balance of 30+ days will be forbidden to publish subsequent advertising. The Space Agreement form is a legally binding contract. Publisher not responsible for errors on original copy. Online advertising must be paid in full prior to placement.

Acceptance Policy

Advertisements subject to acceptance by publisher. Advertiser assumes liability of contents of all advertisements, and agrees to indemnify publisher for any and all claims or lawsuits arising from libel, plagiarism, copyright infringement, etc., which may be predicated on the contents of the advertisements placed. Display and classified advertising are included as a service to readers. Products and/or services mentioned carry no real or implied endorsement by DCE or NADCA. Publisher not responsible for errors on original copy.

Cancellation

If advertiser fails or refuses to use total amount of space contracted for, that company must pay for all advertising actually published at the regular rate as specified in the rate schedule. The contracted discount no longer applies.

Total Print Cost	Total Web Cost	Total Classified Cost	Total eNewsletter Cost	Grand Total
\$ _____	+ \$ _____	+ \$ _____	+ \$ _____	= \$ _____

Name _____ NADCA ID# (If Applicable) _____

Address (include P.O. Boxes and/or Mail Drops) _____

City _____ State or Province _____ Zip/Postal Code & Country _____

Company _____ Email Address _____

Business Telephone (with Area/Country Code) _____ Signature _____

- Check (payable to NADCA - US Dollars only)
- ACH (Routing: 071000013 (Account: 663121221))
- Credit Card: VISA® MASTERCARD®

Payment policy for advertising

- Payment must be received by the magazine deadline to guarantee publication.
- All checks and money orders are to be made payable in U.S. dollars to: North American Die Casting Association.
- Return this form with payment to the address below.

Total Payment Amount _____

Credit Card # _____ Expiration Date _____

Cardholder's Name (as it appears on the card) _____

Cardholder's Signature (required) _____



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