Dear Advertiser,

I present to you NADCA’s 2016 Media Kit! Advertising continues to be on the rise and companies have been eager to incorporate both print, video news and online advertising into their overall plan. Last year NADCA launched Video News and Information. Video News and Information added a new 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 or through Video News and Information, NADCA has an advertising plan waiting to be customized to your needs.

In queue for 2016 we have the State of the Industry Report in January and our Suppliers Directory in July. Take a look at all the other great topics like: Die Casting Components/Equipment, Die Casting Machines, Die Materials, High Integrity Processes and Alloys, Die and Plunger Lubricants/Plunger Tips, Defects, Die Coatings & Surface Treatments, Post Casting/Secondary Operations, Aluminum and Energy/Environmental Control

This is the year to leap in and start something new! Drum up more business by exposing your company to the die casting industry. NADCA has so many advertising options and 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,

Athena Catlett
Advertising & Promotions Manager

NADCA
3250 N Arlington Heights Rd.
Ste. 101
Arlington Heights, IL 60004

E: catlett@diecasting.org
P: 847.808.3153
F: 847.279.0002
Advertise in Special Issues

January

Technical articles detailing die casting components, equipment and die casting machines 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.

Suppliers Directory
July

NADCA’s Suppliers Directory, published every two years, will be included in the July issue of DCE. Display adlets may be placed in conjunction with a company listing. In addition to the printed version, the Suppliers Directory is also available online. Advertising opportunities for the online version include a company ad, a direct link to your company website and contact information. Advertising in the Suppliers Directory is a great way to make your company’s products, services & solutions more accessible to North American die casters.

Die Coatings & Surface Treatments
Post Casting/Secondary Operations
September

This issue will be packed full of technological articles on coatings, surface treatments as well as post casting and secondary operations.
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.

### 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](mailto: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](mailto:catlett@diecasting.org).
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.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
<td>8.25in. x 11.25in.</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7in. x 4.875in.</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.375in. x 10in.</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>7in. x 2.375in.</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3.375in. x 4.875in.</td>
</tr>
</tbody>
</table>

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

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.

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

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)
### PRINT ADVERTISING - DCE

<table>
<thead>
<tr>
<th>Month(s)</th>
<th>Color</th>
<th>Full</th>
<th>1/2</th>
<th>1/4</th>
<th>Cost</th>
<th>Month(s)</th>
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<tbody>
<tr>
<td>1</td>
<td>Black &amp; White</td>
<td>$1,680</td>
<td>$1,120</td>
<td>$700</td>
<td>$_________</td>
<td>January</td>
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<td>$1,100</td>
<td>x1</td>
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<td></td>
<td>4 - Color</td>
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<td>$2,170</td>
<td>$1,750</td>
<td>=</td>
<td>May</td>
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<tr>
<td>3</td>
<td>Black &amp; White</td>
<td>$1,530</td>
<td>$1,020</td>
<td>$640</td>
<td>$_________</td>
<td>July</td>
</tr>
<tr>
<td></td>
<td>2 - Color</td>
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<td>$1,420</td>
<td>$1,040</td>
<td>x3</td>
<td>September</td>
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<td>4 - Color</td>
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<td>$1,690</td>
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<td>6</td>
<td>Black &amp; White</td>
<td>$1,390</td>
<td>$930</td>
<td>$580</td>
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<tr>
<td></td>
<td>2 - Color</td>
<td>$1,790</td>
<td>$1,330</td>
<td>$980</td>
<td>x6</td>
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Corporate Member Discount - 10%

Total Display Cost = _______________

### WEB ADVERTISING

<table>
<thead>
<tr>
<th>Month(s)</th>
<th>Web Ad Price</th>
<th>Cost</th>
<th>Month(s)</th>
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<tbody>
<tr>
<td></td>
<td>Option 1</td>
<td></td>
<td>January</td>
</tr>
<tr>
<td></td>
<td>□ $2,000 - 1 Month</td>
<td>□ $5,000 - 6 Months</td>
<td>□ $7,000 - 12 Months</td>
</tr>
<tr>
<td></td>
<td>Option 2</td>
<td></td>
<td>February</td>
</tr>
<tr>
<td></td>
<td>□ $800 - 1 Month</td>
<td>□ $3,000 - 6 Months</td>
<td>□ $5,000 - 12 Months</td>
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<tr>
<td></td>
<td>Option 3</td>
<td></td>
<td>March</td>
</tr>
<tr>
<td></td>
<td>□ $400 - 1 Month</td>
<td>□ $1,200 - 6 Months</td>
<td>□ $2,400 - 12 Months</td>
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<tr>
<td></td>
<td>Option 4</td>
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<td>April</td>
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<tr>
<td></td>
<td>□ $200 - 1 Month</td>
<td>□ $600 - 6 Months</td>
<td>□ $1,200 - 12 Months</td>
</tr>
<tr>
<td></td>
<td>*Video News &amp; Information</td>
<td>□ $300 - 1 Month</td>
<td>□ $800 - 6 Months</td>
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</table>

Corporate Member Discount - 25%

Total Web Ad Cost = _______________

### CLASSIFIED ADVERTISING

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<thead>
<tr>
<th>Print Classified</th>
<th>Cost per Inch</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Members</td>
<td>$60 x ________= inches</td>
<td>$_________</td>
</tr>
<tr>
<td>Non-Members</td>
<td>$70 x ________= inches</td>
<td>$_________</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Online Classified</th>
<th>Cost by Month</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Members</td>
<td>□ $175 - 1 Month</td>
<td>$_________</td>
</tr>
<tr>
<td></td>
<td>□ $275 - 3 Months</td>
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<tr>
<td>Non-Members</td>
<td>□ $425 - 1 Month</td>
<td>$_________</td>
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<tr>
<td></td>
<td>□ $725 - 3 Months</td>
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Total Classified Ad Cost = _______________

### E-NEWSLETTER ADVERTISING

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<tr>
<th>Ads</th>
<th>Ad Price</th>
<th>Cost</th>
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<td>January</td>
<td>$300</td>
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<tr>
<td>February</td>
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<tr>
<td>March</td>
<td>$375</td>
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<tr>
<td>April</td>
<td>$300</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>$300</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>$375</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>$300</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>$375</td>
<td></td>
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<tr>
<td>September</td>
<td>$300</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>$300</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>$375</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>$300</td>
<td></td>
</tr>
</tbody>
</table>

Corporate Member Discount - 25%

Total eNewsletter Ad Cost = _______________

* To be eligible for this add on you must have a web ad placed on diecasting.org
General Rate Policy
Advertisers will be billed for the actual space used within the contract year at rates listed. 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.

<table>
<thead>
<tr>
<th>Total Print Cost</th>
<th>Total Web Cost</th>
<th>Total Classified Cost</th>
<th>Total eNewsletter Cost</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ ________________</td>
<td>$ ________________</td>
<td>$ ________________</td>
<td>$ ________________</td>
<td>$ ________________</td>
</tr>
</tbody>
</table>

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: 800334625)
☐ Credit Card  ☐ VISA®  ☐ MASTERCARD®

Total Payment Amount

Credit Card # Expiration Date

Cardholder’s Name (as it appears on the card)

Cardholder’s Signature (required)

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.

3250 N. Arlington Heights Rd., Suite 101, Arlington Heights, IL 60004
P: 847.808.3153  F: 847.279.0002  E: catlett@diecasting.org