



# 2012 MEDIA KIT

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[www.diecasting.org/dce/mediakit](http://www.diecasting.org/dce/mediakit)



Dear Advertiser,

I present to you NADCA's 2012 Media Kit! This past year we have seen a steady increase in advertising. Online advertising through NADCA's website and the weekly eNewsletter have been particularly popular advertising outlets. As the economy continues to strengthen we expect that the importance of advertising will once again become a top priority.

As you look at the 2012 Media Kit you will see that NADCA has numerous options for advertising which allows you to reach your target audience while accommodating any budget. Whether it be placing a print ad in DCE and LINKS, reaching our entire database of 7,000 with an ad in NADCA's e-newsletter or taking advantage of our Web-based advertising, NADCA has an advertising plan waiting to be customized to your needs.

In queue for 2012 we have the Annual Report in March, the Suppliers Directory and show preview in July, our September issue which will act as the Die Casting Congress and Exposition show guide (extra copies will be printed and given away free at the show) and other great topics like: Die Casting Components/Equipment & Die Casting Machines, SSM/Squeeze Casting and Aluminum to close out the year.

This year NADCA will be adding an electronic newsletter that will be based on articles and reports presented in LINKS Magazine. eLINKS will be distributed on the first Thursday of every month to our entire database of over 7,000 members. Those that advertising in the printed version of LINKS in 2012 will also have an adlet included in eLINKS!

Once again we would like to emphasize that if you are still unsure about advertising, the best thing to do is just try it out. With all the advertising options that NADCA has to offer, we are confident that we can assist you in finding the right avenue to get your company the exposure it deserves.

As always, we 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 and Promotions Manager  
Ph:847.808.3153  
Fax:847.808.3171  
catlett@diecasting.org

# RESERVE YOUR AD SPACE IN THESE SPECIAL ISSUES.

## 2012 SUPPLIERS & CONSULTANTS DIRECTORY

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. The web directory is continually updated and has been used by more than 18,000 people in the past year. Advertising in the Suppliers Directory is a great way to make your company's products, services & solutions more accessible to North American die casters.

**NEW!** This year, NADCA has created a separate Consultants Directory! This new directory exclusively lists Consultants that are Affiliate Corporate Members of NADCA. For more information on becoming part of the Consultants Directory please visit: [www.diecasting.org/consultant/add.htm](http://www.diecasting.org/consultant/add.htm).

## 2012 SHOW GUIDE

The September issue of DCE will serve as NADCA's Show Guide for the Die Casting Congress & Exposition in Indianapolis, IN. Advertising in this issue provides an opportunity to reach the entire die casting industry through the exposition, with an expected attendance of 4,000. Each attendee will have access to this issue in addition to DCE's current circulation of over 2500 people!



Showcase your Company! Increase your exposure!

# 2011 THEMES AND DEADLINES

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. Two vehicles for this transfer of information are the magazines Die Casting Engineer (DCE) and LINKS. These magazines reach all levels of the industry from top management to machine operators, yet each has a separate editorial focus and readership.



DCE, serves the needs of the corporate and individual members of NADCA and other die casting industry professionals. The total average circulation is 2,500. 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.



Started in 1997, LINKS has grown from a quarterly economic newsletter for the die casting industry to a bimonthly magazine. Circulation is comprised of more than 1,000 management-level key players with the highest purchasing power in the die casting industry. LINKS provides a unique insight into economic trends within the die casting industry and external influences. It concentrates on the state of the industry, providing detailed information concerning current die casting shipments, trends and forecasts. The magazine is a benefit that only NADCA corporate members receive.

**NEW!** This year NADCA will be adding an electronic newsletter that will be based on articles and reports presented in LINKS Magazine. eLINKS will be distributed on the first Thursday of every month to our entire database of over 7,000 members. Those that advertising in the printed version of LINKS in 2012 will also have an adlet included in eLINKS!

## 2012 DIE CASTING ENGINEER THEMES

Month	Theme	Sub-Theme	Deadline
January	Die Casting Components/ Equipment & Die Casting Machines	State of the Industry	November 7
March	Die Materials	Annual Report	January 9
May	SSM/Squeeze Casting	Safety Awards	March 5
July	Defects/Suppliers Directory	R&D Plan/ Show Preview	May 7
September	Die Coatings & Surface Treatments	Show Guide	July 9
November	Aluminum	Casting Competition	September 4

## 2012 LINKS THEMES

Month	Theme	Deadline
February	State of Industry/International Issues/ Wage & Benefit	January 3
April	Safety/Safety Awards	February 20
June	Government Affairs	April 23
August	Management	June 25
October	Energy & Environmental Control/ Financial Survey	August 13
December	Health Insurance & Human Resources	October 22

# CLASSIFIED ADVERTISING

## In Print Classifieds

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**Members Price** – \$60 per inch of text

**Non-Members Price** – \$70 per inch of text

## Online Classifieds

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- 1 month add \$100 to base cost
- 3 months add \$250 to base cost
- 6 months add \$450 to base cost
- 1 year add \$600 to base cost

Please submit classified text to [catlett@diecasting.org](mailto:catlett@diecasting.org) for pricing and available placement.

# WEB ADVERTISING

## Website Vertical Banner\*

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**File Size** – 120 x 180 pixels

**File Type** – GIF/JPEG/SWF

- \$1200 a year
- \$600 for 6 months
- \$200 a month

## E-Newsletter Vertical Banner\*

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**File Size** – 120 x 90 pixels (20k max)

**File Type** – JPEG

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

\*NADCA Corporate Members receive a 50% discount on web advertising

# THE FINE PRINT

## 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 60+ 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.

## 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 predicted 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, LINKS 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.

# DISPLAY AD SPECIFICATIONS FOR DCE & LINKS



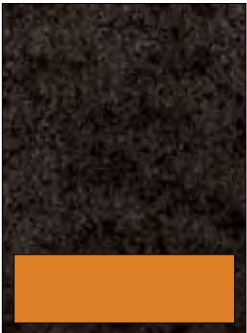
**Full Page\***  
8.25in. x 11.25in.



**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.

## New Products & Services

DCE's New Products & Services department gives advertisers another way to showcase their latest products. This opportunity allows the advertiser to describe their new product with approximately 100 words, and a photo can be included. NADCA Corporate Members are allotted one complimentary product listing in every issue of DCE, individual NADCA members are allotted one complimentary product listing per year, and others pay a small fee. For more information or to submit a new product, visit [www.diecasting.org/dce/products/submit.htm](http://www.diecasting.org/dce/products/submit.htm).

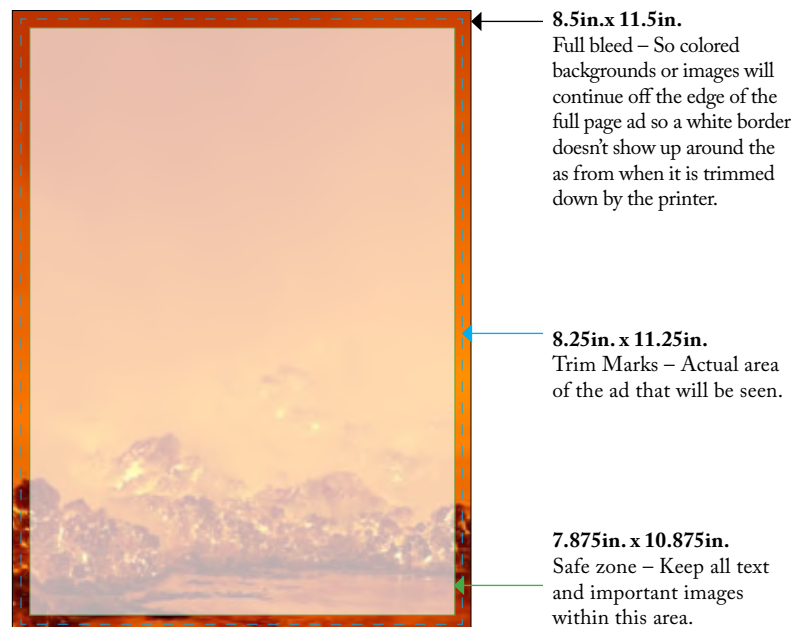
## Special Advertising Opportunities

Call for pricing on the following alternative advertising options: Belly Bands, Tip-Ins, Metallic Ink and Poly bagging. If you have a special request, we will try to work and accommodate your ideas.

## 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.



**8.5in. 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 as from when it is trimmed down by the printer.

**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.

*\*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.*

# AD SPACE AGREEMENT FORM



## DCE & LINKS DISPLAY AD PRICING

Ads	Color	Full	1/2	1/4	Cost	Month(s)
1	Black & White	\$1680	\$1120	\$700	\$ _____	January
	2 - Color	\$2080	\$1520	\$1100	x1	February
	4 - Color	\$2730	\$2170	\$1750	=	March
3	Black & White	\$1530	\$1020	\$640	\$ _____	April
	2 - Color	\$1930	\$1420	\$1040	x3	May
	4 - Color	\$2580	\$2070	\$1690	=	June
6	Black & White	\$1390	\$930	\$580	\$ _____	July
	2 - Color	\$1790	\$1330	\$980	x6	August
	4 - Color	\$2440	\$1980	\$1630	=	September
12	Black & White	\$1270	\$840	\$530	\$ _____	October
	2 - Color	\$1670	\$1240	\$930	x12	November
	4 - Color	\$2320	\$1890	\$1580	=	December

Corporate Member Discount - 10%

Total Display Cost = \_\_\_\_\_

## WEB BANNER AD PRICING

Ads	Banner Ad Price	Cost	Month
1	\$200	\$ _____	January
			February
			March
6	\$600	\$ _____	April
			May
			June
12	\$1200	\$ _____	July
			August
			September
			October
			November
			December

Corporate Member Discount - 50%

Total Banner Ad Cost = \_\_\_\_\_

## E-NEWSLETTER AD PRICING

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

Corporate Member Discount - 50%

Total eNewsletter Ad Cost = \_\_\_\_\_

Total Display Ad Cost \$ _____	+	Total Banner Ad Cost \$ _____	=	Grand Total \$ _____
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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 \_\_\_\_\_

PERSONAL/COMPANY/CASHIER CHECK

CREDIT CARD:

VISA®   
  MASTERCARD®   
  American Express®

\_\_\_\_\_

CREDIT CARD NUMBER

\_\_\_\_\_

EXPIRATION DATE

### 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: 241 Holbrook Dr. • Wheeling, IL 60090  
 tel: 847.808.3153 • fax: 847.808.3171 • email: [catlett@diecasting.org](mailto:catlett@diecasting.org)

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CARDHOLDER'S NAME (AS IT APPEARS ON THE CARD)

\_\_\_\_\_

CARDHOLDER'S SIGNATURE (REQUIRED TO PROCESS)



NORTH AMERICAN DIE CASTING ASSOCIATION

241 Holbrook Drive • Wheeling, IL 60090

P: 847.808.3153 • F: 847.808.3171

[www.diecasting.org](http://www.diecasting.org)

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