I present to you NADCA’s 2019 Media Kit! Advertising is on the rise with online/digital ads in the forefront and meaningful print ads rounding out strong campaigns.

As you look at the Media Kit you will see that NADCA has numerous options for advertising. I would love 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 Die Casting Engineer, reaching our entire database of over 10,000 people with an ad in NADCA’s e-newsletter, taking advantage of our Web-based advertising or through Video News and Information, we have an advertising plan waiting to be customized to your needs.

Are you looking to instill a sense of brand loyalty? Maybe your goal is greater product awareness. The bottom line is, advertising makes your business competitive. This is your year to reach new customers and 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 media mix 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

2,300 TOTAL CIRCULATION

30% PRESIDENT, OWNER, CEO, ETC.

27% ENGINEER/DESIGN

25% MANAGEMENT, QUALITY, OTHER

18% SALES/MARKETING
Highlighted Issues

Furnaces/Energy; Melting & Holding – State of the Industry Report
January

Technical articles detailing furnaces and melting & holding operations 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.

High Integrity Processes & Alloys
September

This issue will be packed full of technological articles on the high integrity process and alloys. This issue will also be the show guide for the 2019 Die Casting Congress & Tabletop.

YOUR REACH

65,000 AVERAGE VISITS PER YEAR

5,500 UNIQUE MONTHLY VISITS

PRIMARY VISITORS
DIE CASTING ENGINEERS, TECHNICIANS AND PROFESSIONALS
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.

2019 Die Casting Engineer Themes

<table>
<thead>
<tr>
<th>MONTH</th>
<th>THEME</th>
<th>SUB-THEME</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Furnaces/Energy; Melting &amp; Holding</td>
<td>State of the Industry</td>
<td>November 12</td>
</tr>
<tr>
<td>March</td>
<td>Cast Materials (Al, Mg, Zn, etc.)</td>
<td>Annual Report, International Issues</td>
<td>January 14</td>
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<tr>
<td>May</td>
<td>Process Control &amp; Automation; Quality Control</td>
<td>Safety</td>
<td>March 11</td>
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<tr>
<td>July</td>
<td>Computer Modeling &amp; Simulation; Design</td>
<td>Show Preview, End Markets</td>
<td>May 13</td>
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<td>September</td>
<td>High Integrity Processes &amp; Alloys</td>
<td>Show Guide, Government Affairs</td>
<td>July 16</td>
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<tr>
<td>November</td>
<td>Advanced Technologies</td>
<td>Show Wrap, Management; Marketing of Die Castings/Sales</td>
<td>September 16</td>
</tr>
</tbody>
</table>

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.

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

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 file 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.

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.

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 – 735 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 $275
Non-Members :  
  1 month $475
  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 month 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.

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 (Feb, March, April, June, Aug, Sept, Nov, Dec)
  - $375 per month (Jan, May, July, Oct)
### 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>
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<td>January</td>
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<td>2 - Color</td>
<td>$2,080</td>
<td>$1,520</td>
<td>$1,100</td>
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<td>March</td>
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<td>4 - Color</td>
<td>$2,730</td>
<td>$2,170</td>
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<td>3</td>
<td>Black &amp; White</td>
<td>$1,530</td>
<td>$1,020</td>
<td>$640</td>
<td>$_________</td>
<td>May</td>
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<tr>
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<td>2 - Color</td>
<td>$1,930</td>
<td>$1,420</td>
<td>$1,040</td>
<td>x3</td>
<td>July</td>
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<tr>
<td></td>
<td>4 - Color</td>
<td>$2,580</td>
<td>$2,070</td>
<td>$1,690</td>
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<td>September</td>
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<td>6</td>
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<td>$930</td>
<td>$580</td>
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<td>November</td>
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<tr>
<td></td>
<td>2 - Color</td>
<td>$1,790</td>
<td>$1,330</td>
<td>$980</td>
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<td>November</td>
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<td></td>
<td>4 - Color</td>
<td>$2,440</td>
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<td>November</td>
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Corporate Member Discount - 10%

Total Display Cost = ________________

### WEB ADVERTISING

<table>
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<tr>
<th>Month(s)</th>
<th>Web Ad Price</th>
<th>Cost</th>
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<tbody>
<tr>
<td></td>
<td>Option 1</td>
<td></td>
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<tr>
<td></td>
<td>□ $2,000 - 1 Month</td>
<td>□ $5,000 - 6 Months</td>
<td>□ $7,000 - 12 Months</td>
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<td>Option 2</td>
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<td></td>
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<td></td>
<td>□ $800 - 1 Month</td>
<td>□ $3,000 - 6 Months</td>
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<td></td>
<td>Option 3</td>
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<td></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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<td></td>
<td>Option 4</td>
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<tr>
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<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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Corporate Member Discount - 25%

Total Web Ad Cost = ________________

### CLASSIFIED ADVERTISING

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<tr>
<th>Print Classified</th>
<th>Cost per Inch</th>
<th>Cost</th>
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<tr>
<td>Members</td>
<td>$60 x ________ = inches</td>
<td>$_________</td>
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<tr>
<td>Non-Members</td>
<td>$70 x ________ = inches</td>
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<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>
</tr>
<tr>
<td></td>
<td>□ $725 - 3 Months</td>
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Total Classified Ad Cost = ________________

### E-NEWSLETTER ADVERTISING

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

*Video News & Information

* 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. **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 is 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.

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.

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