2021…. is that you? I don’t know about you, but I’m ready for a new year, a new start and new opportunities. Advertising in 2021 might be just what the doctor ordered. The best cocktail of advertising always includes a little bit of this and a little bit of that. That’s why a combination of digital and print ads will help you reach your target audience and makes for a well-rounded campaign. As always, plan on being a thoughtful advertiser and offer your target audience something they need. Advertisements directing readers to a free webinar series, case studies, new technology or videos have been the most successful for our advertisers, so consider that when planning your content.

As you look at the Media Kit you will see that NADCA has numerous options for advertising. I am always interested in working with companies to help 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.

Have a new product or service that the die casting industry just can’t live without? Have you expanded and now have more to offer customers? Have an altruistic manufacturing story you would love to share? This is the year to get the right information in front of the right person. Let us help you reach and educate the die casting industry on your capabilities. 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
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

YOUR REACH YOUR REACH YOUR REACH YOUR REACH

2,300 TOTAL CIRCULATION

IN PRINT

30% PRESIDENT, OWNER, CEO, ETC.

27% ENGINEER/DESIGN

25% MANAGEMENT, QUALITY, OTHER

18% SALES/MARKETING
Highlighted Issues

Cast Materials (Al, Mg, Zn, etc.) and Lean Manufacturing
March
Advancements in casting and materials used is what keeps our industry at the forefront of technology. With that in mind and the current economic climate it is also more important than ever to optimize lean manufacturing. This issue is sure to be a must read for the die casting industry.

High Integrity Processes & Alloys and the 2021 Show Guide
September
The High Integrity Processes are essential to understand for the growth of our industry. In addition to this topic being the focal point of this issue it will also include the Show Guide for the 2021 Die Casting Congress & Exposition. After a year hiatus our in person event is back and better than ever. Don’t forget to advertise and we’ll see you in Indy!

YOUR REACH YOUR REACH YOUR REACH 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.

**2021 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 &amp; Energy, Metal Melting &amp; Holding</td>
<td>State of the Industry</td>
<td>November 16</td>
</tr>
<tr>
<td>March</td>
<td>Cast Materials (Al, Mg, Zn, etc.), Lean Manufacturing, International Issues</td>
<td>Annual Report</td>
<td>January 18</td>
</tr>
<tr>
<td>May</td>
<td>Process Control &amp; Automation, Quality Control</td>
<td>Safety</td>
<td>March 15</td>
</tr>
<tr>
<td>July</td>
<td>Computer Modeling &amp; Simulation, Design</td>
<td>Show Preview, R&amp;D Plan, End Markets</td>
<td>May 17</td>
</tr>
<tr>
<td>September</td>
<td>High Integrity Processes &amp; Alloys</td>
<td>Show Guide, Government Affairs</td>
<td>July 19</td>
</tr>
<tr>
<td>November</td>
<td>Additive Manufacturing, Advanced Technologies</td>
<td>Show Wrap, Management, Marketing</td>
<td>September 20</td>
</tr>
</tbody>
</table>

**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.

8.5in. 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

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, July, Nov)
- $375 per month (March, May, June, Aug, Sept, Oct, Dec)
## AD SPACE PRICING FORM 2021

### 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>
</tr>
</thead>
<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>
</tr>
<tr>
<td></td>
<td>2 - Color</td>
<td>$2,080</td>
<td>$1,520</td>
<td>$1,100</td>
<td>x1</td>
<td>March</td>
</tr>
<tr>
<td></td>
<td>4 - Color</td>
<td>$2,730</td>
<td>$2,170</td>
<td>$1,750</td>
<td></td>
<td>May</td>
</tr>
<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>
<td>$1,930</td>
<td>$1,420</td>
<td>$1,040</td>
<td>x3</td>
<td>September</td>
</tr>
<tr>
<td></td>
<td>4 - Color</td>
<td>$2,580</td>
<td>$2,070</td>
<td>$1,690</td>
<td></td>
<td>November</td>
</tr>
<tr>
<td>6</td>
<td>Black &amp; White</td>
<td>$1,390</td>
<td>$930</td>
<td>$580</td>
<td>$_________</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 - Color</td>
<td>$1,790</td>
<td>$1,330</td>
<td>$980</td>
<td>x6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 - Color</td>
<td>$2,440</td>
<td>$1,980</td>
<td>$1,630</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Corporate Member Discount - 10%

Total Display Cost = ________________

### WEB ADVERTISING

<table>
<thead>
<tr>
<th>Month(s)</th>
<th>Web Ad Price</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Option 1</strong></td>
<td>$2,000 - 1 Month</td>
<td>□</td>
</tr>
<tr>
<td><strong>Option 2</strong></td>
<td>$800 - 1 Month</td>
<td>□</td>
</tr>
<tr>
<td><strong>Option 3</strong></td>
<td>$400 - 1 Month</td>
<td>□</td>
</tr>
<tr>
<td><strong>Option 4</strong></td>
<td>$200 - 1 Month</td>
<td>□</td>
</tr>
</tbody>
</table>

*Video News & Information

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

<table>
<thead>
<tr>
<th>Print Classified</th>
<th>Cost per Inch</th>
<th>Cost</th>
</tr>
</thead>
<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>
</tr>
</tbody>
</table>

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

Total Classified Ad Cost = ________________

### E-NEWSLETTER ADVERTISING

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

---

NORTH AMERICAN DIE CASTING ASSOCIATION
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.

---

**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®  ☐ AMEX®

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