## 2020 Editorial Calendar

### January
- Market Performance and Outlook

### February
- Buyers Guide
- Environment and Energy
- **BONUS CIRCULATION to foundries**

### March
- Wax and Patternmaking
- Additive Manufacturing

### April
- Ceramics and Shell Building

### May
- Metals, Alloys, Melting, Management
- **BONUS CIRCULATION at EICF Seminar**

### June
- Manufacturing Processes
- Post Casting Operations

### July
- Inspection, Testing, Quality Control, SPC

### August
- Casting/Foundries
- Automation, Computers, Materials Handling
- **BONUS CIRCULATION to end users**

### September
- PRE-SHOW ISSUE

### October
- SHOW ISSUE: Official Program,
  **BONUS CIRCULATION** at the
  ICI Technical Conference & Expo

### November
- Conference & Equipment Expo Review
  Casting Design and Tooling

### December
- Education, R&D, New Technology
- Year in Review

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**INCAST AT A GLANCE**

- The official magazine of both the Investment Casting Institute and the European Investment Casters’ Federation.
- The ONLY monthly magazine published exclusively for the global investment casting industry.
- No other casting magazine reaches this specific nor this qualified an audience.
- Virtually every investment casting company in the U.S. and Canada receives INCAST.
- Read on 6 continents and in 29 countries.
- Offered to investment casters and suppliers, designers, specifiers, buyers and end users of investment castings.
- The editorial calendar explores a different aspect of the investment casting industry or its processes each month, and over the year, provides a complete overview.
Circulation is specifically targeted to personnel at investment casting and supplier locations throughout the world—particularly Investment Casting Institute Members—plus users, buyers, designers, and specifiers of investment castings. The INCAST circulation list is constantly being updated as new Members are added to the Institute and others subscribe to the magazine. At the time of this printing, 1578 copies were being distributed as follows:

**Print Distribution**

- North American Investment Casters: 503*
- International Investment Casters: 123
- North American IC Suppliers: 549
- International IC Suppliers: 122*
- Users/buyers of investment castings: 157
- Other Organizations and Individuals: 124

**TOTAL**: 1578

Note: Figures represent 2019. Numbers are subject to change. *Bonus Circulations are in February, August and October.

**Advertising Policy**

**Terms**

Invoices rendered on publication date. Terms: net 30 days. A service charge may be charged on past due accounts. All advertisements are published for the benefit of the agency and advertiser, and each of them is jointly and severally responsible for all charges. For example, past due agency accounts may be billed directly to advertiser.

INCAST is published 12 times per year by INCAST Corp., the publications subsidiary of the Investment Casting Institute. The news magazine of the investment casting industry worldwide, it is written for the industry, its casters, suppliers, designers, specifiers, buyers and managers intimately involved with the investment casting process, as well as to Members of the Investment Casting Institute.

Copyright Reserved: Neither the Investment Casting Institute nor its officers accept legal responsibility for information, advice given or opinions expressed.

**Classified Ads: Print or Online**

Classified advertising is available in INCAST magazine or online at www.investmentcasting.org.

Let INCAST sell your surplus equipment in the classifieds. Print listings in the magazine are $50 for a 50 word description. Institute Members may also advertise online at www.investmentcasting.org at no charge. Non Members can place their ads in both INCAST and the website for $100 (optional - photos on website for additional $10 per image). The ad will be posted for 3 months on the website, after that there is a renewal fee of $15 per month or $30 for a 3 month renewal period. Please note that help wanted or employment advertising will not be accepted.

To place an ad, send e-mail to incastmedia@investmentcasting.org.
Display advertising in INCAST is open to Institute Members and Non-Members. Non-Member rates are approximately 25% higher than Member rates. Many companies can virtually pay for membership with the savings from a couple of ads. INCAST reserves the right to review advertising and/or decline publication of any advertising or editorial material.

**Lock in your rate for the year!**

6x and 12x additional benefits...

- 12x contracts receive two 1/6-page buyers guide ads free and one INCAST Newsletter sponsored ad, free of charge;
- 6x contracts receive one 1/6-page buyer’s guide ad free of charge.

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**One Page**
8.5 x 11” PLUS 1/8 bleed

**1/2 Page Horizontal**
7.5 x 5”

**1/2 Page Horiz. Bleed**
8.5 x 5.5” PLUS 1/8 bleed

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**Covers & Special Positions**

- Inside Front (full page) .......................................................$195 extra
- Center Spread .................................................................$350 extra
- Inside Back Cover (full page) ..............................................$195 extra
- Back Cover (full page) .......................................................$195 extra

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**Printing Specifications**

Preferred format for advertising is PDF/X-1A files (press-ready files) or high resolution CMYK, 300 DPI jpeg files.
INCAST 2020 Rates & Mechanical Requirements

**Rate Card Terms**

*Rates quoted are gross rates and based on membership status as of publication date. A 15% agency discount is available to advertising agencies or to member companies which directly commit to a multiple-insertion advertising plan of 4x or more.

**Inserts**

Submit layout and paper sample for approval, quantity and price.
The February issue of INCAST continues to be a reference tool for the investment casting industry and has a BONUS CIRCULATION to industry foundries. Don’t miss your opportunity to be part of it!

- Ads will be placed in categories of service
- Multiple listings available
- Material deadline January 10, 2020
- First 1/6-page ad FREE to 6X contract advertisers

### ADVERTISING RATES

**MEMBER RATE**
- $595 first insertion
- $495 each for two or more

**NON-MEMBER RATE**
- $795 first insertion
- $695 each for two or more

**Buyer's Guide Categories**

- Additive Manufacturing
- Autoclave Dewax
- Automation/Materials Handling
- Burnout/Preheat
- Casting Design
- Ceramic Filters
- Ceramic Shapes & Cores
- Cleaning Equipment
- Cleaning Products
- Consultants
- Core Removal Equipment
- Crucibles, Pouring Cups, Ladle Liners
- Cutoff, Finishing Equipment
- Cutoff, Finishing Products
- Dewax (General)
- Education, Research
- Environment, Safety
- Flashfire Dewax
- General, Misc.
- HIP, Heat Treating
- Inspection, Testing, Quality Control
- Melting Equipment
- Melting Products
- Metal Finishing, Coatings
- Metals, Alloys
- Pattern Cleaners, Lubricants
- Patternmaking Equipment
- Patternmaking Products (other than wax)
- Rapid Prototyping
- Shellbuilding Equipment
- Shellbuilding Materials
- Software/Computers
- Solid Mold Investments
- Tooling
- Wax
- Wax Reclamation

**Ad Specifications**

Buyer’s guide ads measure 2-3/8 x 5”.
The INCAST Newsletter is a monthly e-mail publication containing news briefs which point to articles in both the current and upcoming issues of INCAST Magazine, plus articles from other websites or other publications with links to the original source.

Advertising Policy

The INCAST Newsletter will have one sponsoring advertiser per issue. Potential sponsors are INCAST Magazine advertisers who have committed to multiple insertions. Advertising in the INCAST Newsletter will be limited to one ad per calendar year per advertiser.

Circulation: 1,587 Subscribers!

The INCAST Newsletter, was first published in January 2014 to INCAST Magazine subscribers who would in turn forward the publication to friends and colleagues; the e-publication is free to those responding to the “join our mailing list” link at the end of each newsletter.

For more information regarding newsletter advertising contact Nora D’Ambra at incastmedia@investmentcasting.org.

Proven Track Record

The following chart illustrates INCAST News’ open rate as compared to other Non-Profit and Industry newsletters.

<table>
<thead>
<tr>
<th></th>
<th>INCAST News</th>
<th>Manufacturer</th>
<th>Non-Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bounces</td>
<td>5.5%</td>
<td>10.61%</td>
<td>9.22%</td>
</tr>
<tr>
<td>Opens</td>
<td>27.7%</td>
<td>13.18%</td>
<td>18.94%</td>
</tr>
<tr>
<td>Clicks</td>
<td>19.5%</td>
<td>7.40%</td>
<td>6.86%</td>
</tr>
</tbody>
</table>

ADVERTISING RATES

The rate for 2020 is $850 per issue. Deadline for receiving ad material is the 5th of each month. Publication of newsletter is between 15th and 20th.

Ad Specifications

All sponsoring ads are the same standard horizontal rectangle size (600 x 200 pixels at 75 DPI). Ads should be submitted as web ready jpeg files.
SPONSORSHIP OPPORTUNITIES

Foundry tours are included as part of the Regional Meeting.

Multiple Sponsorship Opportunities including, but not limited to, Sunday & Tuesday evening receptions, Keynote Address, Audio Visual and our 2020 Souvenir Medallion.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Sponsorship Opportunity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business &amp; Leadership Development Conference</td>
<td>Sunday Evening (3 opportunities)</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Tuesday Evening (3 opportunities)</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>Morning Breakfast (3 opportunities)</td>
<td>$1,250</td>
</tr>
<tr>
<td></td>
<td>Coffee Break (2 opportunities)</td>
<td>$500</td>
</tr>
<tr>
<td>Fall Technical Conference</td>
<td>Pens</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>Tote Bags</td>
<td>$3,500</td>
</tr>
<tr>
<td></td>
<td>Breakfast Signage (2 opportunities)</td>
<td>$1,950</td>
</tr>
<tr>
<td></td>
<td>Coffee Break Signage</td>
<td>$1,950</td>
</tr>
<tr>
<td></td>
<td>Tumblers</td>
<td>$1,950</td>
</tr>
<tr>
<td></td>
<td>Mugs</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>Snack Break Signage (Expo only)</td>
<td>$1,950</td>
</tr>
<tr>
<td>Gold Sponsor (3 opportunities)</td>
<td>Multiple Opportunities (See below)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Silver Sponsor (3 opportunities)</td>
<td>Multiple Opportunities (See below)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Bronze Sponsor (4 opportunities)</td>
<td>Multiple Opportunities (See below)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Scholarship Fund</td>
<td>Scholarship</td>
<td>$2,500</td>
</tr>
<tr>
<td>Process Control Seminar</td>
<td>Food &amp; Beverage</td>
<td>$2,500</td>
</tr>
<tr>
<td>Industry Certification Course</td>
<td>Food &amp; Beverage</td>
<td>$6,000</td>
</tr>
<tr>
<td>Regional Meeting</td>
<td>Food &amp; Beverage (Up to 4 opportunities)</td>
<td>$1,500</td>
</tr>
</tbody>
</table>