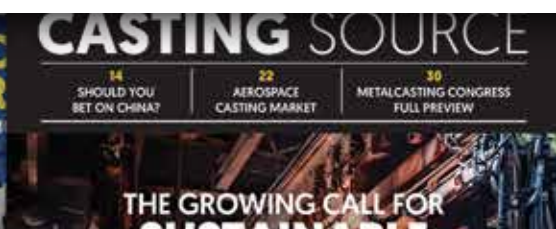




THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

# CASTING SOURCE

## 2025 MEDIA KIT



Unseen but indispensable, castings in the aerospace sector are held to more scrutiny and documentation than most others. The small demographic of foundries that comprise this growth market are working hard to keep up with intense customer demands for supply, turnaround time, and in a perfect world, cost reduction.





# WHY ADVERTISE IN **CASTING SOURCE**?

**Casting Source** is where foundry customers and OEMs go to learn about the products and services they need. Targeted at OEM decision-makers who decide how their parts will be manufactured, **Casting Source** is a premier source of critical information on how and why to partner with a quality North American metalcaster.



93%



96%

According to a 2021 readership survey, **93%** of readers say **Casting Source** magazine is relevant to their profession and **96%** report reading or scanning articles in every issue.

## CASTING SOURCE READERS REPRESENT THE FOLLOWING COMPANIES (AND MANY MORE!)

- 3M Company
- Aerojet Rocketdyne
- Agco Corp.
- Allison Transmission
- Alstom Inc.
- Arctic Cat Inc.
- Atlas Copco
- Baldor Electric Company
- Boeing Co.
- Borgwarner Turbo Systems
- Brunswick Corp.
- Cameron
- Carrier Corporation
- Caterpillar Inc.
- Cessna Aircraft Co.
- Comptec Inc.
- Crane Aerospace
- Crane Pumps & Systems Inc.
- Crown Equipment Corp.
- Cummins Inc.
- Dana Corp.
- Delphi
- Delta Faucet Co.
- Detroit Stoker Co.
- Dezurik Inc.
- Donaldson Company Inc.
- Dresser Rand Co.
- Dwyer Instruments Inc.
- Eaton Corporation
- Elgin Sweeper Co.
- Emerson
- Emerson Power Transmission
- Emerson Process Management
- Federal Mogul Corp.
- Ford Motor Company
- Freightliner Inc.
- Gardner Denver
- GE
- GE Aviation
- GE Energy
- GE Healthcare

# MEDIA OPTIONS

**Casting Source** is the only publication in North America reaching an audience of buyers, designers and end-users of metal castings. Today, industry leaders engage with **Casting Source** in many different ways. Choose the platforms that fit your strategy best!



PRINT EDITION

DIGITAL EDITION

WEBSITE  
castingsource.com

CAST IN  
NORTH AMERICA

CASTING SOURCE  
DIRECTORY

E-NEWSLETTER

EVENTS

- General Dynamics Corp.
- General Electric Company
- General Motors Corp.
- Georgia Pacific
- GE Transportation
- GKN Aerospace
- Gorman Rupp Co.
- Goss International
- Goulds Pumps LTT Industries
- Gulfstream Aerospace
- Haas Automation Inc.
- Haldex
- Halliburton
- Hamilton Sundstrand
- Harley Davidson Motor Co.
- Harsco Rail
- Hendrickson
- Honeywell Aerospace
- Honeywell Inc.
- Hubbell Inc.

- Ingersoll Rand
- Jet Propulsion Lab
- John Deere
- John Deere Dubuque Works
- Johnson Controls Inc.
- Kenworth Truck Co.
- Lockheed
- Lockheed Martin
- Lycoming
- Maxon Lift Corp.
- Medtronic
- Mercury Marine
- Meritor Inc.
- Mitsubishi Electric Power
- Modine Mfg Co.
- Monroe Truck Equipment
- Moog Inc.
- Mueller Co.
- NASA
- Naval Surface Warfare Center
- Navistar Inc.

- Northrop Grumman Corp.
- Oshkosh Corporation
- Osram Sylvania
- Paccar Inc.
- Parker Aerospace
- Parker Hannifin Corp.
- Pentair
- Polaris Industries
- Pratt & Whitney
- Raytheon Company
- Regal Beloit Corp.
- Rexnord Corp.
- Robert Bosch LLC
- Rockwell Automation
- Rockwell Collins
- Rolls Royce Corp.
- Sandia National Labs
- Seating Concepts Inc.
- Siemens
- SpaceX
- Spirit Aero Systems

- Spx
- Stellantis
- Sulzer Pumps
- Tenneco
- Textron Inc.
- The Timken Company
- Thomas & Betts Corp.
- Toro Co.
- United States Navy
- Us Army
- Us Army Corps Of Engineers
- Volvo Penta
- Warren Pumps
- Waterous Company
- Whirlpool Corp.
- Woodward Inc.
- W S Darley & Co.
- Zimmer Biomet
- Zoeller Company
- Zurn Industries LLC

# 2025 EDITORIAL CALENDAR

ISSUE	CASTING SOURCING	APPLICATIONS	BASICS	DISTRIBUTION
JANUARY/ FEBRUARY	Finding a Foundry	Casting Conversions	Industry Forecast	Subscribers
MARCH/ APRIL	Cast in North America and CastExpo 2025 Preview	Casting Quality	Casting Alloys	Subscribers & Cast in North America
METALCASTER PROSPECTUS	This special supplement includes profiles of dozens of the top metalcasters in North America. Delivered with the March/April issue of Casting Source, the Prospectus will be distributed to buyers and designers attending the Cast in North America Show in Milwaukee, in April.			Subscribers & Cast in North America
MAY/ JUNE	Customer/Foundry Relationships	Casting of the Year	Casting Design	Subscribers
CASTING SOURCE DIRECTORY	The <i>Casting Source Directory</i> is a well-used and much-anticipated resource for casting buyers and designers featuring comprehensive listings of all AFS Corporate Member metalcasters, indexed by location, metals cast and processes used.			Subscribers & Cast in North America
JULY/ AUGUST	Lead Times	Prototyping	Casting Processes	Subscribers
SEPTEMBER/ OCTOBER	Tooling and Additive Man- ufacturing	Specifications	Casting Materials	Subscribers
NOVEMBER/ DECEMBER	Cost Considerations	Casting Vs. Other Methods	Research and Development	Subscribers



CONTACT: **FABIO CAVALIERI** | 708-670-9721, [FABIO@AFSINC.ORG](mailto:FABIO@AFSINC.ORG)  
OR **TOM LAZAR** | 330-461-2565, [TLAZAR@AFSINC.ORG](mailto:TLAZAR@AFSINC.ORG)



# PRINT DISPLAY ADVERTISING

## REGULAR DISPLAY AND SPECIAL PUBLICATIONS RATES

To find out more about our Special Publications, go to page 10 & 11.

### BLACK & WHITE DISPLAY AD RATES

Frequency of Insertions (cost per ad)

AD SIZE	6 ISSUES	4 ISSUES	1 ISSUE
FULL PAGE	\$4,515	\$5,125	\$5,735
2/3 PAGE	\$3,670	\$4,155	\$4,675
1/2 ISLAND	\$3,220	\$3,690	\$4,125
1/2 PAGE (HORIZONTAL AND VERTICAL)	\$2,865	\$3,215	\$3,595
1/3 PAGE (VERTICAL AND SQUARE)	\$2,025	\$2,325	\$2,595
1/4 PAGE (SQUARE, HORIZONTAL AND VERTICAL)	\$1,730	\$1,900	\$2,120
1/6 PAGE	\$1,240	\$1,415	\$1,620

Add \$940 to price for full color ads. Color fees waived with a 6-issue commitment.

### PREMIUM POSITIONS

Includes full color

LOCATION	PRICE
INSIDE FRONT COVER	Earned Rate + 10%
INSIDE BACK COVER	Earned Rate + 5%
OUTSIDE BACK COVER	Earned Rate + 15%

### PROSPECTUS RATES

Includes full color

SIZE	PRICE
FULL PAGE PROFILE PLUS FULL PAGE AD	\$4,280
FULL PAGE PROFILE ONLY	\$2,850

### DIRECTORY ADLET RATES (CASTING SOURCE DIRECTORY ONLY)

Frequency of Insertions (cost per ad)

AD SIZE	5 OR MORE	4	3	2	1
SINGLE [2" x 1.5"]	\$400	\$460	\$545	\$640	\$720
DOUBLE [2" x 3"]	\$535	\$650	\$765	\$870	\$995

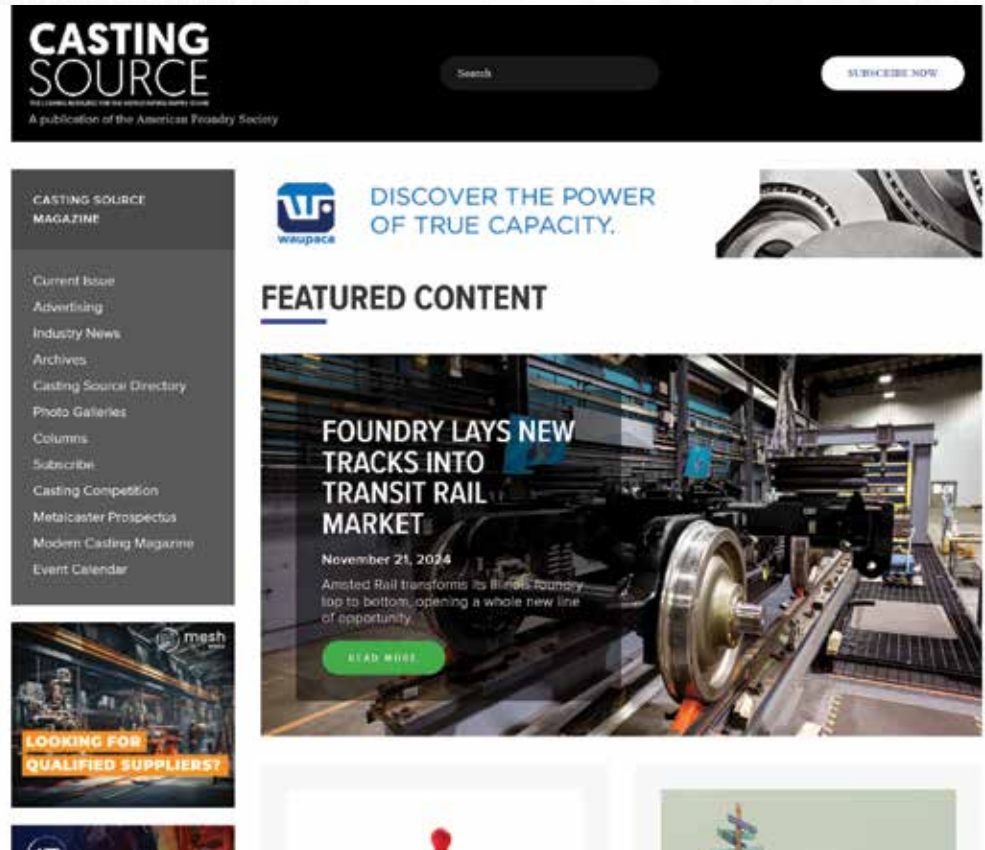
### ADVERTISING FILE DUE DATES

JANUARY / FEBRUARY	January 6, 2025	CASTING SOURCE DIRECTORY	June 6, 2025
METALCASTER PROSPECTUS	February 28, 2025	JULY / AUGUST	July 7, 2025
MARCH / APRIL	February 28, 2025	SEPTEMBER / OCTOBER	September 5, 2025
MAY / JUNE	May 2, 2025	NOVEMBER / DECEMBER	October 31, 2025

# WEBSITE DISPLAY ADVERTISING

## CastingSource.com

is the only website providing content exclusively for an audience of casting designers and buyers. Inventory is limited to 10 ads in rotation per position. Current site metrics are available upon request.



## ONLINE DISPLAY RATES (RATE OF SALE)

Length of Commitment (cost per month)

AD SIZE	1 YEAR	6 MONTHS	3 MONTHS	1 MONTH
<b>LEADERBOARD</b> [728 x 90]	\$750/mo	\$940/mo	\$1,130/mo	\$1,230/mo
<b>SIDEBOARD</b> [300 x 250]	\$560/mo	\$740/mo	\$920/mo	\$1,000/mo

# VIDEO ADVERTISING

## EMBEDDED VIDEOS IN DIGITAL EDITION

Bring your products to life by embedding a video into your ad in the digital version of the magazine. All ads that appear in the print issue of Casting Source also appear in the digital edition.

**RATE:** \$600 per month content marketing

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# E-NEWSLETTER

With an opt-in distribution of over 10,000 and strong open rates, **Design Line** is an important information source for the casting buying and designing audience and coincides with the publication of the newest issue of **Casting Source**. Inventory is limited to three sideboard ad units and one in-line text ad per issue.

**SCHEDULE:** Third Wednesday of the month.

**DEADLINE:** The 1st of publication month

AD RATES PER MONTH		12x	6X	3x	1x
A	<b>SIDEBOARD</b> [300 x 250 PIXELS]	\$500	\$650	\$800	\$1,000
	<b>LEADERBOARD</b> [728 x 90 PIXELS]	\$750	\$940	\$1,130	\$1,230

## EMBED YOUR MESSAGE IN CONTENT

An **inline text ad** with a live link of your choice! Only one text ad will be offered in each edition of **Design Line**. **Make sure that it is yours!**

INLINE AD RATES PER MONTH		12x	6X	3x	1x
C	<b>PRICE</b>	\$700	\$900	\$1,100	\$1,300

# ARTICLE REPRINTS

If you've recently been the subject of an article in **Casting Source**, congratulations! You're a star of the metalcasting community. Now you can preserve your article and share it with friends, employees, and customers. Our turnkey article reprint program packages your article and advertising into a reader-friendly 4- to 12-page brochure and includes a minimum of 500 printed copies for your use. Also included are all licensing fees, allowing complete and unfettered use of our content. Additional distribution opportunities, such as targeted direct mail or co-mailing with an issue of **Casting Source**, can be packaged upon request.

**BASE RATE:** \$1,290

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**DSCCO**  
High Tech, High Volume, Highly Competitive, Highest Standards of Quality and Service.  
Gray iron castings up to 40 pounds.  
(Dinner 25-30) DSCCO & Steel casting.  
(Dinner, DSCCO & Steel casting)

**Find out today how we can help you!**  
Tom Casper  
Sales and Marketing Manager  
[tom.casper@dscoco.com](mailto:tom.casper@dscoco.com)

## CASTING SOURCE

THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

**Current Issue**

**Castile Iron Advancements for Reducing Weight**  
Recent foundry industry studies have explored ways to achieve lighter castings in iron. The demand for weight and material reduction in industries like transportation continues to drive innovations in engineering and advancements in material development. Researchers are evaluating new aluminum alloys for their performance in high temperature applications, while on the iron side, the industry is developing ways to cast thinner walls to achieve weight reductions.  
[Read More](#)

**Light Bike**  
Early in 2022, four seniors at Western Michigan University came up with a way to do what a personal hobby with their required senior project—the group approached their instructor, Robert Tuttle, professor of engineering, design, manufacturing, and management systems, about developing a casting that would lighten endurance bikes and make them more affordable. Thanks to a professional friendship between Tuttle and a former student, Philip Messing, who is now an investment casting engineer at AFS Corporate Member Aristocast, the project resulted in a 3.5-lb. magnesium prototype of a bike frame designed to hold wheels, pedals, seat, and handlebar in position and has a load bearing capacity of 200 lbs.  
[Read More](#)

**Searching for the Low-Cost, Power-Dense, Aluminum Engine**  
Can a new method for tooling high-pressure diecasting pave the way to closed-deck engine blocks?  
[Read More](#)

**Casting Defect Basics: Gas and Inclusions**  
Defects in castings are common, but they can be reduced or eliminated through proper modeling during the pattern design stage, careful handling of molds and cores, and process adherence and control.  
[Read More](#)

**Before and After: Investment Casting Wins Over Extrusion Weldment**  
Homer City Automation wanted to improve the lead times and quality of a rough mounting bracket component used in material handling equipment. Originally a weldment, the 3-lb. bracket was redesigned as a casting and produced by Franklin Bronze Precision Components (Franklin, Pennsylvania).  
[Read More](#)

CASTING SOURCE  
2024  
DIRECTORY



# SPONSORED WEBINARS

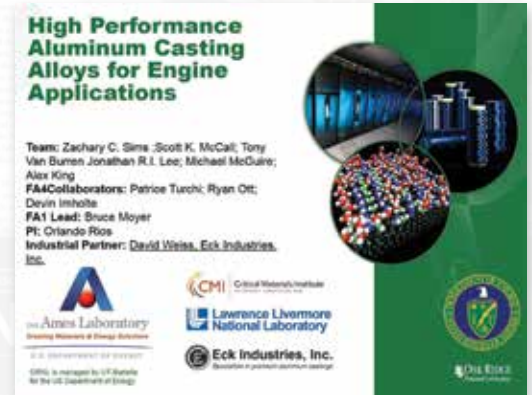
A sponsored webinar is one of the strongest lead generation tools available to manufacturers. Registrants voluntarily provide detailed contact information in return for the opportunity to view a presentation on a topic of your choice. A dynamic webinar presentation not only establishes you as a key expert in the field, but can also be used continually across different platforms.

Promotions for webinar presentations are distributed in the Casting Source database through available online channels for 3–4 weeks prior to the presentation date. [In-print promotion can be added at your discretion.] In addition, all administrative and technical needs for the staging of the webinar are handled by Casting Source staff. Finally, shortly after the live presentation, the data collected on all registrants is provided to the sponsor.

As sponsored webinars are considered co-branded content, your topic and presentation will also receive the benefit of review and feedback from the Casting Source editorial staff.

## ORDER DEADLINE:

6 weeks prior to scheduled presentation. If registration falls short of 50, the webinar will be rescheduled or reconsidered. Sponsored webinar topic and presentation content is subject to final approval by **Casting Source** staff.



REGISTRANTS	PRICE
90+	Custom
75-90	\$7,500
50-74	\$5,000

# EMAIL BLAST PROGRAM

Email blasts are an excellent way to target segments of the **Casting Source** readership. Your customized program includes list fees and all administrative costs. Outsourced HTML design services can also be included on request. Database is not available for purchase—all email blasts must be administered in-house by **Casting Source** staff.

**2,000 ADDRESSES OR FEWER:** \$1,500

**3,000 ADDRESSES:** \$2,000

**4,000 ADDRESSES:** \$2,300

**5,000 ADDRESSES:** \$2,500

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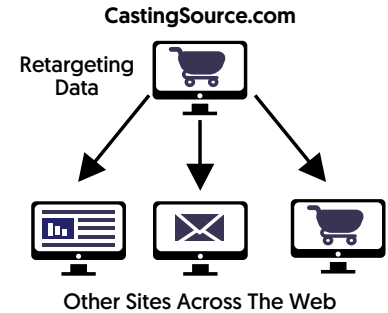
# AFS TARGETED DIGITAL ADVERTISING

Create more visibility, brand awareness, and web traffic through our targeted digital advertising program. Three customizable options serve your digital display ads across the web. Whatever you choose, transparent metrics reporting lets you watch your total investment pay off by tracking every part of your campaign's reach.

## SITE RETARGETING

Continue to serve your advertisement to castingsource.com visitors on thousands of websites after they leave ours. Your ad will continue to reach our audience off-site, across the web and on mobile. We can also provide a pixel to re-target people that have visited your website!

### Site Retargeting



## ADDRESS-TARGETING

Reach Casting Source readers where they receive the hard copy of the magazine by geographic location [work or home!]. Plus, customize your campaign by adding in any location you're targeting as a prospect so they are familiar with your company.

### Address Retargeting



## KEYWORD SEARCHES

Target professionals using search terms associated with your product or service. Your digital advertisement will reach users searching for industry-specific terms, including competitors' names if you wish. After searching a key word, they will be retargeted across the web at a fraction of the cost of Ad Words.

### Keyword Search Retargeting



BASIC EXPOSURE	ADVANCED EXPOSURE	DOMINANT EXPOSURE
30,000 impressions/month	50,000 impressions/month	100,000 impressions/month
3 MONTHS \$1,800 Total   \$600 per month	3 MONTHS \$3,420 Total   \$1,140 per month	3 MONTHS \$6,480 Total   \$2,160 per month
6 MONTHS \$3,420 Total   \$570 per month	6 MONTHS \$6,480 Total   \$1,080 per month	6 MONTHS \$12,240 Total   \$2,040 per month
12 MONTHS \$6,480 Total   \$540 per month	12 MONTHS \$12,240 Total   \$1,020 per month	12 MONTHS \$23,040 Total   \$1,920 per month

# ANNUAL CASTING SOURCE DIRECTORY

Published in June in print and online, **Casting Source Directory** is a well-used and much-anticipated resource for casting buyers and designers. It contains useful general information about the industry, including tips on how to buy and design castings. In addition, the directory features comprehensive listings of all AFS Corporate Member metalcasters, indexed by location, metals cast and processes used.

All foundries are eligible to purchase display advertisements in the **Casting Source Directory**, but only AFS Corporate Members are allowed to place adlets within the directory portion of the issue.

The CSD is distributed free of charge to the entire **Casting Source** audience. In addition, it is made available at industry trade shows, including Cast in North America, and can be purchased through the publications division on the AFS website.

## PRINT ADVERTISING RATES:

Same as other issues (see page 5).

## ADLET EXAMPLES



# METALCASTER PROSPECTUS

## WHAT IS IT?

The **Metalcaster Prospectus** consists of full-page corporate profiles of North America's leading metalcasters. This unique publication provides you the opportunity to inform your customers and prospects about your company's history, experience, people and productivity.

## HOW IS IT DISTRIBUTED?

- Included with March/April issue of **Casting Source**
- On show floor at Cast in North America 2024
- Other notable North American trade shows in 2024
- Digital edition available worldwide starting in mid-March

## HOW DO I PARTICIPATE?

- Simply provide us with the following information:
- A maximum of 350 words of descriptive copy. Logical topics include: brief company history, service capabilities, partial customer list, markets served, sales information, success stories/brief case studies.

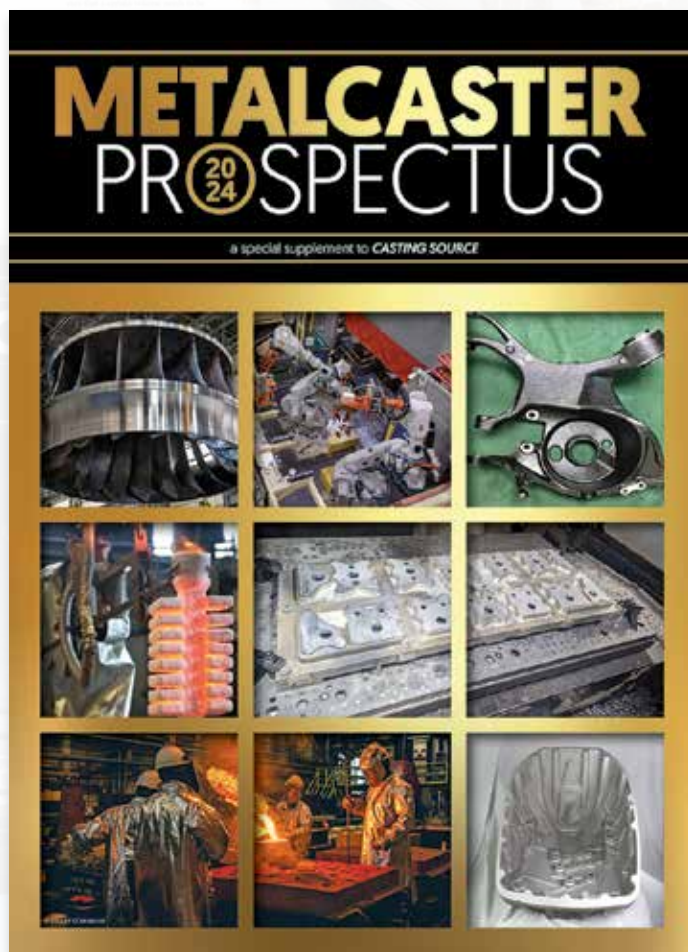
*Samples available upon request.*

- Company mission statement
- A photo of your CEO/President [optional]
- An "action photo" from your facility
- Your logo

## WHAT DOES IT COST?

**PROFILE ONLY:** \$2,850

**PROFILE + FULL PAGE AD:** \$4,250



# CAST IN NORTH AMERICA

If you value "face time" with your prospects, you should be an exhibitor at Cast in North America, held in conjunction with **CastExpo, April 12-15, 2025, in Atlanta, Georgia**. Cast in North America is geared specifically for buyers and designers of castings, with an exhibit floor highlighting North American foundries, and a special track of educational presentations for this audience.

**For complete details, visit [www.castexpo.com](http://www.castexpo.com).**

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# ADVERTISING SPECIFICATIONS

## PRINT SPECIFICATIONS

Ad Sizes (W x H)

FULL PAGE BLEED	8.125" x 11.125"* [trim size = 7.875 x 10.875]
2/3 PAGE	4.5" x 10"
1/2 ISLAND	4.5" x 7.375"
1/2 HORIZONTAL	7" x 4.875"
1/2 VERTICAL	3.375" x 10"
1/3 VERTICAL	2.125" x 10"
1/3 SQUARE	4.5" x 4.875"
1/4 SQUARE	3.375" x 4.875"
1/4 VERTICAL	3.375" x 4.875"
1/4 HORIZONTAL	7" x 2.375"
1/6 PAGE	2.125" x 4.875"
DOUBLE ADLET	2" x 3"
SINGLE ADLET	2" x 1.5"

**RESOLUTION:** 300 DPI. PDF files only!

**BLEED SIZE:** 8.125" x 11.125"

(\*All full page ad PDFs should be bleed size).

**TRIM SIZE:** 7.875" x 10.875"

(Important text, logos and graphics should be inset at least 0.5" from the trim on all sides.)

**PDFs should be PDF/X-1a.**

**Please do not include crop marks.**

## DIGITAL SPECIFICATIONS

Ad Sizes (W x H)

LEADERBOARD OR ANCHOR BANNER	728 x 90 pixels
SIDEBAR BANNER/ E-NEWSLETTER	300 x 250 pixels

### RESOLUTION:

72 DPI or greater.

### FILE FORMAT:

Static or animated GIF or PNG preferred. While there is no limit, a maximum file size of 1 MB is recommended.

### VIDEOS:

Videos should be submitted as MP4 files.

There is no file size limit, but be aware that file size can affect load time.

## ADVERTISING SALES REPRESENTATIVES

Western U.S., Midwest, Western Canada, International

**Fabio Cavalieri**

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[Fabio@afsinc.org](mailto:Fabio@afsinc.org)

Eastern U.S. (plus OH, CA), Eastern Canada

**Tom Lazar**

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