



**MODERN**  
**CASTING**  
2024  
**MEDIA**  
**KIT**

# WHY ADVERTISE IN MODERN CASTING?

**Modern Casting** sets the standard as the industry's most authoritative and credible source of information for the metalcasting industry. In an August 2023 reader survey, **83% of respondents said they read the magazine regularly, and 79% of respondents read 50% or more of the magazine content every month.**

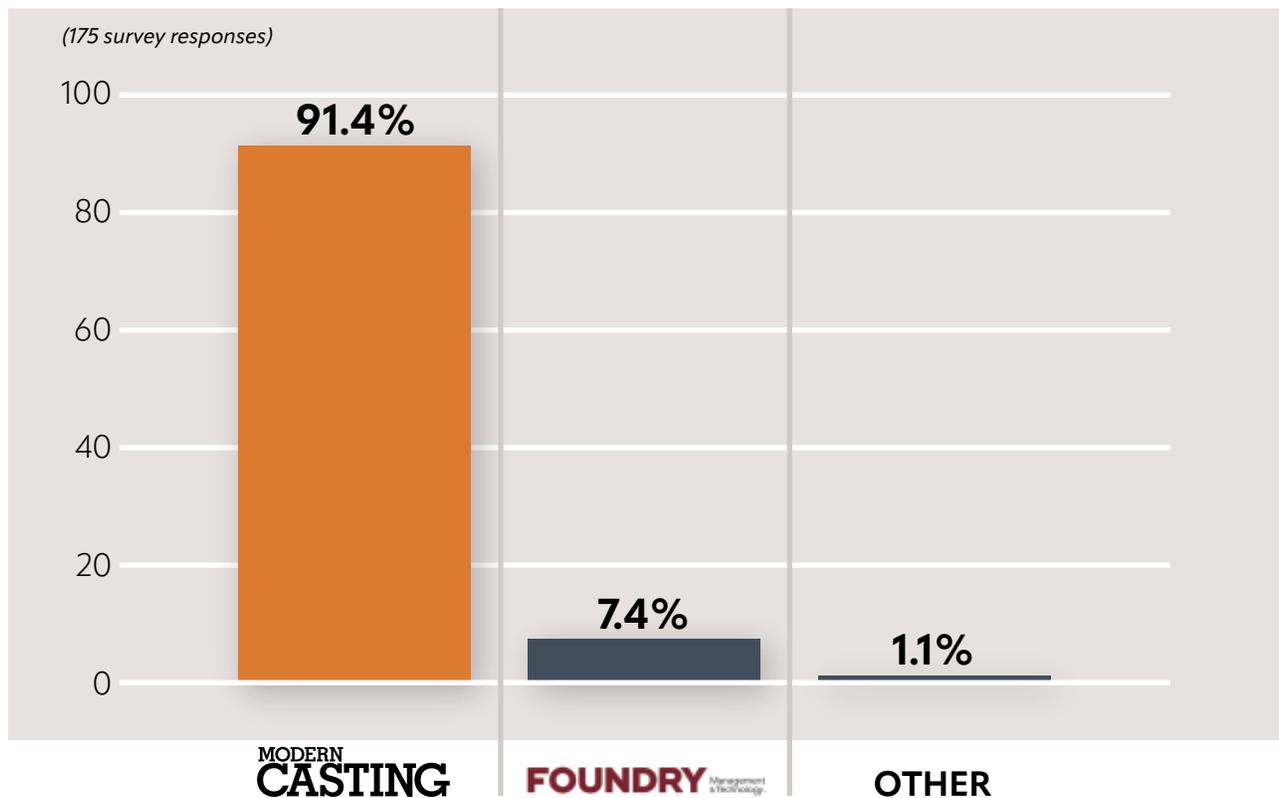
Our engaged readers find the magazine's content overwhelmingly applicable to their professional activities, and most reported taking specific actions based on what they have read—either by discussing or passing along an article or item, visiting a website, filing for future reference, or applying an idea, as well as seeking further information from an advertiser.

Published monthly since 1938 by the *American Foundry Society*, the award-winning **Modern Casting** magazine provides the metalcasting industry with technical information for operational

and business decisions. More than 16,000 producers of metal castings, pattern and tooling shops, and their suppliers receive **Modern Casting** in print or online each month. The *American Foundry Society* is the leading U.S.-based metalcasting society, helping member companies (metalcasting facilities and industry suppliers) and individuals effectively manage their production operations, profitably market their products and services, and equitably manage their employees.

**Modern Casting** is distributed across North America and internationally, reaching decision-makers at foundries pouring all metals and using all metalcasting processes. **Modern Casting** has earned its reputation as the metalcasting industry's leading source of information. Industry leaders engage with **Modern Casting** in many different ways. Combine our platforms to achieve your goals!

## WHICH WOULD YOU SAY IS YOUR FAVORITE MAGAZINE SERVING THE NORTH AMERICA METALCASTING INDUSTRY?



# 2024 EDITORIAL CALENDAR

MONTH	BUSINESS FOCUS		EQUIPMENT FOCUS	EXPANDED DISTRIBUTION
January	Industry forecast	Aluminum	Software and engineering	
<b>2024 Industry Calendar Poster</b>	Mailed with the January issue, this poster calendar includes important industry events readers won't want to miss. It is sized perfectly for easy reference on the office wall.			
February	Casting end-use	Heat treating	Diecasting/ permanent mold	
March	<b>Metalcasting Congress Pre-Show:</b> Preview what to expect at Metalcasting Congress, including list of exhibitors and schedule of technical and management presentations.			Metalcasting Congress 2024
April	Investment casting	EHS	Grinding and finishing	
May	Casting of the Year	Iron	Metalcasting Congress post-show	
<b>Melting, Pouring and Heat Treating</b>	This stand alone supplement, mailed with the May issue, will show how metalcasters can enhance their melting, pouring, and heat treatment operations.			
June	Metalcaster of the Year	Energy management	Additive manufacturing	
July	Government affairs	Steel	Value-added services	
August	Sand molding/ coremaking	Maintenance	Melting and pouring	
September	Workforce management	Casting engineering	Foundry 4.0	
<b>2024 Metalcasting Equipment, Supplies, and Services</b>	A product-driven publication focusing on the latest technologies in metalcasting and delivered with the September issue of <i>Modern Casting</i>			FundiExpo 2024 and Metalcasting Congress 2025
October	Casting conversions	Quality control	Material handling and logistics	
November	<b>Buyers Guide:</b> This directory of metalcasting vendors and service providers provides indexes by company name and product category.			Metalcasting Congress 2025
December	Year in review	EHS	Sand molding/ coremaking	

**NEW THIS YEAR!** Full page print advertisers will be included in our new Foundry Supplier Showcase e-newsletter.

# 2024 SPECIAL ISSUES

**January: INDUSTRY CALENDAR POSTER**

**Deadline: December 6**

Mailed with the January issue, this poster calendar includes important industry events readers won't want to miss. It is sized perfectly for easy reference on the office wall.

*Limited advertising spots available on the calendar.*

**May: MELTING, POURING, AND HEAT TREATMENT PROSPECTUS**

**Deadline: April 17**

This stand-alone piece, mailed with the May issue, will show how metalcasters can enhance their melting, pouring, and heat treatment operations.

*2 page spreads available within this issue of your company: Bio and full page facing advertisement.*

**September: 2024 METALCASTING EQUIPMENT, SUPPLIES, AND SERVICES**

**Deadline: Aug. 21**

A product-driven publication focusing on the latest technologies in metalcasting and delivered with the September issue of *Modern Casting*. This is the one time a year to write your own product write up within an affordable ¼ page format. A Spanish-language version of the supplement also will be distributed at Fundi-Expo 2024 in Mexico.

*"I've used Modern Casting to help customers improve their processes and point out new products."*

*—Tim Gilbreath, sales manager, Midvale Industries*



# PRINT DISPLAY ADVERTISING

DISPLAY AD RATES (BLACK AND WHITE)					
	18x	12x	6x	3x	1x
Full page	\$5,100	\$5,400	\$5,640	\$5,820	\$6,000
1/2 Island	\$3,545	\$3,755	\$3,920	\$4,045	\$4,170
1/2 Page	\$3,305	\$3,495	\$3,650	\$3,770	\$3,885
1/3 Page	\$2,770	\$2,935	\$3,065	\$3,165	\$3,260
1/4 page	\$2,055	\$2,175	\$2,270	\$2,342	\$2,415
1/6 Page	\$1,720	\$1,825	\$1,905	\$1,965	\$2,025

COLOR RATES (PER INSERTION)	
4 Color Process	\$985

COVER RATES	
Inside Front Cover	Earned Rate +15%
Inside Back Cover	Earned Rate +10%
Back Cover	Earned Rate +20%

"A consistent presence in *Modern Casting* is an essential tool for telling the story of our people, customers, equipment and services."  
—Peter Reich, Director, LAEMPE REICH

Ask your representative about availability.

# PRINT SPECIFICATIONS

AD SIZES (W x D)			
Full Page Bleed	8.125" x 11.125"* (trim size = 7.875" x 10.875")	1/3 Vertical	2.125" x 10"
2/3 Page	4.5" x 10"	1/3 Square	4.5" x 4.875"
1/2 Island	4.5" x 7.375"	1/4 Square	3.375" x 4.875"
1/2 Horizontal	7" x 4.875"	1/4 Horizontal	7" x 2.375"
1/2 Vertical	3.375" x 10"	1/6 Page	2.125" x 4.875"
Single Adlet	2" x 1.5"	Double Adlet	2" x 3"

**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.

# WEBSITE ADVERTISING

## moderncasting.com

The official website for **Modern Casting** averages more than 17,000 page views per month. All banner ads appear in rotation. Inventory is limited. *Static or animated GIF or PNG preferred. Resolution should be 75 dpi or greater.*

	12 Months	6 Months	3 Months	1 Month
<b>Leaderboard</b> (728 x 90 pixels)	\$695/ month	\$865/ month	\$990/ month	\$1,350/ month
<b>Sideboard</b> (300 x 250 pixels)	\$525/ month	\$650/ month	\$830/ month	\$1,100/ month



## BACKLINKS

### MODERN CASTING WEBSITE SEARCH ENGINE OPTIMIZATION BACKLINKS:

Back link our website to your website from our trusted editorial content page when your company is mentioned within our article. Backlinks are much like votes from our website, a top tier credible news source as viewed by search engines. Each of these votes tells search engines:

"This content is valuable, credible and useful". So the more of these "votes" you have, the higher your site will rank in Google and other search engines will be, especially when this is coming from a top referral source in the foundry industry such as [www.moderncasting.com](http://www.moderncasting.com)

**RATE:** Back links are a flat fee of **\$500**

# VIDEO ADVERTISING

### EMBEDDED VIDEOS IN THE 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 **Modern Casting** also appear in the digital edition.

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

*Videos should be submitted as MP4 files. There is no file size limit, but be aware that file size can affect load time.*

# CONTENT MARKETING

### YOUR MARKETING ASSETS

What to do with your current white papers, videos, print advertisements, magazine editorials, testimonials, etc., that are buried on your company website or marketing drive?

### PUT THEM TO WORK FOR YOU

Let the staff at **Modern Casting** build your content into an easy-to-read custom digital publication and e-blast it to our database on your behalf.

Simply gather your existing information and send it to your ad representative. We format it and convert the file to digital. A proof is sent to you for approval, then it is blasted out to **Modern Casting's** database.

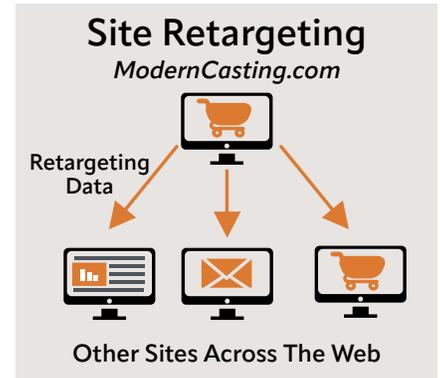
**RATE: \$4,500** for up to 8 digital pages. Independent hosting – 3 month period! Promoted to **Modern Casting** audience! Analytics data available for benchmarking.

# AFS TARGETED PROGRAMMATIC 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 **moderncasting.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 who have visited your website!



## ADDRESS-TARGETING

Reach **Modern Casting** 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.



## 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.



BASIC EXPOSURE	ADVANCED EXPOSURE	DOMINANT EXPOSURE
<b>30,000 impressions/month</b>	<b>50,000 impressions/month</b>	<b>100,000 impressions/month</b>
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

# MODERN CASTING E-NEWSLETTERS

Two editorially driven e-newsletters are sent each month to 16,000 opt-in subscribers. **Hotline Online** delivers the newest issue of *Modern Casting* and **Foundry Files** reports the latest industry news. Each carries a maximum of four banner ads per edition and an inline native text ad. It is a great way to get your message out to foundries and people involved with the foundry industry. Repetition is key for brand and message recall. Delivered 2nd and 4th Wednesdays of every month.

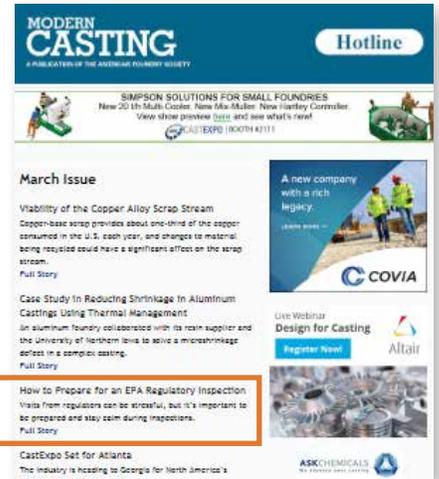
**NEW THIS YEAR!** Full page print advertisers will be included in our new Foundry Supplier Showcase e-newsletter.

Analytics data available for benchmarking.

Static or animated GIF or PNG preferred.

Resolution should be 75 dpi or greater.

## INLINE TEXT NATIVE AD



AD RATES PER MONTH	12x	6x	3x	1x
Leaderboard (728 x 90 pixels)	\$1,100	\$1,500	\$2,000	\$2,250
Skyscraper (300 x 500 pixels)	\$1,500	\$2,000	\$2,500	\$3,000
Sideboard (300 x 250 pixels)	\$750	\$1,000	\$1,200	\$1,500
Inline Text Native Ad	\$700	\$900	\$1,100	\$1,300

# AFS INSIDER NEWS WEEKLY E-NEWSLETTER



**AFS Insider News** is a weekly e-newsletter delivered to 4,200+ card-carrying AFS members in the metalcasting industry. It carries a maximum of one leaderboard and three sideboard ads per edition. The newsletter goes out every Thursday and ads are sold in monthly flights.

## DIGITAL SPECIFICATIONS:

- **File Format:** Static or animated GIF or PNG
- **File Size:** Max of 1MB
- **Resolution:** 72 DPI or greater
- **Leaderboard Size:** 728x90 pixels
- **Sideboard Size:** 300x 250 pixels
- **URL link optional**

	Months with Five Weekly Issues	Months with Four Weekly Issues
Leaderboard (728x90) (top-of-page)	\$3,000	\$2,400
Sideboard (300x250) (right-hand column)	\$2,250	\$1,800

# E-MAIL BLAST PROGRAM

## MULTIPLE WAYS TO TARGET:

E-mail blasts are an excellent way to target segments of the **Modern Casting** database. Your customized program includes list fees and all administrative costs. Database is not available for purchase—all email blasts must be administered in-house by the **Modern Casting** staff.

*For a list of targeting parameters, contact your representative.*

## RATES:

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

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

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

2,000 addresses or fewer: **\$1,500**

**Ad materials:** HTML file with click through link.

*Analytics data available for benchmarking.*



# SPONSORED WEBINARS

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

Promotions for webinar presentations are distributed to the **Modern Casting** database through all 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 **Modern Casting** 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 **Modern Casting** editorial staff.

## ORDER DEADLINE:

8 weeks prior to week of presentation.

REGISTRANTS	PRICE	REGISTRANTS	PRICE
200+	\$12,000	100-124	\$9,000
150-199	\$11,250	75-99	\$7,500
125-149	\$10,500	50-74	\$5,000

If registration does not reach 50, sponsor will have the option to cancel, reschedule or accept a reduced number of registrants. Webinar topic and presentation content subject to final approval by **Modern Casting** staff.

*Analytics data available for benchmarking.*

# ANNUAL BUYER'S GUIDE

Since 1963, the *Modern Casting Annual Buyer's Guide* is the one complete reference source that metalcasters instinctively turn to again and again, all year long. Be there when buying decisions are being made! It is the most comprehensive and easy-to-use reference source for suppliers of equipment, materials, and services.

Regular *Modern Casting* ad rates apply for display advertising.

*Modern Casting's* editions are archived digitally, so your print ad in the Buyer's Guide can be seen by anyone referencing this issue at any time.



ADLET RATES										
	5+ ADLETS		4		3		2		1	
	BW	4C	BW	4C	BW	4C	BW	4C	BW	4C
<b>Double Adlet</b> (2 x 3 in.)	\$515	\$665	\$540	\$690	\$570	\$720	\$640	\$790	\$720	\$870
<b>Single Adlet</b> (2 x 1.5 in.)	\$380	\$530	\$415	\$565	\$460	\$610	\$525	\$675	\$610	\$760

MANUFACTURING INDEX LOGOS	PRICE
Member	\$250

## SUPPLIER MARKETPLACE

*SupplierMarketplace.net* is an exclusive online marketplace of foundry industry suppliers, featuring only those companies which are current Corporate Members of AFS.

Custom listings on *SupplierMarketplace.net* feature high-performance SEO capabilities and built-in flexibility that allows metalcasters to search for suppliers by keywords, location, and over 600 product categories. Profiles include direct links, videos, marketing materials, contact details, traffic reports and even lead generation. These listings will also be published in *Modern Casting's* printed and mailed Buyer's Guide in November.

To guarantee maximum exposure for your company, there is a premium Corporate Member Advantage plan that increases the available features for only **\$250** a month, accessible through the profile dashboard under "Increase Visibility."



**PREMIUM PROFILE**

# ADDITIONAL MARKETING OPPORTUNITIES

## 2024 INDUSTRY CALENDAR POSTER

Mailed with the January issue, this 29.5" x 21.25" poster calendar includes important industry events readers won't want to miss. It is sized perfectly for easy reference on the office wall.

### RATES:

Single ad unit (2.75" x 2.75"): **\$2,500**

Watermark (only 2 available): **\$5,000**



## METALCASTING CONGRESS SHOW GUIDE

Exhibitors have the exclusive opportunity to promote their participation in the **Metalcasting Congress 2024 Show Guide** given to all attendees at **Metalcasting Congress 2024**. Make it easy for them to find your booth and see any "Show Specials" you will be offering.

## BELLY BAND

Ideal for a product, service or special announcement. The band wraps around the entire magazine and must be removed before reading. Pricing may vary depending on the thickness of the magazine, stocks used and size of belly band. Please contact your sales representative for a detailed quote.

## ADVERTISER FURNISHED FLYERS

Feature your own pre-printed flyer insert inside the **Modern Casting** magazine or we can include loose flyers in a polybag with the magazine.

## AFS CONFERENCE SPONSORSHIPS

Each year, AFS hosts a variety of professional, executive, and invitation-only conferences covering a variety of topics. Low-cost, high-impact sponsorships are now available for most of them. For complete information, please go to [www.afsinc.org/sponsor-afs-event](http://www.afsinc.org/sponsor-afs-event).

## DIRECT MAIL PROGRAM

Direct mail places tangible information in your customers' hands. Your customized program includes list fees and all sorting and handling costs. Outsourced design and printing services also can be included on request. Database is not available for purchase—direct mail programs are administered in-house by **Modern Casting** staff. For a list of targeting parameters and a custom quote, contact your representative.

## METALCASTING EQUIPMENT, PRODUCTS, AND SERVICES SUPPLEMENT

The supplement mails each year with the September issue of **Modern Casting** magazine and goes to its entire circulation. Content is exclusively product-oriented, by category. Sizes offered: special, formatted, one-quarter page Action Ads, full-page ads, and half-page horizontal display ads. Extra copies will be printed for trade show distribution.

### RATES:

Horizontal half page: **\$2,600**

Full page: **\$3,500**

Actions ads: **\$1,450** for one, **\$1,200** each for two or more

## PRINTED INSERTS AND ARTICLE REPRINTS

Both are available from **Modern Casting** magazine on a custom basis. Ask your advertising representative for details and pricing.

# WHAT READERS ARE SAYING ABOUT MODERN CASTING

"Modern Casting is informative, interesting, educational, and up-to-date."

—Francis L Derubeis, Kahler Paton

"Modern Casting often keeps the leading edge visible, and the content has direct applicability to our plant."

—Fred Koch, Canadian Specialty Castings

"Modern Casting covers all types of foundries, both large and small. It's nice to see how other foundries do different processes."

—Travis Monson, Dakota Foundry Inc

"We apply what we've read in Modern Casting including topics ranging from costing to adding products we saw advertised. [One of the best things about Modern Casting] is it connects different foundries with like ideas."

—Glen Morrell, Littlestown Foundry

"We are always updating equipment and processes from articles read in Modern Casting."

—Paul Leonard, RLM Industries

"I use techniques described in Modern Casting."

—Alfonso Garcia Carbajal, IMPRO

"Your publication has excellent variety and I particularly enjoy the foundry close ups you do. Each issue, at minimum, has relevant information that I either pass along or do something with."

—Jeff Friday, Eck Industries

"When we see something applicable in the magazine, we have a meeting with our production team and try to implement the ideas ASAP."

—Cuahtemoc Villagomez Cantu, general manager, Hierro Gris de Monterrey S.A. de C.V.



## CONTACT INFORMATION

### ADVERTISING SALES REPRESENTATIVES

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