



2022 MEDIA KIT

REPRESENTING THE VOICE OF THE DIE CASTING INDUSTRY

PRINT | DIGITAL | ONLINE



www.diecasting.org/dce/mediakit

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Well 2022, you're up! I personally am expecting great things from this new year and I hope you are too! Let's take this year by the horns and dive into some advertising. As always, a diverse advertising plan is always the most successful. That's why a combination of digital and print ads will help you reach your target audience and makes for a well-rounded campaign. Advertising is about more than slapping your logo on something. Take this opportunity to get important information, advancement and products in front of your customers and potential customers.

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.

If you are successful, the association is also successful. 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,



YOUR REACH YOUR REACH

IN PRINT



2,300
TOTAL CIRCULATION



30% PRESIDENT, OWNER, CEO, ETC.
27% ENGINEER/DESIGN
25% MANAGEMENT, QUALITY, OTHER
18% SALES/MARKETING

Highlighted Issues

Die Casting Components/Equipment & Die Casting Machines – State of the Industry Report

January

Technical articles detailing die casting components, equipment & die casting machines 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.

Defects, Computer Modeling, Simulation and Supplier Directory

July

NADCA's Suppliers Directory, published every two years, will be included in the July issue of DCE. Display adlets may be placed in conjunction with a company listing. In addition to the printed version, the Suppliers Directory is also available online. Advertising opportunities for the online version include a company ad, a direct link to your company website and contact information.



YOUR REACH YOUR REACH

65,000

AVERAGE VISITS PER YEAR

5,500

UNIQUE MONTHLY VISITS

PRIMARY VISITORS

DIE CASTING ENGINEERS,
TECHNICIANS AND PROFESSIONALS



ONLINE

Print and Video

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.



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.

2022 Die Casting Engineer Themes

MONTH	THEME	SUB-THEME	DEADLINE
January	Die Casting Machines Die Casting Components/Equipment	State of the Industry	October 26
March	Cast Materials (Al, Mg, Zn, etc.) Die Materials	Annual Report	December 16
May	High Integrity Processes & Alloys Die & Plunger Lubricants/Plunger Tips	Safety	February 23
July	Defects Computer Modeling & Simulation	Show Preview, R&D Plan, Suppliers Directory	April 21
September	Die Coatings & Surface Treatments Post Casting/Secondary Operations	Show Guide, Government Affairs	June 23
November	Additive Manufacturing Advanced Technologies	Show Wrap	August 25

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.

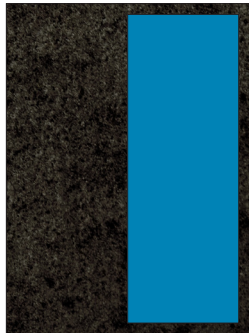
Mechanical Requirements



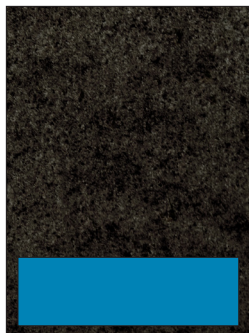
Full Page*
8.25in. x 11.25in.



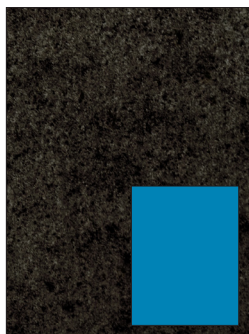
1/2 Page Horizontal
7in. x 4.875in.



1/2 Page Vertical
3.375in. x 10in.



1/4 Page Horizontal
7in. x 2.375in.

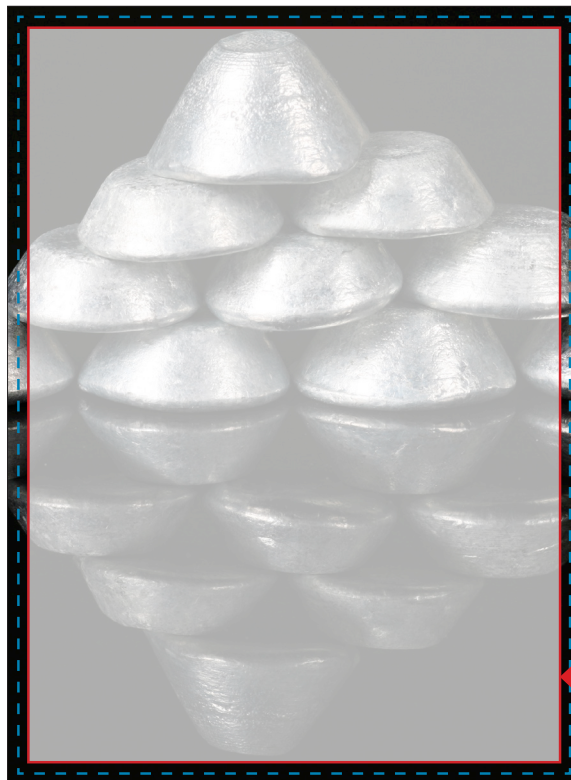


1/4 Page Vertical
3.375in. x 4.875in.

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 files 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.



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

LEADERBOARD

- Space is limited. Please contact Athena Catlett for availability at catlett@diecasting.org.
- 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 – 728 x 90 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

- 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

Classified Web Advertising

Members : 1 month \$175

3 month \$275

Non-Members : 1 month \$475

3 month \$725

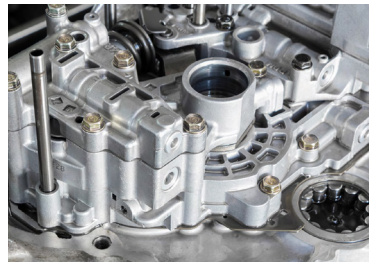
E-Newsletter Banner Ad*

File Size – 190 x 158 pixels File Type – JPEG

Pricing – *NADCA Corporate Members receive a 25% discount on web advertising

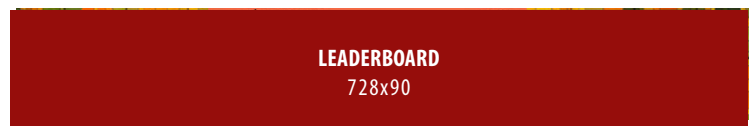
- \$300 per month (Jan, Feb, April, May, July, Sept, Oct, Dec)
- \$375 per month (March, June, Aug, Nov)

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.



A Mainstay of American Business

The die casting industry is a mainstay of American business - castings are used in 90% of all finished products - and NADCA is a proud advocate for the industry. Made up of individual and corporate members, we educate audiences on the industry's importance and benefits to support our membership's business initiatives. NADCA's dedicated, responsive and experienced team delivers valuable information, services and solutions to the industry and our members.



Die Casting Congress and Exposition
October 4-6, 2021
Indianapolis, IN
[View](#)

Die Casting Competition
Deadline: June 28, 2021
Calling all Castings - awarding outstanding die cast design
[View](#)

In-Person Education
Check out NADCA's Spring National Course Schedule May 19-June 24
[View](#)

AD SPACE PRICING FORM 2022



PRINT ADVERTISING - DCE

Month(s)	Color	Full	1/2	1/4	Cost	Month(s)
1	Black & White	\$1,680	\$1,120	\$700	\$ _____	January
	2 - Color	\$2,080	\$1,520	\$1,100	x1	March
	4 - Color	\$2,730	\$2,170	\$1,750	=	May
3	Black & White	\$1,530	\$1,020	\$640	\$ _____	July
	2 - Color	\$1,930	\$1,420	\$1,040	x3	September
	4 - Color	\$2,580	\$2,070	\$1,690	=	November
6	Black & White	\$1,390	\$930	\$580	\$ _____	
	2 - Color	\$1,790	\$1,330	\$980	x6	
	4 - Color	\$2,440	\$1,980	\$1,630	=	

Corporate Member Discount - 10%

Total Display Cost = _____

WEB ADVERTISING

Month(s)	Web Ad Price	Cost	Month(s)	
Leaderboard	<input type="checkbox"/> \$2,000 - 1 Month	<input type="checkbox"/> \$5,000 - 6 Months	<input type="checkbox"/> \$7,000 - 12 Months	January
				February
				March
Web Option	<input type="checkbox"/> \$400 - 1 Month	<input type="checkbox"/> \$1,200 - 6 Months	<input type="checkbox"/> \$2,400 - 12 Months	April
				May
				June
		\$ _____		July
				August
				September
				October
				November
				December

Corporate Member Discount - 25%

Total Web Ad Cost = _____

CLASSIFIED ADVERTISING

Print Classified	Cost per Inch	Cost
Members	\$60 x _____ = inches	\$ _____
Non-Members	\$70 x _____ = inches	\$ _____

Online Classified	Cost by Month	Cost
Members	<input type="checkbox"/> \$175 - 1 Month	\$ _____
	<input type="checkbox"/> \$275 - 3 Months	
Non-Members	<input type="checkbox"/> \$425 - 1 Month	\$ _____
	<input type="checkbox"/> \$725 - 3 Months	

Total Classified Ad Cost = _____

Months: _____

E-NEWSLETTER ADVERTISING

Ads	Ad Price	Cost
January	\$300	\$ _____
February	\$300	
March	\$375	
April	\$300	
May	\$300	
June	\$375	
July	\$300	
August	\$375	
September	\$300	
October	\$300	
November	\$375	
December	\$300	

Corporate Member Discount - 25%

Total eNewsletter Ad Cost = _____

AD SPACE AGREEMENT FORM 2022



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®

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.

Total Payment Amount _____

Credit Card # _____ Expiration Date /

Cardholder's Name (as it appears on the card) _____

Cardholder's Signature (required) _____



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