

# INCAST®

INTERNATIONAL MAGAZINE OF THE INVESTMENT CASTING INSTITUTE



## 2017 Media Kit Editorial Calendar Rate Card



Investment  
Casting  
Institute

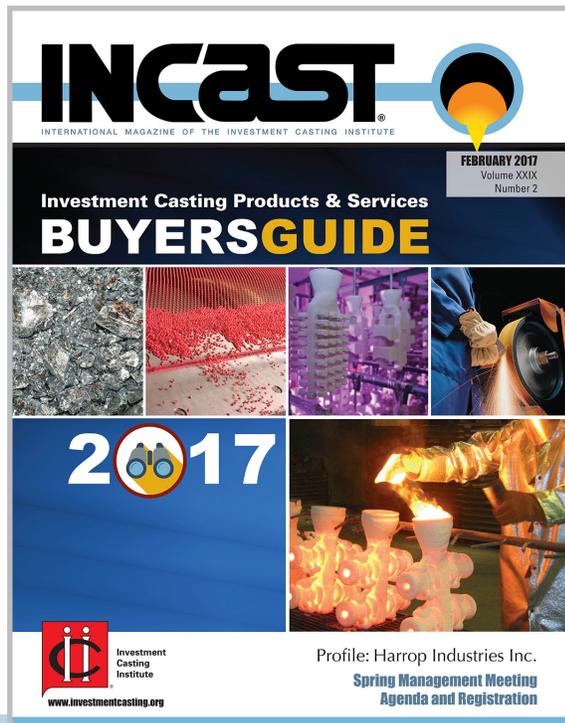
[www.investmentcasting.org](http://www.investmentcasting.org)

The ONLY monthly magazine  
published exclusively  
for the global investment  
casting industry

**INCAST On The Go**  
**mobile app rates**



# 2017 EDITORIAL CALENDAR



## INCAST AT A GLANCE

- ▶ 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.
- ▶ Subscribers represent every continent on the globe.
- ▶ 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.

### JANUARY

Market Performance and Outlook

### FEBRUARY

Buyers Guide

Environment and Energy

**\*\*BONUS CIRCULATION\*\***

### MARCH

Wax and Patternmaking

Additive Manufacturing

### APRIL

Ceramics and Shell Building

### MAY

Metals, Alloys, Melting, Management

### JUNE

Manufacturing Processes

Post Casting Operations

### JULY

Inspection, Testing, Quality Control, SPC

### AUGUST

Casting/Foundries

Automation, Computers, Materials Handling

**\*\*BONUS CIRCULATION\*\***

### SEPTEMBER

PRE-SHOW ISSUE

### OCTOBER

SHOW ISSUE: Official Program,  
64th Technical Conference & Equipment Expo  
FEATURING CASTING CONTEST WINNERS

### NOVEMBER

Conference & Equipment Expo Review  
Casting Design and Tooling

### DECEMBER

Education, R&D, New Technology  
Year in Review

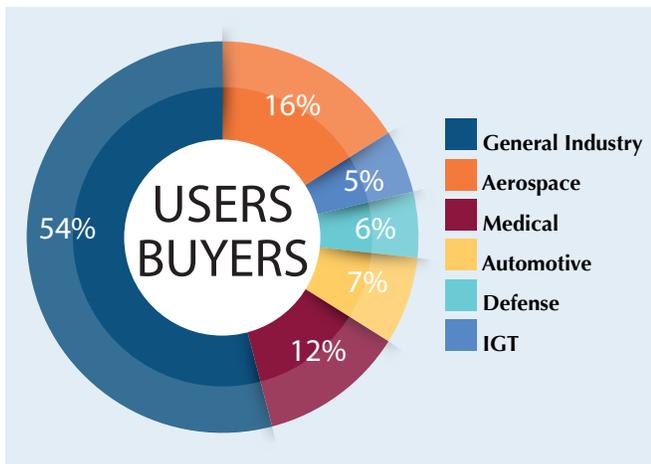
## Circulation

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, 1588 copies were being distributed as follows:

### Print Distribution

North American Investment Casters .....	509
International Investment Casters.....	102
North American IC Suppliers .....	476
International IC Suppliers.....	64
*Users/buyers of investment castings.....	437
<b>TOTAL .....</b>	<b>1588</b>

Note: Figures represent 2016. Numbers are subject to change.



### Mobile Distribution

The mobile edition of the magazine is also available to readers via our mobile app or accessed from the Investment Casting Institute's website: [www.investmentcasting.org](http://www.investmentcasting.org).

At the time of this printing, there are 1718 users.

## Advertising Policy

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.

### 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. ISSN # 1045-5779.

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](http://www.investmentcasting.org).

**PRINT:** INCAST magazine classifieds are open to both Members and Non-Members who have surplus equipment or equipment auctions, buildings or facilities for sale. Ads are priced at \$50 minimum for 30 words or less, \$1 for each word thereafter.

**ONLINE:** Investment Casting Institute Members may advertise online at [www.investmentcasting.org](http://www.investmentcasting.org). Cost is \$75 per ad which includes a link to your e-mail address. Accompanying photographs or links to other content will be an additional \$10 per image or link. Images provided should be in JPEG format and not to exceed 640 X 800 pixels (at 75 DPI).

**COMBINATION:** Institute Members can place their classified ads in both INCAST Magazine and the website for \$100 (plus optional links and photos on the website).

Help wanted or employment advertising will not be accepted. All classifieds are payable in advance. To place an ad, send e-mail to [incastmedia@investmentcasting.org](mailto:incastmedia@investmentcasting.org).



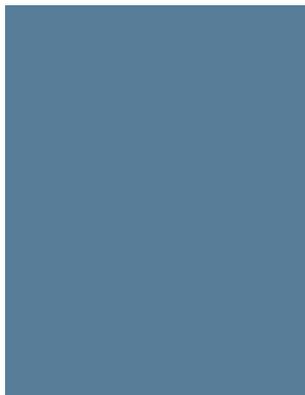
## 6x and 12x Additional Benefits

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

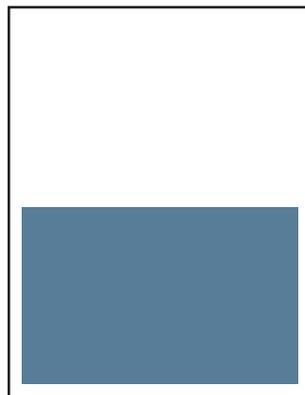
6x contracts receive one 1/6-page buyer's guide ad free of charge.

## Closing Dates

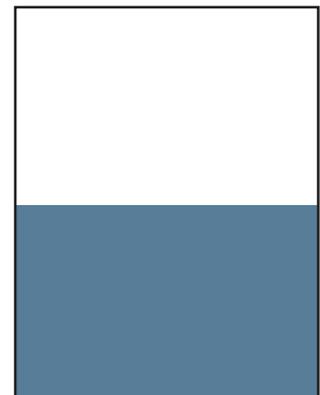
Jan.....	Dec. 1	July.....	June 1
Feb.....	Jan. 1	Aug. ....	July 1
March.....	Feb. 1	Sept.....	Aug. 1
April.....	March 1	Oct.....	Sept. 1
May.....	April 1	Nov. ....	Oct. 1
June.....	May 1	Dec. ....	Nov. 1



**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  
on left, right and bottom

### MEMBER RATES

1X	4X	6X	12X
\$4,458	\$4,112	\$3,852	\$3,463

### NON-MEMBER RATES

1X	4X	6X	12X
\$5,573	\$5,140	\$4,815	\$4,328

### MEMBER RATES

1X	4X	6X	12X
\$3,503	\$3,242	\$3,047	\$2,754

### NON-MEMBER RATES

1X	4X	6X	12X
\$4,509	\$4,170	\$3,916	\$3,535

### MEMBER RATES

1X	4X	6X	12X
\$3,503	\$3,242	\$3,047	\$2,754

### NON-MEMBER RATES

1X	4X	6X	12X
\$4,509	\$4,170	\$3,916	\$3,535

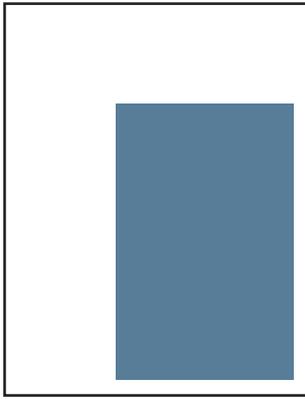
## Covers & Special Positions

Inside Front (full page only) .....	\$195 extra
Center Spread.....	\$350 extra
Inside Back Cover (full page only).....	\$195 extra
Back Cover (1/2 page only).....	\$195 extra

## Printing Specifications

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

# INCAST 2017 Rates & Mechanical Requirements



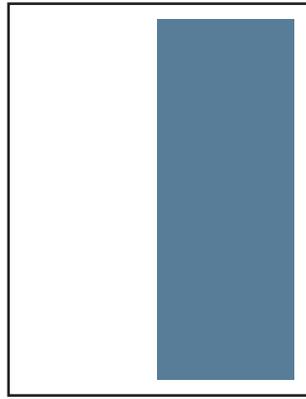
**1/2 Page Vertical**  
4-5/8 x 7.5"

**MEMBER RATES**

1X	4X	6X	12X
\$3,503	\$3,242	\$3,047	\$2,754

**NON-MEMBER RATES**

1X	4X	6X	12X
\$4,509	\$4,170	\$3,916	\$3,535



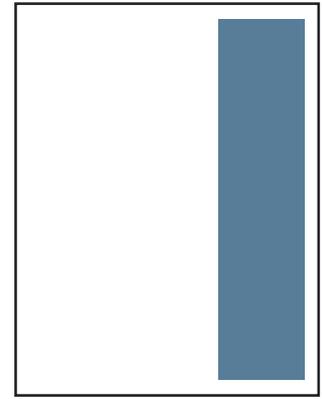
**1/2 Page Vertical**  
3.5 x 10"

**MEMBER RATES**

1X	4X	6X	12X
\$3,503	\$3,242	\$3,047	\$2,754

**NON-MEMBER RATES**

1X	4X	6X	12X
\$4,509	\$4,170	\$3,916	\$3,535



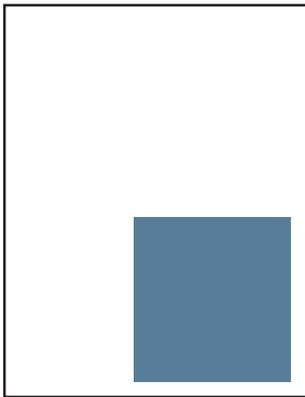
**1/3 Page Vertical**  
2.375 x 10"

**MEMBER RATES**

1X	4X	6X	12X
\$2,643	\$2,247	\$2,048	\$1,454

**NON-MEMBER RATES**

1X	4X	6X	12X
\$3,436	\$3,169	\$2,969	\$2,699



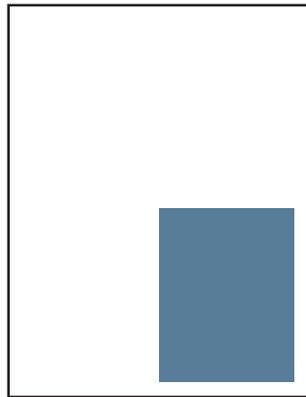
**1/3 Page Square**  
4.625 x 5"

**MEMBER RATES**

1X	4X	6X	12X
\$2,643	\$2,247	\$2,048	\$1,454

**NON-MEMBER RATES**

1X	4X	6X	12X
\$3,436	\$3,169	\$2,969	\$2,699



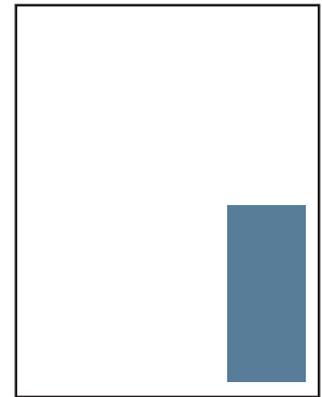
**1/4 Page**  
3.5 x 5"

**MEMBER RATES**

1X	4X	6X	12X
\$2,107	\$1,791	\$1,633	\$1,159

**NON-MEMBER RATES**

1X	4X	6X	12X
\$2,740	\$2,527	\$2,367	\$2,128



**1/6 Page**  
2.375 x 5"

**MEMBER RATES**

1X	4X	6X	12X
\$1,677	\$1,417	\$1,292	\$917

**NON-MEMBER RATES**

1X	4X	6X	12X
\$2,179	\$2,011	\$1,884	\$1,693

## 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.

# Relax

**INCAST On The Go**  
is now available  
wherever you go



INCAST On The Go  
subscriptions are FREE to  
 Institute members.

## INCAST ON THE GO

### ADVERTISING RATES



#### Links

1X	FREE
4X	FREE
6X	FREE
12X	FREE



#### Hyperactive Links

1X	\$300
4X	\$200
6X	\$150
12X	FREE

Hyperactive links available  
with full color ads only.



[www.investmentcasting.org](http://www.investmentcasting.org)





## INCAST News

The INCAST Newsletter is a monthly e-mail publication containing newsbriefs 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: 1,048 Subscribers!**

The INCAST Newsletter, was first published in January 2014 to INCAST Magazine subscribers who could in turn forward the publication to friends and colleagues; the e-publication is free to those responding to a "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](mailto:incastmedia@investmentcasting.org).

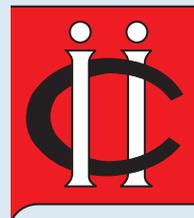
# INCAST NEWSLETTER

## ADVERTISING RATES

The rate for 2017 is \$600 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.



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