

**2016**  
**JOM**  
**ADVERTISING**  
**GUIDE**

**TMS**

The Minerals, Metals & Materials Society

[jom.tms.org](http://jom.tms.org)

# ADVERTISING



Headquartered in the United States but international in both its membership and activities, The Minerals, Metals & Materials Society (TMS) is a member-driven professional society consisting largely of scientists and engineers working in industry, academia, and government, as well as students studying the materials field. Included among its nearly **13,000 professional and student members** are metallurgical and materials engineers, scientists, researchers, educators, and administrators from **94 countries** and **six continents**. TMS is a rare professional organization that encompasses the entire range of materials science and engineering, from minerals processing and primary metals production to basic research and advanced applications of materials.

*JOM* is a technical journal and the member magazine of TMS. Through archival-quality technical papers, research and business updates, and conference and literature reviews, ***JOM: The Journal*** reports impactful work across the minerals, metals, and materials science and engineering life cycle, from groundbreaking laboratory discoveries to state-of-the-art processing, fabrication, applications, and recycling of metals, ceramics, plastics, composites, and other materials. ***JOM: The Magazine*** also offers features of general interest to its membership, as well as meeting announcements, member opinion pieces, and other news and information related to TMS.

Whether your budget allows for advertising in print or online, TMS provides an international audience, trusted business solutions, and affordable rates.

## Marketing Opportunities with *JOM*:

- Display ads
- Classified ads
- *JOM* website ads

## The Impact of *JOM*

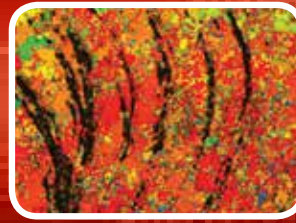
- **1.757 2014 Impact Factor**
- *JOM* print subscriptions are the number two member benefit among professional members
- More than 12,000 individuals on six continents receive the journal each month
- *JOM* reaches more than 3,000 institutions and libraries worldwide
- The *JOM* website is consistently among the top five pages users visit on TMS
- Article availability is promoted through other TMS vehicles

# JOM

## Interested in Advertising With Us?

Contact: **Caron Gavrish,**  
**TMS Sales Specialist**  
E-mail: [cgavrish@tms.org](mailto:cgavrish@tms.org)  
Telephone: (724) 814-3140  
Toll-Free: (800) 759-4TMS (4867)

# ADVERTISING



## 2016 JOM Technical Emphasis Calendar

*JOM* takes a unique approach in technical journal publishing by devoting each issue to a theme that is explored through the scholarship of two to three technical topics. These themes are announced each year in the *JOM* Technical Emphasis Calendar, assembled in consultation with recognized leaders in materials science and engineering.

Don't see a theme that matches your company's products or interests? With a widespread and diverse readership, ad placement in any issue of *JOM* guarantees your company exposure to professionals and students from the manufacturing, processing, research, and academic sectors of the international materials community.

Month	Theme
July	Manufacturing
August (MS&T16 preview issue)	Big Data and Modeling
September	Environment and Recycling
October	Energy
November	High Temperature and Refractory Metals
December (TMS2017 preview issue)	Alloy Production and Corrosion

# ADVERTISING



## JOMI Display Ads

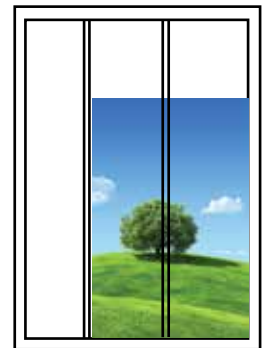
All rates are for full-color ads

- Rates are based on total insertions within a 12-month period
- Specific positions may be reserved for an additional fee based on the display space rate:
  - 10% for interior pages
  - 15% for covers

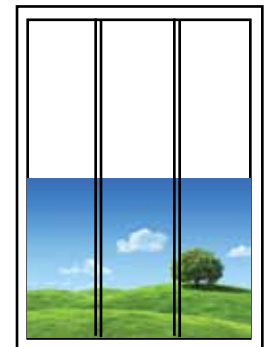
	Artwork Dimensions (W x D)	1x Rate	3x Rate	6x Rate	12x Rate
<b>Full page (with bleed)</b>	8-3/4" x 11-1/2"	\$2,675	\$2,475	\$2,175	\$1,975
- Full page (to size)	8-1/4" x 11"	\$2,675	\$2,475	\$2,175	\$1,975
- Full page (live area)	7" x 10"	\$2,675	\$2,475	\$2,175	\$1,975
<b>1/2 page island</b>	4-1/2" x 7-1/2"	\$1,450	\$1,350	\$1,150	\$1,050
<b>1/2 page horizontal</b>	7" x 4-7/8"	\$1,450	\$1,350	\$1,150	\$1,050
<b>1/3 page island</b>	4-5/8" x 4-7/8"	\$1,025	\$925	\$825	\$725



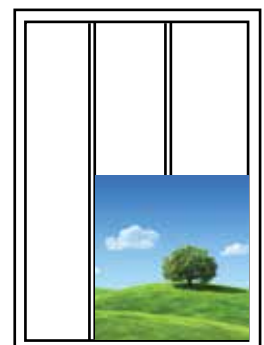
1 PAGE



1/2 PAGE ISLAND



1/2 PAGE HORIZONTAL



1/3 PAGE ISLAND



# ADVERTISING



## JOM Classified Ads

Whether you are seeking a new job opportunity or needing to fill an open position, the *JOM* Job Board provides companies, academic institutions, and other organizations with a valuable resource to post and search for job openings. For \$99 per column inch, your ad can be posted, searched, and viewed by thousands of qualified candidates. The *JOM* Job Board is featured both in *JOM: The Magazine* and on the *JOM* website.

**To learn more, visit the *JOM* Job Board section of [jom.tms.org](http://jom.tms.org).**

## Web Advertising

The *JOM* website, [jom.tms.org](http://jom.tms.org), highlights features from the Magazine, open access content from the Journal, and instructions on how to publish in the Journal.

Web ad rates:	
1 month	\$500 each
3 months	\$400 each / \$1,200 total

- Ad size: 200p wide by 150p deep
- Animations accepted under following criteria:
  - .gif file format only
  - Limit of 3 slides per file
  - 200kb or under file size

