

**2022**

# TMMIS

## **MEDIA KIT**

*Customized print, website,  
e-mail, and in-person branding  
opportunities*

**[www.tms.org](http://www.tms.org)**



# About TMS Advertising

## The Minerals, Metals & Materials Society



The Minerals, Metals, & Materials Society (TMS) is a professional society that connects minerals, metals, and materials scientists and engineers who work in industry, academia, and government positions around the world. TMS currently supports nearly 14,000 professional and student members on six continents.

## Advertising with TMS

TMS delivers your advertisements to a large, high-quality audience engaged in the fields of minerals, metals & materials science.

Advertising through TMS will get your message directly in front of your target audience: managers with buying and decision-making power, researchers who review and recommend new equipment purchases, and senior staff who are seeking resources, suppliers and partners to implement new initiatives.

The TMS Sales Team can also work with you to customize an advertising package that meets a specific technical audience.

From extraction to recycling and from development through testing, our members' interests span the full range of minerals, metals, and materials science and engineering.

Let our team help you get your message in front of a the right people.

Choose from a wide variety of digital advertising options or, get the best of both print and digital with an ad in *JOM*: the member magazine of TMS which is available in print and online.

### NOT SURE HOW TO GET THE MOST OUT OF YOUR MARKETING?

Contact us with information on your budget and your unique goals. Our team will work with you to develop a customized package and craft an effective marketing approach.

Contact: **TMS Sales Team**

E-mail: [sales@tms.org](mailto:sales@tms.org)

Phone: 1-724-814-3140

Toll-free (U.S. and Canada): 1-800-759-4867, ext. 231

# Your Target Audience

## TMS Members

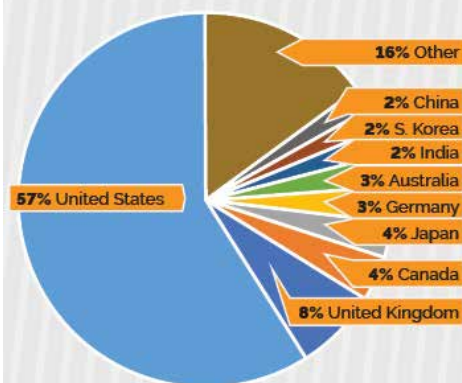
TMS professional members are scientists and engineers within the minerals, metals, and materials fields who span senior to early career positions. TMS student members represent the next generation of these professionals.

Our members make up a close-knit international community who value one another's expertise and who have high levels of trust in TMS and the products and experiences we deliver.

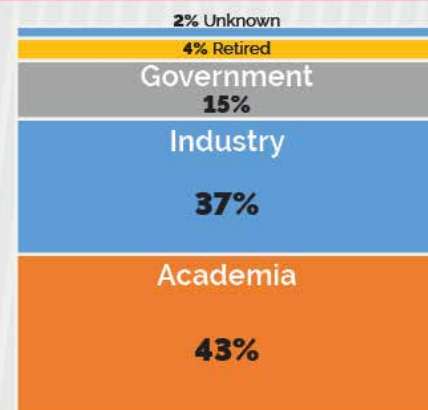
### Our Membership Totals



### Where Our Members Live



### Where Our Members Work



## TMS Reach

In addition to our active members, TMS promotions are seen by numerous other users who visit our website, attend webinars and courses, or use other TMS resources.

### TMS Website

Over  
**1,000,000**  
visits per year.

### TMS Newsletter

Up to  
**53,000**  
recipients of our twice  
monthly digital newsletter.

### JOM Notification E-mail

Over  
**7,000**  
e-mail recipients

# Digital Advertising

## TMS News

[www.tms.org/NewsletterAdvertising](http://www.tms.org/NewsletterAdvertising)

Published twice a month and delivered to up to 53,000 TMS members and associates in the minerals, metals, and materials community, *TMS News* provides updates on Society initiatives and activities. Only two ad spaces are filled per issue so that your branding is always prominent.

### Rates:

- 1 month: \$500
- 3 months: \$400 each/\$1,200 total
- Add 10% for first position requested

## TMS Website

[www.tms.org/WebAdvertising](http://www.tms.org/WebAdvertising)

The TMS website, [www.tms.org](http://www.tms.org), informs and educates TMS members and others in the materials community about events, professional development activities, member benefits, and more.

Reserve an ad space on one of our top visited pages. You can also select other specific pages to target a specialized audience.

### Top TMS Web Pages:

- TMS Homepage (165,000 average views/year)
- TMS Annual Meeting Homepage (140,000 average views/meeting)
- TMS Annual Meeting Technical Program (57,000 average views/meeting)
- JOM Homepage (22,500 average views/year)
- Meetings Calendar (14,000 average views/year)

## TMS Webinars

[www.tms.org/WebinarLibrary](http://www.tms.org/WebinarLibrary)

Sponsorship opportunities are available for TMS webinars. Sponsors not only get promoted on the event web page and through the live event, but also in perpetuity as the webinars find a permanent home in the TMS Webinar Archive where they are available for free to TMS members. TMS webinars cover a variety of topics including overviews of fundamentals, tutorials on emerging technologies, sessions on leadership and management skills development, and content based on popular workshops traditionally held at the TMS Annual Meeting & Exhibition.

Contact TMS Sales for a list of upcoming webinars or to discuss sponsoring a new topic.

### Top TMS Web Page Rates:

- 1 month: \$500
- 3 months: \$400
- each/\$1,200 total

### All Other Web Page Rates:

- 1 month: \$350
- 3 months: \$280 each/\$840 total





# Advertising with *JOM: The Magazine*

## JOM: The Magazine



*JOM: The Magazine* is TMS's primary vehicle for sharing general interest articles, TMS updates, announcements member news, and more.

Advertising with *JOM: The Magazine* gives your brand both a digital and print presence associated with one of the most valued TMS member benefits.

### Advertise with JOM: The Magazine

No matter your budget size, *JOM: The Magazine* is a cost effective marketing vehicle for reaching minerals, metals, and materials scientists and engineers working in industry, academia, and government positions around the world.

**A print copy of the magazine is mailed directly to all TMS professional members and digital copies are available as a free interactive pdf for members and non-members alike at [www.tms.org/JOM](http://www.tms.org/JOM).**

### Advertiser benefits include:

- Your print display ad delivered to more than 6,000 mailboxes worldwide
- Your display ad included in the online PDF, with the ability to link to your website directly
- Your company's logo and URL featured prominently on the *JOM* website during your ad month
- Your company's hyperlinked logo included in that month's *JOM* announcement e-mail, sent to more than 7,000 TMS members
- Your company listed as a sponsor for that month's issue in the *JOM* Archive. This includes a hyperlink to your website

Visit [www.tms.org/JOM](http://www.tms.org/JOM) today to browse the updated *JOM* website and view the many advertiser benefits.

### Display Ad Rates:

- Rates are based on total insertions within a 12-month period
- *JOM: The Magazine* publishes 10 times a year, with April/May and October/November serving as double issues.
- All rates include full-color
- All display ads get company logo and link listed on the *JOM* website and in the email issue alert sent by TMS to members and subscribers
- Specific positions may be reserved for an additional fee based on the display space rate:
  - 10% for interior page
  - 15% for covers

	1 x Rate	3x Rate	6x Rate	10x Rate
Full Page	\$2,675	\$2,475	\$2,175	\$1,975
Half (1/2) Page	\$1,450	\$1,350	\$1,150	\$1,050
Third (1/3) Page	\$1,025	\$925	\$825	\$725
Quarter (1/4) Page	\$825	\$800	\$775	\$750

# Advertising with *JOM: The Magazine*

## 2022 *JOM: The Magazine* Feature Highlights

Consider targeting your advertising to audiences that might be interested in a particular *JOM: The Magazine* feature or topic. The following 2022 feature highlights are current as of August 2021 and are subject to change. Please contact the TMS sales staff at sales@tms.org for the most current plan.

<b>January 2022</b> <ul style="list-style-type: none"> <li>TMS-AIME Anniversary Series: A Look at Past TMS Annual Meetings</li> <li>Study Overview: <i>Defining Pathways for Realizing the Revolutionary Potential of High Entropy Alloys</i></li> <li>TMS2022 Pre-Show Report</li> </ul>	<b>July 2022</b> <ul style="list-style-type: none"> <li>Introducing the 2023 TMS Board of Directors Nominees</li> <li>2022 Bladesmithing Competition Overview</li> <li>Meeting Overview: 4th Summit on Diversity in the Minerals, Metals, and Materials Professions</li> </ul>
<b>February 2022</b> <ul style="list-style-type: none"> <li>2022 TMS Society &amp; Division Awards and Honors Recipients</li> <li>MS&amp;T21 Recap</li> <li>AIME Anniversary Series: Membership Reflections</li> <li>Special Article Compilation to Celebrate Black History Month</li> </ul>	<b>August 2022</b> <ul style="list-style-type: none"> <li>Meeting Preview: Materials Science &amp; Technology 2022</li> <li><i>JOM</i> Debuts the 2023 Editorial Calendar</li> <li>Special Article Compilation: Current Topics and Best Practices in Materials Education</li> </ul>
<b>March 2022</b> <ul style="list-style-type: none"> <li><i>JOM</i> Talks with 2021 TMS President Ellen Cerreta</li> <li>TMS Young Leaders Awards Recipients</li> </ul>	<b>September 2022</b> <ul style="list-style-type: none"> <li>Impact Factors Released for TMS Journals</li> <li>Special Article Compilation: Diversity, Equity, and Inclusion Topics</li> </ul>
<b>Spring Double Issue: April &amp; May 2022</b> <ul style="list-style-type: none"> <li>TMS 2022 Presidential Perspective with Jud Ready</li> <li>TMS Foundation 2021 Overview</li> <li>Meeting Preview: Additive Manufacturing Benchmarks 2022</li> </ul>	<b>Fall Double Issue: October &amp; November 2022</b> <ul style="list-style-type: none"> <li>Membership Message from 2022 TMS President Jud Ready</li> <li>TMS 2021 Annual Report</li> <li>TMS Foundation 2022 Year-End Appeal Letter</li> <li>TMS Foundation 2021 Annual Report</li> </ul>
<b>June 2022</b> <ul style="list-style-type: none"> <li>Special Article Compilation: TMS2022 in Review</li> </ul>	<b>December 2022</b> <ul style="list-style-type: none"> <li>Introducing the 2023 TMS Board of Directors Members</li> <li>TMS Student Awards Recipients</li> <li>Meeting Preview: TMS 2023 Annual Meeting &amp; Exhibition</li> </ul>

# Exhibit & Sponsorship Opportunities

Affiliate your products, services, and expertise with the world-class reputation of TMS technical meetings and events, whether virtual or in-person. Regardless of the exhibition or sponsorship opportunity that you choose, you can always count on excellent TMS staff support and a highly polished, professional environment for your business development and networking needs.

View the following list of events at [www.tms.org/meetings](http://www.tms.org/meetings) or contact the TMS sales team at [sales@tms.org](mailto:sales@tms.org) to discuss future opportunities. Here are just some of our 2022 offerings:



**TMS 2022 151st Annual Meeting & Exhibition**  
February 27–March 3, 2022 • *Anaheim, California, USA*



**First World Congress on Artificial Intelligence in Materials and Manufacturing (AIM 2022)**  
April 3–6, 2022 • *Pittsburgh, Pennsylvania, USA*



**6th International Congress on 3D Materials Science (3DMS 2022)**  
June 26–29, 2022 • *Washington, D.C., USA*



**Additive Manufacturing Benchmarks 2022**  
August 15–18, 2022 • *Bethesda, Maryland, USA*



**2022 Liquid Metal Processing & Casting Conference (LMPC 2022)**  
September 18–21, 2022 • *Philadelphia, Pennsylvania, USA*



**MS&T22: Materials Science & Technology 2022**  
October 9–13, 2021 • *Pittsburgh, PA, USA*

# Advertisement Details

## Dimensions and Specifications

### TMS News

- 650px wide by 75px deep
- jpeg or PNG file format
- 200kb or under file size
- No gif or animations

**TMS News Ad**  
650 px w x 75 px d



### TMS Website

- 200p wide by 150p deep
- jpeg or PNG file format
- 200kb or under file size
- No gif or animations



**TMS Web Page Ad**  
200 px w x 150 px d

### JOM: The Magazine Print Ad

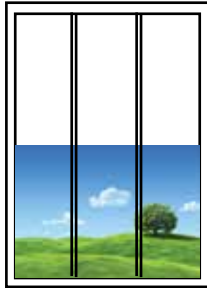
Review our mechanical requirements for *JOM* ads at: [www.tms.org/MechanicalGuide](http://www.tms.org/MechanicalGuide)



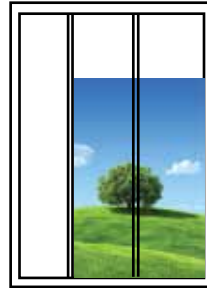
**Full Page (with bleed)**  
8-3/4" w x 11-1/2" d

**Full Page (to size)**  
8-1/4" w x 11" d

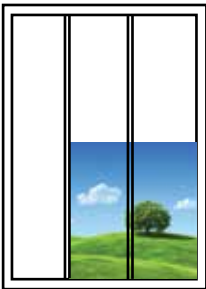
**Full Page (live area)**  
7" w x 10" d



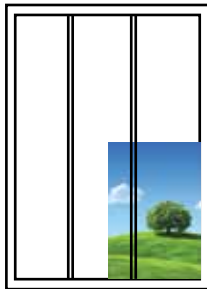
**1/2 Page Horizontal**  
7" w x 4-7/8" d



**1/2 Page Island**  
4-1/2" w x 7-1/2" d



**1/3 Page Island**  
4-5/8" w x 4-7/8" d



**1/4 Page**  
3-3/8" w x 4-7/8" d

## NEED HELP CREATING AN AD?

The TMS Graphics Department can work with you to customize the perfect ad to showcase your products and services.

Contact: **TMS Sales Team**

E-mail: [sales@tms.org](mailto:sales@tms.org)

Phone: 1-724-814-3140

Toll-free (U.S. and Canada): 1-800-759-4867, ext. 231