

# 2023

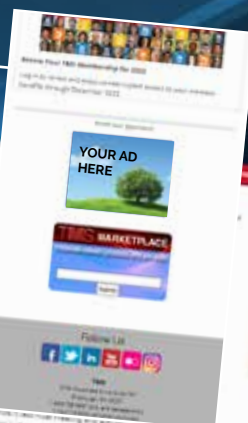
# TMMIS

## MEDIA KIT

*Customized strategies to reach an international community of science and engineering decision makers*



[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 around the world. TMS currently serves nearly 11,000 professional and student members on six continents.

## Advertising with TMS

TMS delivers your advertisements to a tightly knit, affluent audience of science and engineering decision makers working in the minerals, metals, and materials fields. From extraction to recycling, from development through testing, our members' professional interests span the full materials life cycle.

TMS offers a variety of platforms and strategies to deliver your message and branding to the TMS member audience that matches your sales and marketing goals. Our services include working with you to customize an advertising package that reaches a specific technical audience or demographic.

As your advertising partner, TMS will get your message in front of 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 Magazine*, delivered in print eight times a year to more than 7,000 professional members around the globe, and available to the world 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.

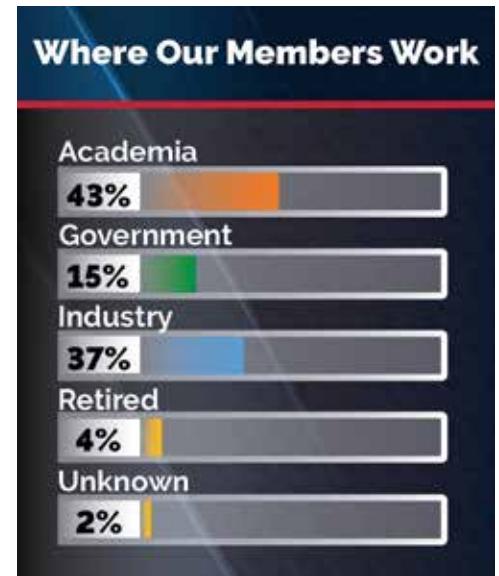
Contact: **Ky Carlson**, Sales Coordinator  
E-mail: [ky.carlson@ewald.com](mailto:ky.carlson@ewald.com)  
Phone: 1-651-288-3727

# 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 are a highly engaged, international community who value one another's expertise and who have high levels of trust in TMS and the products and experiences we deliver.



## 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.



# Digital Advertising

## TMS News

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



Delivered to 26,000 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

### NEW!

## Online Ad Retargeting

Serve online advertisements to your target audience after they leave the TMS website. Ad retargeting increases the ROI for your advertisements by identifying your target audience up front and serving ads directly to these users as they browse the internet.

With a reachable audience of nearly 400,000 contacts, TMS can tailor ad packages for a variety of budgets. As an advertiser, you will also receive a campaign dashboard so you can access real-time reporting on your ad results.

### Pricing by Impressions:

- 25,000: \$1500
- 50,000: \$2750
- 100,000: \$5000
- 250,000: \$12,000

*For an added administrative fee of \$250, TMS can tailor your audience to target specific content interests by building a custom audience of users who visited specific pages.*

## 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  
(142,000 average views/year)
- TMS Annual Meeting Homepage  
(116,000 average views/meeting)
- TMS Annual Meeting Technical Program  
(52,000 average views/meeting)
- JOM Homepage  
(19,000 average views/year)
- Meetings Calendar  
(14,000 average views/year)

### 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*

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



*JOM: The Magazine* was ranked by our members as one of their top benefits in a 2022 membership survey. The magazine offers a blend of technically oriented content, such as meeting previews and study overviews, as well as human interest features and member recognitions.

A print version of the Magazine is delivered to more than 7,000 professional members eight times a year, with a free PDF version concurrently posted on the *JOM: The Magazine* website that can be accessed by members and non-members alike at [www.tms.org/JOM](http://www.tms.org/JOM). We also typically distribute a limited number of print overruns of relevant issues at our technical meetings.

### *JOM: The Magazine Advertiser Benefits*

- Your print display ad delivered to more than 7,000 mailboxes worldwide
- Your display ad included in the online PDF, available to the world, with the ability to link to your website directly
- Your company's logo and URL featured prominently on the *JOM* website for the issue in which your ad appears
- Your company's hyperlinked logo included in that month's *JOM* announcement e-mail
- Your ad, hyperlinked to your website, will live on forever when the PDF of the issue is posted in the *JOM: The Magazine* archive.

### Display Ad Rates:

- Rates are based on total insertions within a 12-month period
- *JOM: The Magazine* publishes 8 times a year, with January/February, April/May, July/August 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	2x Rate	4x Rate	8x 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

## NEW! White Paper Publication

Starting in 2023, TMS will be publishing white papers as part of its new *JOM: The Magazine* Extra online only resource in February, May, August, November. The rate of \$1500 per white paper includes posting in our online white paper archive after the selected month of publication. Please contact **Ky Carlson** at [ky.carlson@ewald.com](mailto:ky.carlson@ewald.com) for details on how you can be among the first to take advantage of this new approach to reaching our members.

# Advertising with **JOM: The Magazine**

## 2023 Print **JOM: The Magazine** Feature Highlights

Consider targeting your advertising to audiences that are interested in a particular *JOM: The Magazine* feature or topic. The following 2023 feature highlights are current as of September 2022. Note that this does not reflect the full range of features published and we anticipate adding additional content as opportunities present themselves. Please contact **Ky Carlson** at [ky.carlson@ewald.com](mailto:ky.carlson@ewald.com) for the most current plan.

<b>Winter Double Issue: January/February 2023</b> <ul style="list-style-type: none"><li>• Technical Meeting Preview: Superalloys 718</li><li>• Study Overview: <i>Accelerating Research and Technological Development in the Additive Manufacturing of Energy-Related Functional Materials</i></li><li>• Technical Meeting Overview: Materials Science &amp; Technology 2022 Recap</li><li>• TMS2023 Pre-Show Report</li></ul>	<b>Summer Double Issue: July/August 2023</b> <ul style="list-style-type: none"><li>• Technical Meeting Preview: High Entropy Alloys 2023</li><li>• Introducing the 2024 TMS Board of Directors Nominees</li><li>• Special Article Compilation: Current Topics and Best Practices in Materials Education</li></ul>
<b>March 2023</b> <ul style="list-style-type: none"><li>• 2023 TMS Society &amp; Division Awards and Honors Recipients</li><li>• Technical Meeting Preview: ICME 2023</li><li>• Study Preview: <i>Status and Impact of DOE's Energy Materials Network (EMN) on Clean Hydrogen Technology</i></li></ul>	<b>September 2023</b> <ul style="list-style-type: none"><li>• Technical Meeting Preview: Materials Science &amp; Technology 2023</li><li>• Impact Factors Released for TMS Journals</li><li>• Special Article Compilation: Diversity, Equity, and Inclusion Topics</li></ul>
<b>Spring Double Issue: April/May 2023</b> <ul style="list-style-type: none"><li>• TMS 2023 Presidential Perspective</li><li>• TMS Foundation 2022 Overview</li><li>• Honoring the 2022 TMS Young Leader Award Recipients</li></ul>	<b>Fall Double Issue: October/November 2023</b> <ul style="list-style-type: none"><li>• Membership Message from 2023 TMS President</li><li>• TMS 2022 Annual Financial Report</li><li>• TMS Foundation 2022 Annual Report</li></ul>
<b>June 2023</b> <ul style="list-style-type: none"><li>• Special Meeting Overview Compilation: TMS2023 in Review</li></ul>	<b>December 2023</b> <ul style="list-style-type: none"><li>• Technical Meeting Preview: TMS 2024 Annual Meeting &amp; Exhibition</li><li>• Introducing the 2024 TMS Board of Directors Members</li><li>• Honoring the 2024 TMS Student Awards Recipients</li></ul>

# 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

- 300px wide by 150px deep
- jpeg or PNG file format
- 200kb or under file size
- No gif or animations

### Online Ad Retargeting

- Leaderboard: 728px wide by 90px deep
- Wide Skyscraper: 160px wide by 600px deep
- Square Pop-Up: 300px wide by 250px deep
- Files must be .png, .jpg, or .gif only; no flash ads.

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



### JOM: The Magazine Print Ad

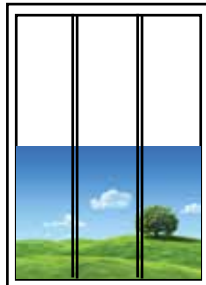
Review our mechanical requirements for JOM ads at: [www.tms.org/MechanicalGuide](http://www.tms.org/MechanicalGuide)



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

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

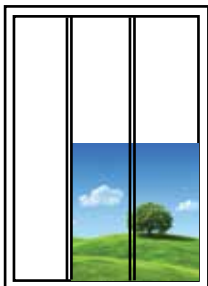
**Full Page (live area)**  
7" w x 10" d



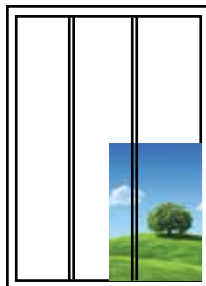
**1/2 Page Horizontal**  
7" w x 4-7/8" d



**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

For deadline information, go to [www.tms.org/JOMAdvertising](http://www.tms.org/JOMAdvertising)



## NEED HELP CREATING AN AD?

The TMS Visual Communications Team can work with you to customize the perfect ad to showcase your products and services.

Contact: **Ky Carlson**, Sales Coordinator  
E-mail: [ky.carlson@ewald.com](mailto:ky.carlson@ewald.com)  
Phone: 1-651-288-3727

# Exhibit & Sponsorship Opportunities

Affiliate your products, services, and expertise with the world-class reputation of TMS technical meetings. 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). Below are some of our 2023 offerings.

## 2023 Specialty Meetings & Webinars

To discuss the opportunities in this section, please contact **Ky Carlson** at [ky.carlson@ewald.com](mailto:ky.carlson@ewald.com).



**Superalloys 718 and Derivatives 2023**  
May 14-17, 2023  
Pittsburgh, Pennsylvania, USA



[www.tms.org/Superalloy718-2023](http://www.tms.org/Superalloy718-2023)



**7th World Congress on Integrated Computational Materials Engineering**  
May 21-25, 2023  
Orlando, Florida, USA



[www.tms.org/ICME2023](http://www.tms.org/ICME2023)



**3rd World Congress on High Entropy Alloys**  
November 12-15, 2023  
Pittsburgh, Pennsylvania, USA



[www.tms.org/HEA2023](http://www.tms.org/HEA2023)



**TMS Webinars**



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

TMS webinar sponsors are not only promoted on the event web page and through the live event, but also in perpetuity when the webinar is housed in the TMS Webinar Archive. Contact us for a list of upcoming webinars or to discuss sponsoring a new topic.

## 2023 TMS Annual Meetings

To discuss the opportunities in this section, please contact [sales@tms.org](mailto:sales@tms.org).



**TMS 2023 152nd Annual Meeting & Exhibition**  
March 19-23, 2023  
San Diego, California, USA



[www.tms.org/TMS2023](http://www.tms.org/TMS2023)



**MS&T2023: Materials Science & Technology 2023**  
October 1-5, 2023  
Columbus, Ohio, USA



[www.matscitech.org/MST23](http://www.matscitech.org/MST23)