Welding Journal .............................................................. 3
Welding Journal en Español ............................................. 8
Inspection Trends ........................................................... 11
Welding Marketplace ..................................................... 14
SPRAYTIME® ............................................................... 16
RWMA Membership Directory ........................................ 18
The AWS Website – AWS.org ......................................... 19
Digital ............................................................................. 20

Welding Journal
Welding Journal en Español
Inspection Trends
Welding Marketplace
SPRAYTIME®

FABTECH Advertising Opportunities .................................. 25
Terms and Conditions ....................................................... 26

Build awareness and generate leads through AWS media. Contact us today to get started.

Annette Alonso
Publisher/Editor
T: 305-443-9353, ext. 299
E: aalonso@aws.org

Sandra Jorgensen
Senior Sales Executive, Education and Advertising Sales
T: 305.443.9353, ext. 254 | C: 954.600.1701
E: sjorgensen@aws.org

Lea Owen
Manager, Advertising Sales Operations
T: 305.443.9353, ext. 220
E: lea@aws.org

aws.org
The most active and influential buyers in the industry read the *Welding Journal*. Published since 1922 and delivering cutting-edge news from the welding industry, the *Welding Journal* puts your brand in the hands of over 60,000 welding professionals.

The *Welding Journal* has been published continually since 1922 and each month its cutting-edge news from the welding industry is delivered to over 60,000 members. Some of the most active end-users and influential purchase decision-makers in the industry read the *Welding Journal*, and as members of the Society, they have a long-term commitment to welding and metalworking.

You can be sure we have the industry covered when it comes to advertising reach, and advertising options aren’t limited to our anchor publication. Opportunities to advertise in other AWS print publications, on AWS digital space, and other specialized content are available as well.

This media planner is your ticket to accessing over 60,000 welding and metalworking industry professionals who are dedicated AWS members.

---

**Why choose the *Welding Journal* over other publications?**

**88%** contacted or purchased a product/service from an advertiser

**82%** of readers made capital equipment purchases from advertisers

- The Most **ENGAGED READERS**
- The Entire **DECISION-MAKING TEAM**
- The Most **DIVERSE INDUSTRIES**
# WELDING JOURNAL
## 2021 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
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<tbody>
<tr>
<td>Special Coverage</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Industry Perspectives</td>
<td>Gases and Consumables</td>
<td>Plastic Welding</td>
<td>Education</td>
<td>Pipe and Tube</td>
<td>Automotive</td>
</tr>
<tr>
<td>Thermal Spray</td>
<td>Arc Welding</td>
<td>The American Welder: Welding’s Influencers</td>
<td>Inspection</td>
<td>Sanitary Applications</td>
<td>Power Sources</td>
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<tr>
<td>Engine-Driven Welding Machines</td>
<td>Aluminum Welding</td>
<td></td>
<td></td>
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<td>The American Welder: Job Tips</td>
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<tr>
<td><strong>Bonus</strong></td>
<td></td>
<td><strong>School Profiles</strong></td>
<td></td>
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<tr>
<td><strong>Editorial Closing and Ad Insertion</strong></td>
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<td><strong>Ad Material Closing</strong></td>
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<th>AUGUST</th>
<th>SEPTEMBER</th>
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<th>NOVEMBER</th>
<th>DECEMBER</th>
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<td>Safety and Health Naval Applications</td>
<td>FABTECH Show Issue</td>
<td>Brazing and Soldering</td>
<td>Metallurgy Cutting</td>
<td>Automation The American Welder: Military/Veteran Focus</td>
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<td>FABTECH Show Issue</td>
<td>Brazing and Soldering</td>
<td>Metallurgy Cutting</td>
<td>Automation The American Welder: Military/Veteran Focus</td>
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<td>FABTECH Product Preview</td>
<td>FABTECH Product Preview</td>
<td>FABTECH Product Preview</td>
<td>FABTECH Product Preview</td>
<td>FABTECH Product Preview</td>
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<td><strong>Bonus Distribution</strong></td>
<td><strong>FABTECH USA</strong></td>
<td><strong>Red Hots and Company Logos</strong></td>
<td><strong>FABTECH USA</strong></td>
<td><strong>Red Hots and Company Logos</strong></td>
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</tr>
</tbody>
</table>
**OUR READERS ARE BUYERS. HOW DO WE KNOW?**

1 in 3 *WJ* READERS SPENT $100,000

65% APPROVE, AUTHORIZE OR RECOMMEND PURCHASES

66% OF READERS SPENT $25,000 OR MORE ON PRODUCTS ADVERTISED IN *WELDING JOURNAL*

---

**WHO ARE OUR READERS?**

<table>
<thead>
<tr>
<th>QA/INSPECTORS</th>
<th>OWNERS/EXECUTIVES</th>
<th>ENGINEERS/DESIGNERS</th>
<th>SUPERVISORS/FOREMEN</th>
<th>INSTRUCTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>22%</td>
<td>20%</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

---

**OUR READERS ARE INTERESTED IN:**

- **ARC WELDING**
- **FERROUS METALS**
- **NONDESTRUCTIVE EXAMINATION**
- **PIPING AND TUBING**
- **PRESSURE VESSELS AND TANKS**
- **CUTTING**
- **ALUMINUM**
- **NONFERROUS METALS**
- **SAFETY AND HEALTH**
- **BRAZING AND SOLDERING**
- **ROBOTICS AUTOMATION**
- **RESISTANCE WELDING**
- **SHEET METAL**
- **MACHINERY**
- **THERMAL SPRAY**
- **ROLL FORMING**
- **AUTOMOTIVE**

- **39%**
- **37%**
- **28%**
- **26%**
- **24%**
- **22%**
- **16%**
- **16%**
- **15%**
- **14%**
- **13%**
- **11%**
- **11%**
- **11%**

- **47%**
- **33%**
- **28%**
- **26%**
- **24%**
- **22%**
- **22%**
- **16%**
- **16%**
- **15%**
- **14%**
- **13%**
- **11%**
- **11%**
### COVER POSITIONS
Covers are sold only on a noncancelable contract for either 6 or 12 insertions. WEMCO and AWS Sustaining Company Member rates in blue.

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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</thead>
<tbody>
<tr>
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<td>$7,035</td>
<td>$6,683</td>
<td>$6,615</td>
<td>$6,284</td>
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<td>$5,375</td>
<td>$5,106</td>
<td>$5,045</td>
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<td>$2,305</td>
<td>$2,190</td>
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</tbody>
</table>

*AWS Sustaining Company Member and WEMCO Member rates are in blue.*

### CLASSIFIED ADVERTISING RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>6X</th>
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</tr>
</thead>
<tbody>
<tr>
<td>2.25&quot; W X 2&quot; H</td>
<td>$260 net per issue</td>
<td>$260 net per issue</td>
</tr>
<tr>
<td>2.25&quot; W X 4&quot; H</td>
<td>$520 net per issue</td>
<td>$520 net per issue</td>
</tr>
<tr>
<td>2.25&quot; W X 9&quot; H</td>
<td>$1,170 net per issue</td>
<td>$1,170 net per issue</td>
</tr>
<tr>
<td>4.625&quot; W X 4&quot; H</td>
<td>$1,040 net per issue</td>
<td>$1,040 net per issue</td>
</tr>
<tr>
<td>7.125&quot; W X 4&quot; H</td>
<td>$1,560 net per issue</td>
<td>$1,560 net per issue</td>
</tr>
<tr>
<td>4.625&quot; W X 9&quot; H</td>
<td>$2,340 net per issue</td>
<td>$2,340 net per issue</td>
</tr>
</tbody>
</table>

Please submit text or a PDF file at the correct size. Estimate about 35 words (including heading) to a column. Call for estimate. Classified ads larger than 1/6 page or 4" are billed at standard B/W display rates and are commissionable at 15% of gross advertising to agencies. Ads that Publisher needs to do work on are subject to extra production charges.

### RED HOTS
Get double coverage. Run any size display ad and get a “Red Hot” full-color product photo with 40-50 words of descriptive copy or you design the ad to fit the space.

- **IO closing date:** June 7, 2021
- **Ad material date:** June 21, 2021

<table>
<thead>
<tr>
<th>Size</th>
<th>$</th>
<th></th>
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<tbody>
<tr>
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<tr>
<td>2 Squares</td>
<td>3.45&quot; W X 6.15&quot; H</td>
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</tr>
<tr>
<td>3 Squares</td>
<td>3.45&quot; W X 9.35&quot; H</td>
<td>$400</td>
</tr>
<tr>
<td>4 Squares</td>
<td>7&quot; W X 5.7&quot; H</td>
<td>$500</td>
</tr>
</tbody>
</table>

### SCHOOL PROFILES
Promote your educational institution. Published in the April issue.

- **IO closing date:** Feb. 8, 2021
- **Ad material date:** Feb. 22, 2021

75-word approx. description about your school (might include school name, when it was founded, whether your school offers a degree or certificate, a brief description of the welding courses offered, and how many students attend).

**Logo:**
- 300 dpi TIFF
- or EPS file
- 3.45" W X 4.30" H
- $225
FREQUENCY RATES AND DISCOUNTS

Advertisers will receive the lowest frequency rate based on their total advertising insertions during a 12-month period. Rates apply to advertising insertions during the 2021 calendar year.

Note: Special high-frequency advertising packages are available; contact your *Welding Journal* advertising representative for more information.

*AWS Sustaining Company Members and WEMCO members can save 5% on advertising rates. For more information on Sustaining Membership, contact the AWS Membership Dept. at 800.443.9353, ext. 480. To join WEMCO, call 800.443.9353, ext. 444.
The *Welding Journal en Español* is a quarterly publication delivered to 46,000 members in print and digital formats. It pairs the best in features, departments, and news from the *Welding Journal* editorial department, with tailored articles written by and for Latin American professionals. The editorial content is chosen for its practicality and universal appeal to a wide audience of fabricators.

Advertise in this publication and take advantage of a lucrative opportunity to reach Latin American audiences.

**Reach 46,000+**

*Welding Professionals in Mexico and Latin America*
- Feature Articles
- International News (with a focus on Mexico and Latin America)
- Product and Print Spotlight
- Q&A Departments: Aluminum, Stainless Steel, Resistance Welding, Brazing, and Laser Welding
- Technology
- Welding Workbook

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>APRIL</th>
<th>JULY</th>
<th>OCTOBER</th>
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<tbody>
<tr>
<td>Special Coverage</td>
<td>Automation and Robotics</td>
<td>Aluminum Welding</td>
<td>Automotive</td>
</tr>
<tr>
<td></td>
<td>Welding Gases and Consumables</td>
<td>Engine-Driven Machines</td>
<td>Power Sources</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Arc Welding Inspection</td>
<td>Safety and Health</td>
</tr>
<tr>
<td></td>
<td></td>
<td>FABTECH Mexico Coverage</td>
<td></td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact an AWS Sales Rep today and ask about how bundling advertising opportunities can help your organization build awareness and generate leads.
### COVER POSITIONS

No additional charge for color. Covers are sold only on a noncancelable contract for either 6 or 12 insertions. WEMCO and AWS Sustaining Company Member rates in blue.

<table>
<thead>
<tr>
<th>Cover Position</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
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<tr>
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<tr>
<td>Cover 3</td>
<td>$3,745</td>
<td>$3,558</td>
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<tr>
<td>Cover 4</td>
<td>$4,470</td>
<td>$4,247</td>
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<td></td>
</tr>
</tbody>
</table>

A 15% commission is allowed to recognized agencies on space, color, and position. All ads must be provided in Spanish. Rates are subject to change with 30 days’ notice from publisher. Terms: Net 30 days.

### BONUS DISTRIBUTION

The *Welding Journal en Español* is published four times: January, April, July, and October. The April issue is the Show issue for the FABTECH Mexico exhibition, May 4-6, 2021, in Monterrey, Mexico. Two thousand copies of the April issue will be distributed at the exhibition. The January, July, and October issues will be distributed digitally to 50,000 including past attendees of FABTECH Mexico who have indicated purchasing or recommendation authority for welding and related products.

There are even more opportunities to reach international target market through AWS Shows in the Mexico and Canada.

### PRINT MECHANICAL SPECIFICATIONS

See page 7.

### OTHER DISCOUNTS

*AWS Sustaining Members and WEMCO Members receive a 5% discount on base rates and cover rates. For more information on Sustaining Membership, contact the AWS Membership Dept. at 800.443.9353, ext. 480. To Join WEMCO, call 800.943.9353, ext. 444.*
Editorial Focus

*Inspection Trends* focuses on weld examination and testing, and related issues. This publication assists and informs inspection professionals with articles on new technology, tips on inspection techniques and interpretation, descriptions of new equipment, and practical methodology.

Audience

The *Inspection Trends* audience is made up entirely of those involved in testing and inspection, including AWS Certified Welding Inspectors (CWI).

The AWS CWI is dedicated to the principles and practices of welding inspection. Since the inception of the CWI program in 1976, AWS has certified more than 100,000 welding inspectors. Many states and other jurisdictional authorities now require AWS certification to perform weld inspections within their area of authority.

Your Customers Need to Be in the Know

They need to be informed of the latest in welding inspection and material testing technology…the latest products. This is why they will turn to *Inspection Trends*, the publication geared specifically toward these professionals, not to mention the perfect place to showcase your inspection and testing products.

Perfect because it’s tailor-made for you and your needs. Be part of the premier publication for Certified Welding Inspectors and others heavily involved in testing and purchasing testing equipment. Advertise in *Inspection Trends*, the exciting quarterly magazine from the publisher of the award-winning *Welding Journal*. *Inspection Trends* readers are weld examination and testing professionals…so your audience is already targeted for you. No need to worry about advertising to people who may never even need your products, much less use them.

*Inspection Trends* provides testing and inspection professionals with practical advice, tips on quality assurance techniques, and highlights of the latest technology.
Our Readers Are Influential

How do we know? They’re involved in weld testing and inspection:

100% OF INSPECTION TRENDS READERS ARE AWS CERTIFIED

30,000+ WELD INSPECTION PROFESSIONALS RECEIVE THE MAGAZINE QUARTERLY

(Print and Digital)

<table>
<thead>
<tr>
<th></th>
<th>FEBRUARY</th>
<th>MAY</th>
<th>AUGUST</th>
<th>NOVEMBER</th>
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<tbody>
<tr>
<td>Special Coverage</td>
<td>Management of Quality Systems</td>
<td>Welding Inspection Tools</td>
<td>Flaw Specimens</td>
<td>Understanding K-Areas</td>
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<td></td>
<td>The Different Roles of CWIs</td>
<td>Starting a Successful Inspection Business</td>
<td>Industry Standards in the Gulf Region</td>
<td>Intersecting Inspection Fields</td>
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<tr>
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</table>

*AWS Sustaining Company Member and WEMCO Member rates are in blue.

**COVER POSITIONS**

No additional charge for color. Covers are sold only on a noncancelable contract for either 6 or 12 insertions. WEMCO and AWS Sustaining Company Member rates in blue.

<table>
<thead>
<tr>
<th>Cover</th>
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<tbody>
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<tr>
<td></td>
<td>$3,785</td>
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</table>

**NDE SCHOOL PROFILES**

Promote your educational institution. Published in the May issue.

IO closing dates: Mar. 22, 2021

Ad material date: Apr. 1, 2021

75-word approx. description about your school (might include school name, when it was founded, whether your school offers a degree or certificate, a brief description of the welding courses offered, and how many students attend).

Logo: 300 dpi TIFF or EPS file 3.45" W X 4.30" H $225

**PRINT MECHANICAL SPECIFICATIONS**

See page 7.

**OTHER DISCOUNTS**

*AWS Sustaining Members and WEMCO Members receive a 5% discount on base rates and cover rates. Classified advertising rates are the same as *Welding Journal.*
AWS publishes four *Welding Marketplace* issues annually. Each issue offers bonus distribution to prospects who have bought goods and services from AWS over the past three years but may not be members, bringing total circulation to more than 60,000. They generate hundreds of productive sales leads. Additionally, a link to your ad will be placed on the AWS website. This product is also sent digitally, and the digital version has active links to a company’s website.

A picture is worth a thousand words. Let pictures of your product in *Welding Marketplace* win your company thousands of new customers and increase sales. Your insertion is a full 1/6 page that reaches approximately 60,000 industry buyers and specifiers. Your cost: as little as 1.6 cent per prospect!

Also ask us about the great new opportunities to advertise on the front cover. Be seen first!

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>APRIL</th>
<th>JULY</th>
<th>OCTOBER</th>
</tr>
</thead>
</table>

Contact an AWS Sales Rep today and ask about how bundling advertising opportunities can help your organization build awareness and generate leads.
## PRODUCT OVERVIEW

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Price 2021</th>
<th>Price 2020</th>
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</thead>
<tbody>
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<td>$3,420</td>
</tr>
<tr>
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<td>$3,600</td>
<td>$3,420</td>
</tr>
<tr>
<td>Interior full page</td>
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<td>$3,000</td>
<td>$2,850</td>
</tr>
</tbody>
</table>

## PRODUCT TECHNOLOGY

### Full page

8.125" W X 10.875" H

**Full page ad:** Send in 200-400 words of text, logo, and 3 product photos (300 dpi saved as a TIFF or JPG).

**Live area:** Keep live matter at least 1/4” away from trim dimensions, including gutter.

**Publication trim size:** 8.125" X 10.875"

**Bleed:** Please allow a 0.125” bleed on all sides. Fractional ads do not bleed.

**Single page bleed size:** 8.375" X 0.125"

**Method of binding:** Saddle-Stitched

### Half page

7” W X 4.80” H

**Half page ad:** Send in 150-200 words of text, logo, and 1 product photo (300 dpi saved as tiff or jpeg).

**Note:** No Bleed for Product Technology

*AWS Sustaining Company Member and WEMCO Member rates are in blue.*
SPRAYTIME® is the flagship publication of the International Thermal Spray Association (ITSA), providing company, event, people, product, research, and membership news of interest to industrial leaders, engineers, researchers, scholars, policymakers, and the public thermal spray community.

ITSA is proud of what it started with SPRAYTIME® in 1992 and what it has planned for future expansion of news and circulation. If you are a member of the thermal spray community or have an interest in thermal spray, SPRAYTIME® is your publication, so we encourage and welcome your contributions of articles, news, and events.

<table>
<thead>
<tr>
<th>MARCH</th>
<th>JUNE</th>
<th>SEPTEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Coverage</td>
<td>Aerospace</td>
<td>Education</td>
<td>Cold Spray</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Annual Meeting Preview</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Oil and Gas</td>
</tr>
<tr>
<td>Editorial Closing and Ad Insertion</td>
<td>Jan. 27, 2021</td>
<td>Apr. 20, 2021</td>
<td>July 20, 2021</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Oct. 20, 2021</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Nov. 5, 2021</td>
</tr>
</tbody>
</table>
### SPRAYTIME
RATES | SPECIFICATIONS

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$3,982</td>
<td>$3,783</td>
<td>$3,870</td>
<td>$3,785</td>
</tr>
<tr>
<td>FULL PAGE INSIDE COVER</td>
<td>$4,153</td>
<td>$3,945</td>
<td>$4,035</td>
<td>$3,833</td>
</tr>
<tr>
<td>FULL PAGE BACK COVER</td>
<td>$4,832</td>
<td>$4,590</td>
<td>$4,668</td>
<td>$4,435</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>$2,883</td>
<td>$2,739</td>
<td>$2,810</td>
<td>$2,670</td>
</tr>
<tr>
<td>1/2 PAGE ISLAND</td>
<td>$2,883</td>
<td>$2,739</td>
<td>$2,810</td>
<td>$2,670</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL</td>
<td>$2,253</td>
<td>$2,140</td>
<td>$2,203</td>
<td>$2,093</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$1,881</td>
<td>$1,787</td>
<td>$1,843</td>
<td>$1,757</td>
</tr>
</tbody>
</table>

*AWS Sustaining Company Member and WEMCO Member rates are in blue.

### CLASSIFIED

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classified rates</td>
<td>$97</td>
<td>$92</td>
</tr>
</tbody>
</table>

### OTHER DISCOUNTS

*AWS Sustaining Members and WEMCO Members receive a 5% discount on base rates and cover rates.

### PRINT MECHANICAL SPECIFICATIONS

- **Full page**: 8.5” W X 11” H
- **1/2 page island**: 4.5” W X 7.25” H
- **1/2 page horizontal**: 7.75” W X 4.8” H
- **1/3 page vertical**: 2.4” W X 9.75” H
- **1/4 page**: 3.75” W X 4.8” H

**Publication trim size**: 8.5” W X 11” H

**Bleed**: Please allow a 0.125” bleed on all sides. Fractional ads do not bleed.

**Single page bleed size**: 8.75” W X 11.25” H

**Live area**: Keep live matter at least 1/4” away from trim dimensions, including gutter.

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Contact an AWS Sales Rep today and ask about how bundling advertising opportunities can help your organization build awareness and generate leads.
The Resistance Welding Manufacturing Alliance (RWMA) is a network of professionals and corporate leaders that foster advances in resistance welding — supporting the highest technical standards for the industry while educating the manufacturing community on new and existing technologies. Resistance welding is utilized in a wide range of industries such as automotive, aerospace, mining and metals, oil and gas, power generation, as well as other industrial applications.

Advertise in the RWMA Membership Directory to gain exposure to the membership of RWMA — key players in the resistance welding equipment and supply chain as well as influential users of resistance welding technology.

**PRINT MECHANICAL SPECIFICATIONS**

<table>
<thead>
<tr>
<th>RWMA Member</th>
<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside back cover (full color)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside back cover (full color)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Inside front cover (full color)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Full page (black/white)</td>
<td>$800</td>
</tr>
<tr>
<td>Half page (black/white)</td>
<td>$600</td>
</tr>
<tr>
<td>Quarter page (black/white)</td>
<td>$400</td>
</tr>
</tbody>
</table>

Company content: Apr. 1, 2021
Ad material closing: Aug. 11, 2021

Live area: Keep live matter at least 1/4” away from trim dimensions, including gutter.

Publication trim size: 4.5” W X 11” H

Bleed: Please allow a 0.125” bleed on all sides. Fractional ads do not bleed.

Outside back cover bleed size: 4.75” X 11.25”

Method of binding: Perfect bound
The AWS website has online advertising options for you

It is by far the most affordable way to reach highly qualified welding and joining professionals worldwide. Once you have determined the audience you want to target, you can choose from additional options to enhance your advertising package, all of which offer tremendous value and exposure.

**AWS.org Home Page** (Limited advertising space available)
This is the very first page a member or visitor will see when they visit [aws.org](http://aws.org), giving maximum exposure for your advertisements.

<table>
<thead>
<tr>
<th>Top banner:</th>
<th>Middle banner:</th>
<th>Bottom banner:</th>
</tr>
</thead>
<tbody>
<tr>
<td>980 X 250 pixels</td>
<td>1000 X 445 pixels</td>
<td>674 X 330 pixels</td>
</tr>
<tr>
<td>$1,800 per month</td>
<td>$1,500 per month</td>
<td>$990 per month</td>
</tr>
</tbody>
</table>

**Bookstore Pages** (Limited advertising space available)
This is the very first page a member or visitor will see when they visit [pubs.aws.org](http://pubs.aws.org), giving maximum exposure for your advertisements.

<table>
<thead>
<tr>
<th>Large banner:</th>
<th>Small banners:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000 X 445 pixels</td>
<td>200 X 200 pixels</td>
</tr>
<tr>
<td>1 available</td>
<td>4 available</td>
</tr>
<tr>
<td>$750 per month delayed rotation</td>
<td>$300 per month</td>
</tr>
</tbody>
</table>

**Interior Pages** (Limited advertising space available)
This banner ad option is effective because the audience includes all members and visitors who view our interior departmental pages. Choose from Certification, Education, Membership, Publications, Search, or Welding School Locator’s Page.

<table>
<thead>
<tr>
<th>Large banner:</th>
<th>Small banners:</th>
</tr>
</thead>
<tbody>
<tr>
<td>674 X 330 pixels</td>
<td>200 X 200 pixels</td>
</tr>
<tr>
<td>3 available</td>
<td>4 available</td>
</tr>
<tr>
<td>$750 per month delayed rotation</td>
<td>$300 per month</td>
</tr>
</tbody>
</table>

NOTE: Ad material for these two digital assets is due between the 12-15 of the month prior to distribution.
**Welding Journal** offers a digital version of its magazine to more than 57,000 members of AWS

This is your opportunity to extend the effectiveness of your print advertising through additional advertising for the online version of the *Welding Journal*. All rates are net and per issue. Digital products are available only in combination with print advertising. Ask us about unique Zero Page sponsorships where your brand gets top billing.

**Welding Journal E-announcement Email**

Secure an ad placement in the email that delivers the digital edition to readers’ inboxes.

**Square side banners:**
- 200 X 200 pixels
- 3 available per issue
- $200 per ad

**Bottom banner:**
- 700 X 150 pixels
- 1 available per issue
- $300 per ad

JPEG format accepted

**Welding Journal Digital Edition**

Extend your reach through advertising in the digital components of the *Welding Journal*.

**A. Skyscraper ads**
- Ad unit appears on the sides of each page of the digital edition
- 120 X 660 pixels JPEG, PNG, GIF
- 1 placement available per issue
- $750 per issue for both ads
- Animation accepted

**B. Zero page ad**
- Full page ad opposite the cover
- 7” X 9” at 266 dpi, PDF
- 1 placement available per issue
- $1,250 per issue
- Static ad only

NOTE: Ad material for these two digital assets is due between the 12-15 of the month prior to distribution.
Welding Journal en Español offers a digital version of its magazine to more than 46,000 members of AWS

This is your opportunity to extend the effectiveness of your print advertising through additional advertising for the online version of the Welding Journal en Español. All rates are net and per issue. Digital products available only in combination with print advertising. Ask us about unique Zero Page sponsorships where your brand gets top billing.

Welding Journal en Español E-announcement Email
Secure an ad placement in the email that delivers the digital edition to readers’ inboxes.

**Square side banners:**
- 200 X 200 pixels
- 3 available per issue
- $200 per ad

JPEG format accepted

**Bottom banner:**
- 700 X 150 pixels
- 1 available per issue
- $300 per ad

Welding Journal en Español Digital Edition
Extend your reach through advertising in the digital components of the Welding Journal en Español.

**A. Skyscraper ads**
- Ad unit appears on the sides of each page of the digital edition
- 120 X 660 pixels JPEG, PNG, GIF
- 1 placement available per issue
- $750 per issue for both ads
- Animation accepted

**B. Zero page ad**
- Full page ad opposite the cover
- 7” X 9” at 266 dpi, PDF
- 1 placement available per issue
- $1,250 per issue
- Static ad only

NOTE: Ad material for these two digital assets is due between the 12-15 of the month prior to distribution.
*Inspection Trends* offers a digital version of its magazine to more than 57,000 members of AWS

This is your opportunity to extend the effectiveness of your print advertising through additional advertising for the online version of *Inspection Trends*. All rates are net rates and per issue. Digital products available only in combination with print advertising. Ask us about unique Zero Page sponsorships where your brand get top billing.

**Inspection Trends E-announcement Email**

Secure an ad placement in the email that delivers the digital edition to readers’ inboxes.

**Square side banners:**
- 200 X 200 pixels
- 3 available per issue
- $200 per ad

**Bottom banner:**
- 700 X 150 pixels
- 1 available per issue
- $300 per ad

JPEG format accepted

**Inspection Trends Digital Edition**

Extend your reach through advertising in the digital components of the *Inspection Trends*.

**A. Skyscraper ads**
- Ad unit appears on the sides of each page of the digital edition
- 120 X 660 pixels JPEG, PNG, GIF
- 1 placement available per issue
- $750 per issue for both ads
- Animation accepted

**B. Zero page ad**
- Full page ad opposite the cover
- 7” X 9” at 266 dpi, PDF
- 1 placement available per issue
- $1,250 per issue
- Static ad only

**NOTE:** Ad material for these two digital assets is due between the 12-15 of the month prior to distribution.
**Welding Marketplace** offers a digital version of its magazine to approximately 50,000 members of AWS

This is your opportunity to extend the effectiveness of your print advertising through additional advertising for the online version of **Welding Marketplace**. All rates are net and per issue. Digital products available only in combination with print advertising. Ask us about unique Zero Page sponsorships where your brand get top billing.

**Welding Marketplace E-announcement Email**
Secure an ad placement in the email that delivers the digital edition to readers’ inboxes.

**Square side banners:**
- 200 X 200 pixels
- 3 available per issue
- $200 per ad

**Bottom banner:**
- 700 X 150 pixels
- 1 available per issue
- $300 per ad

JPEG format accepted

**Welding Marketplace Digital Edition**
Extend your reach through advertising in the digital components of the **Welding Marketplace**.

**A. Skyscraper ads**
- Ad unit appears on the sides of each page of the digital edition
- 120 X 660 pixels JPEG, PNG, GIF
- 1 placement available per issue
- $750 per issue for both ads
- Animation accepted

**B. Zero page ad**
- Full page ad opposite the cover
- 7" X 9" at 266 dpi, PDF
- 1 placement available per issue
- $1,250 per issue
- Static ad only

NOTE: Ad material for these two digital assets is due between the 12-15 of the month prior to distribution.
SPRAYTIME® offers a digital version of its magazine to more than 12,000 members of AWS

This is your opportunity to extend the effectiveness of your print advertising through additional advertising for the online version of SPRAYTIME®. All rates are net rates and per issue. Digital products available only in combination with print advertising. Ask us about unique Zero Page sponsorships where your brand get top billing.

SPRAYTIME® E-announcement Email
Secure an ad placement in the email that delivers the digital edition to readers’ inboxes.

Square side banners:
- 200 X 200 pixels
- 3 available per issue
- $200 per ad

Bottom banner:
- 700 X 150 pixels
- 1 available per issue
- $300 per ad

JPEG format accepted

SPRAYTIME® Digital Edition
Extend your reach through advertising in the digital components of the SPRAYTIME®.

A. Skyscraper ads
- Ad unit appears on the sides of each page of the digital edition
- 120 X 660 pixels JPEG, PNG, GIF
- 1 placement available per issue
- $750 per issue for both ads
- Animation accepted

B. Zero page ad
- Full page ad opposite the cover
- 7” X 9” at 266 dpi, PDF
- 1 placement available per issue
- $1,250 per issue
- Static ad only

NOTE: Ad material for these two digital assets is due between the 12-15 of the month prior to distribution.
FABTECH Advertising Opportunities for Welding Pavilion Exhibitors

FABTECH is North America’s Largest Metal Forming, Fabricating, Welding, and Finishing Event. If your organization is investing the time and energy to display at FABTECH, you need a comprehensive marketing plan that includes both print and online media to help your business maximize its exposure in the marketplace. Visit fabtechexpo.com/exhibit/advertising

Ask Us About Future FABTECH Shows

FABTECH Mexico
May 4-6, 2021
Monterrey, Mexico

FABTECH USA
September 13-16, 2021
McCormick Place | Chicago, IL

FABTECH Canada
June 14-16, 2022
Toronto, Ontario, Canada
GENERAL POLICIES

- Contracts may be cancelled by the advertiser or publisher 30 days before publication date, with the exception of cover ads.

- Rates are subject to change with 30 days notice from publisher.

- Advertisers and their agencies assume liability for all contents of advertisements printed and assume responsibility for claims that may arise from their advertisements.

- Space orders should specify a definite schedule of insertions, issues, and sizes of space.

- If more or fewer insertions are used within one year than specified in order, charges will be adjusted in accordance with established rates.

- Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication is made and charged for upon the terms of the schedule in force without further notice.

- When change of copy, covered by an insertion order, is not received by the closing date, the copy run in previous issues will be inserted.

- The publisher assumes no liability for error or omissions in key numbers or Advertiser Index.

- Requests for a specific position are considered, but no guarantee is made unless a position premium rate has been provided for in the contract.

- Any deliberate attempt to simulate Welding Journal format is not permitted, and the publisher reserves the right to place the word “ADVERTISEMENT” with copy that is not in keeping with the publication’s standards.

- A 15% commission is allowed to recognized agencies on space, color, and position only.

- Terms: Net 30 days.

- Publisher reserves the right to hold the advertiser and/or the advertising agency jointly and separately liable for money due and payable to the publisher.

- AWS reserves the right to reject ad materials based on inappropriate content, political messaging, competitive messaging, or other controversial topics. Client will be notified promptly of ads that are rejected. The client will have a window of opportunity to submit a new ad with appropriate content and messaging. This window closes with our media due date for the targeted AWS media channel(s).

ISSUANCE AND CLOSING DATES

- Published monthly and issued the first of the month of publication.

- Insertion orders are due by the first of the month preceding the issue date.

- Disks and other reproduction materials are due on or before closing dates on editorial calendar.

- Changes and cancellations cannot be accepted after the closing date.

ACCEPTED MATERIALS

- Welding Journal and Inspection Trends are printed computer to plate. The following is a guideline for submitting your advertisements electronically.
SUBMITTING FILES

- Please go to http://aws.sendmyad.com/ to submit files.

- Please supply only a print-ready PDF file. We cannot accept any native application file formats (no MS Word, InDesign, Publisher, etc.) or any other file format. PDF must be a hi-resolution, print ready file. All raster images should be 300 dpi. All fonts must be embedded.

- Do not include printer’s marks (crop marks, registration marks, etc.) in the file submission.

- Do not include a bleed with fractional ads.

- Color ads must use CMYK color only. RGB color or spot colors (such as Pantone® colors) are NOT acceptable. Black & white ads should use black only (not 4-color); images should be grayscale. We cannot guarantee an exact color match. If advertiser requires a critical color match, please get in touch with the materials contact. The publisher is not responsible for printing errors due to incorrect file preparation. We use an on-screen, soft-proofing process. You are not required to send a printed proof.

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The American Welding Society reserves the right to change any layout design of our digital advertising channels. AWS will make every effort to give as advanced notice as possible and to work closely with our advertiser to ensure an equitable arrangement is made should a design change affect a prior purchase commitment.
The American Welding Society is the worldwide authority in the development of standards, certifications, and educational programming for the welding community. We are committed to connecting the welding industry to our extensive collection of resources, informing our members of technological advancements, and developing the next generation of welding professionals.