



American Welding Society®

2021 MEDIA KIT

WELDING
Journal

WELDING
EN ESPAÑOL
Journal

IT Inspection
Trends

WELDING
MARKETPLACE

SPRAYTIME

FABTECH

aws.org



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

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American Welding Society®

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

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Special Coverage	Industry Perspectives Thermal Spray Engine-Driven Welding Machines	Gases and Consumables Aluminum Welding	Plastic Welding Arc Welding The American Welder: Welding's Influencers	Education Inspection	Pipe and Tube Sanitary Applications	Automotive Power Sources The American Welder: Job Tips
Bonus				School Profiles		
Editorial Closing and Ad Insertion	Nov. 10, 2020	Dec. 10, 2020	Jan. 11, 2021	Feb. 10, 2021	Mar. 10, 2021	Apr. 12, 2021
Ad Material Closing	Dec. 3, 2020	Jan. 5, 2021	Feb. 3, 2021	Mar. 3, 2021	Apr. 2, 2021	May 3, 2021
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Special Coverage	Safety and Health Naval Applications FABTECH Product Preview	FABTECH Show Issue	Brazing and Soldering The American Welder: Oxyacetylene Welding	Metallurgy Cutting	Automation The American Welder: Military/Veteran Focus	Additive Manufacturing Pressure Vessels FABTECH Recap
Bonus Distribution		FABTECH USA				
Bonus		Red Hots and Company Logos				
Editorial Closing and Ad Insertion	May 10, 2021	June 10, 2021	July 12, 2021	Aug. 10, 2021	Sept. 10, 2021	Oct. 11, 2021
Ad Material Closing	June 3, 2021	July 2, 2021	Aug. 3, 2021	Sept. 3, 2021	Oct. 4, 2021	Nov. 3, 2021



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?

QA/INSPECTORS



30%

OWNERS/ EXECUTIVES



22%

ENGINEERS/ DESIGNERS



20%

SUPERVISORS/ FOREMEN



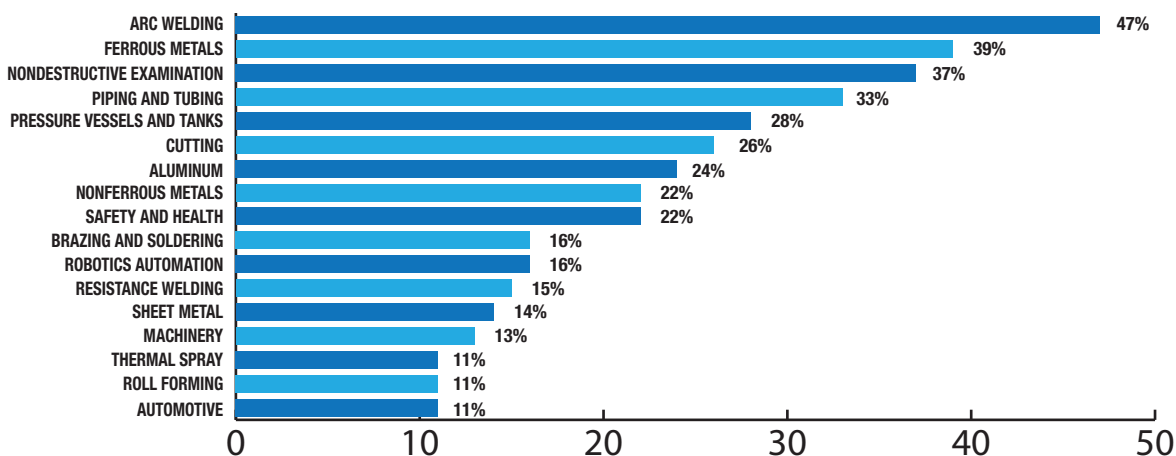
11%

INSTRUCTORS



11%

OUR READERS ARE INTERESTED IN:





WELDING JOURNAL RATES | SPECIFICATIONS

	1X		3X		6X		12X	
FULL PAGE	\$7,035	\$6,683	\$6,615	\$6,284	\$6,315	\$5,999	\$5,850	\$5,558
2/3 PAGE	\$5,375	\$5,106	\$5,045	\$4,792	\$4,875	\$4,631	\$4,660	\$4,427
1/2 PAGE ISLAND	\$4,460	\$4,237	\$4,170	\$3,962	\$3,950	\$3,752	\$3,605	\$3,425
1/2 PAGE	\$4,100	\$3,895	\$3,880	\$3,686	\$3,660	\$3,477	\$3,365	\$3,197
1/3 PAGE	\$2,870	\$2,727	\$2,810	\$2,670	\$2,670	\$2,537	\$2,460	\$2,337
1/4 PAGE	\$2,460	\$2,337	\$2,305	\$2,190	\$2,175	\$2,066	\$2,070	\$1,967

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

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.

	6X		12X	
Cover 2	\$7,880	\$7,486	\$7,435	\$7,063
Cover 3	\$7,050	\$6,698	\$6,675	\$6,341
Cover 4	\$8,020	\$7,619	\$7,520	\$7,144

CLASSIFIED ADVERTISING RATES

2.25" W X 2" H	\$260 net per issue
2.25" W X 4" H	\$520 net per issue
2.25" W X 9" H	\$1,170 net per issue
4.625" W X 4" H	\$1,040 net per issue
7.125" W X 4" H	\$1,560 net per issue
4.625" W X 9" H	\$2,340 net per issue

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

1 Square	3.45" W X 3" H	\$200
2 Squares	3.45" W X 6.15" H	\$300
3 Squares	3.45" W X 9.35" H	\$400
4 Squares	7" W X 5.7" H	\$500

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
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PRINT MECHANICAL SPECIFICATIONS

Measurements (live area, see bleed info and trim size below)

	Width	X	Height
Spread	16.25"	X	10.875"
Full page	8.125"	X	10.875"
2/3 page	4.5"	X	9.625"
1/2 page vertical	3.25"	X	9.625"
1/2 page horizontal	7"	X	4.75"
1/2 page island	4.5"	X	7.5"
1/3 page vertical	2.125"	X	9.625"
1/3 page square	4.5"	X	4.75"
1/4 page	3.25"	X	4.75"

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 11.125"

2-page spread bleed: 16.5" X 11.125"

Printing: Web offset

Method of binding: Perfect bound

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.





WELDING JOURNAL en ESPAÑOL ADVERTISING



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



WELDING JOURNAL en ESPAÑOL 2021 EDITORIAL CALENDAR



- 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

	JANUARY	APRIL	JULY	OCTOBER
Special Coverage	Automation and Robotics Welding Gases and Consumables	Aluminum Welding Engine-Driven Machines	Arc Welding Inspection FABTECH Mexico Coverage	Automotive Power Sources Safety and Health
Bonus Distribution		FABTECH Mexico		
Editorial Closing and Ad Insertion	Nov. 30, 2020	Mar. 1, 2021	May 31, 2021	Aug. 30, 2021
Ad Material Closing	Dec. 7, 2020	Mar. 8, 2021	Jun. 7, 2021	Sept. 6, 2021

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



WELDING JOURNAL en ESPAÑOL RATES | SPECIFICATIONS

	1X		2X		3X		4X	
FULL PAGE	\$3,460	\$3,287	\$3,310	\$3,144	\$3,180	\$3,021	\$2,920	\$2,774
1/2 PAGE	\$2,320	\$2,204	\$2,235	\$2,123	\$2,150	\$2,042	\$1,990	\$1,891
1/3 PAGE ISLAND	\$1,595	\$1,515	\$1,485	\$1,410	\$1,430	\$1,359	\$1,315	\$1,249
1/4 PAGE	\$1,235	\$1,173	\$1,185	\$1,126	\$1,140	\$1,083	\$1,055	\$1,002

*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.

Cover 2	\$3,950	\$3,753
Cover 3	\$3,745	\$3,558
Cover 4	\$4,470	\$4,247

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.

PRINT MECHANICAL SPECIFICATIONS

See page 7.

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.

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.



INSPECTION TRENDS 2021 EDITORIAL CALENDAR



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)

	FEBRUARY	MAY	AUGUST	NOVEMBER
Special Coverage	Management of Quality Systems The Different Roles of CWIs	Welding Inspection Tools Starting a Successful Inspection Business NDE School Profiles	Flaw Specimens Industry Standards in the Gulf Region	Understanding K-Areas Intersecting Inspection Fields
Editorial Closing and Ad Insertion	Jan. 4, 2021	Apr. 5, 2021	July 5, 2021	Oct. 4, 2021
Ad Material Closing	Jan. 11, 2021	Apr. 12, 2021	July 12, 2021	Oct. 11, 2021



INSPECTION TRENDS RATES | SPECIFICATIONS

	1X		2X		3X		4X	
FULL PAGE	\$3,790	\$3,600	\$3,595	\$3,415	\$3,400	\$3,230	\$3,330	\$3,164
2/3 PAGE	\$3,090	\$2,935	\$2,950	\$2,802	\$2,795	\$2,655	\$2,740	\$2,603
1/2 PAGE ISLAND	\$2,550	\$2,423	\$2,430	\$2,309	\$2,290	\$2,176	\$2,235	\$2,123
1/2 PAGE	\$2,415	\$2,294	\$2,290	\$2,176	\$2,165	\$2,057	\$2,115	\$2,009
1/3 PAGE	\$1,665	\$1,582	\$1,600	\$1,520	\$1,530	\$1,454	\$1,490	\$1,416
1/4 PAGE	\$1,435	\$1,363	\$1,175	\$1,116	\$1,120	\$1,064	\$1,095	\$1,040

*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.

	2X		4X	
Cover 2	\$3,950	\$3,590	\$3,395	\$3,225
Cover 3	\$3,640	\$3,465	\$3,220	\$3,100
Cover 4	\$4,370	\$3,950	\$3,785	\$3,595

NDE SCHOOL PROFILES

Promote your educational institution. Published in the May issue.

10 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 3.45" W X 4.30" H \$225
or EPS file

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*.





WELDING MARKETPLACE ADVERTISING



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!

	JANUARY	APRIL	JULY	OCTOBER
Material Closing and Ad Insertion	Nov. 13, 2020	Feb. 17, 2021	May 17, 2021	Aug. 17, 2021



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



WELDING MARKETPLACE RATES | SPECIFICATIONS

Front inside cover	8.125" W X 10.875" H	\$3,600	\$3,420
Back cover	8.125" W X 10.875" H	\$3,600	\$3,420
Interior full page	8.125" W X 10.875" H	\$3,000	\$2,850

PRODUCT OVERVIEW

Listing	3.45" W X 3.30" H	\$1,220	\$1,159
1/3 Vertical	3.45" W X 6.72" H	\$1,708	\$1,623
1/3 Horizontal	7" W X 3.30" H	\$1,708	\$1,623
1/2 Vertical	3.45" W X 10" H	\$2,196	\$2,086
2/3 Page	7" W X 6.72" H	\$2,440	\$2,318

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

PRODUCT TECHNOLOGY

Full page 8.125" W X 10.875" H \$1,600

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

Half page 7" W X 4.80" H \$1,200

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*

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





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.

	MARCH	JUNE	SEPTEMBER	DECEMBER
Special Coverage	Aerospace	Education	Cold Spray Annual Meeting Preview	Oil and Gas
Editorial Closing and Ad Insertion	Jan. 27, 2021	Apr. 20, 2021	July 20, 2021	Oct. 20, 2021
Ad Material Closing	Feb. 10, 2021	May 11, 2021	Aug. 10, 2021	Nov. 5, 2021





SPRAYTIME RATES | SPECIFICATIONS

	1X		2X		3X		4X	
FULL PAGE	\$3,982	\$3,783	\$3,870	\$3,677	\$3,785	\$3,596	\$3,699	\$3,504
FULL PAGE INSIDE COVER	\$4,153	\$3,945	\$4,035	\$3,833	\$3,946	\$3,749	\$3,855	\$3,662
FULL PAGE BACK COVER	\$4,832	\$4,590	\$4,668	\$4,435	\$4,540	\$4,313	\$4,410	\$4,190
1/2 PAGE HORIZONTAL	\$2,883	\$2,739	\$2,810	\$2,670	\$2,753	\$2,615	\$2,698	\$2,563
1/2 PAGE ISLAND	\$2,883	\$2,739	\$2,810	\$2,670	\$2,753	\$2,615	\$2,698	\$2,563
1/3 PAGE VERTICAL	\$2,253	\$2,140	\$2,203	\$2,093	\$2,158	\$2,050	\$2,117	\$2,011
1/4 PAGE	\$1,881	\$1,787	\$1,843	\$1,757	\$1,809	\$1,719	\$1,780	\$1,691

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

CLASSIFIED

	1X	4X
Classified rates	\$97	\$92

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.

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

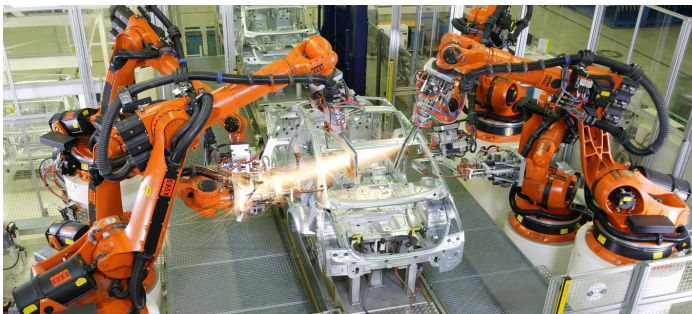


RWMA MEMBERSHIP DIRECTORY



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

Outside back cover	4.5" W X 10.5" H
Inside front cover	3.75" W X 10.5" H
Inside back cover	3.75" W X 10.5" H
Full page	3.75" W X 10.5" H
Half page	3.75" W X 5.1875" H
Quarter page	3.75" W X 2.4" H

	RWMA Member	Non-member
Outside back cover (full color)	\$5,000	\$5,250
Inside back cover (full color)	\$4,500	\$4,725
Inside front cover (full color)	\$4,500	\$4,725
Full page (black/white)	\$800	\$840
Half page (black/white)	\$600	\$630
Quarter page (black/white)	\$400	\$420

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

Company content: Apr. 1, 2021

Ad material closing: Aug. 11, 2021



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*, giving maximum exposure for your advertisements.

Top banner:

- ◆ 980 X 250 pixels
- ◆ \$1,800 per month

Middle banner:

- ◆ 1000 X 445 pixels
- ◆ \$1,500 per month

Bottom banner:

- ◆ 674 X 330 pixels
- ◆ \$990 per month



Bookstore Pages (Limited advertising space available)

This is the very first page a member or visitor will see when they visit *pubs.aws.org*, giving maximum exposure for you advertisements.

Large banner:

- ◆ 1000 X 445 pixels
- ◆ 1 available
- ◆ \$750 per month delayed rotation

Small banners:

- ◆ 200 X 200 pixels
- ◆ 4 available
- ◆ \$300 per month

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.

Large banner:

- ◆ 674 X 330 pixels
- ◆ 3 available
- ◆ \$750 per month delayed rotation

Small banners:

- ◆ 200 X 200 pixels
- ◆ 4 available
- ◆ \$300 per month

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* with the *Zero Page Package*. The *Zero Page* package includes: one square side banner, one Zero Page ad, and two Skyscrapers ads.

A. Zero page ad specs

- ◆ Full page ad opposite the cover
- ◆ 7" X 9" at 266 dpi, PDF
- ◆ 1 placement available per issue
- ◆ \$2,250 per issue
- ◆ Static ad only

B. Skyscraper ads specs

- ◆ 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
- ◆ Animation accepted

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

Bottom banner:

- ◆ 700 X 150 pixels
- ◆ 1 available per issue
- ◆ \$300 per ad

JPEG format accepted

Welding Journal en Español Digital Edition

Extend your reach through advertising in the digital components of the *Welding Journal en Español* with the *Zero Page Package*. *The Zero Page package includes: one square side banner, one Zero Page ad, and two Skyscrapers ads.*

A. Zero page ad specs

- ◆ Full page ad opposite the cover
- ◆ 7" X 9" at 266 dpi, PDF
- ◆ 1 placement available per issue
- ◆ \$2,250 per issue
- ◆ Static ad only

B. Skyscraper ads specs

- ◆ 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
- ◆ Animation accepted

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* with the Zero Page Package. *The Zero Page package includes: one square side banner, one Zero Page ad, and two Skyscrapers ads.*

A. Zero page ad specs

- ◆ Full page ad opposite the cover
- ◆ 7" X 9" at 266 dpi, PDF
- ◆ 1 placement available per issue
- ◆ \$2,250 per issue
- ◆ Static ad only

B. Skyscraper ads specs

- ◆ 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
- ◆ Animation accepted

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* with the *Zero Page Package*. *The Zero Page package includes: one square side banner, one Zero Page ad, and two Skyscrapers ads.*

A. Zero page ad specs

- ◆ Full page ad opposite the cover
- ◆ 7" X 9" at 266 dpi, PDF
- ◆ 1 placement available per issue
- ◆ \$2,250 per issue
- ◆ Static ad only

B. Skyscraper ad specs

- ◆ 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
- ◆ Animation accepted

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®* with the Zero Page Package. *The Zero Page package includes: one square side banner, one Zero Page ad, and two Skyscrapers ads.*

A. Zero page ad specs

- ◆ Full page ad opposite the cover
- ◆ 7" X 9" at 266 dpi, PDF
- ◆ 1 placement available per issue
- ◆ \$2,250 per issue
- ◆ Static ad only

B. Skyscraper ads specs

- ◆ 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
- ◆ Animation accepted

NOTE: Ad material for these two digital assets is due between the 12-15 of the month prior to distribution.



FABTECH ADVERTISING OPPORTUNITIES

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



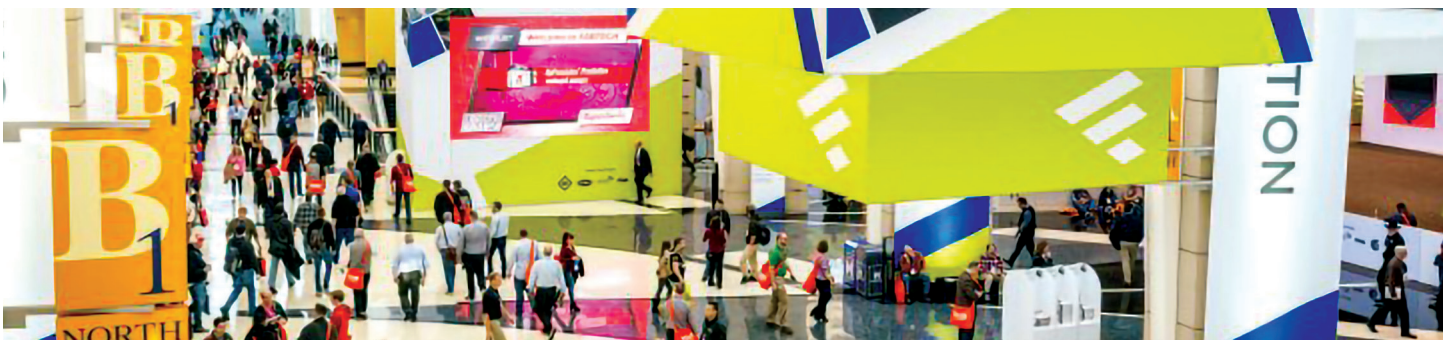
FABTECH USA

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.

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.