

# Reach A Foundry Professional's Inbox

## eNewsletter Sponsorship

### Foundry Metalcasting Weekly

Foundry's Metalcasting Weekly eNewsletter is the best way to reach foundry executives via email. Relevant editorial content motivates executives to subscribe to Foundry's Metalcasting Weekly eNewsletter. Each issue has a different editorial focus and mission, and is written specifically to meet the information needs of foundry executives and operators.

**FREQUENCY: WEEKLY (TUESDAY) / CIRCULATION: 7,200**

- 1. TOP SPONSOR: RATE: \$800 NET**  
ONE PER ISSUE. HEADLINE, 125 WORDS OF TEXT, 180W X 150H IMAGE.
- 2. MIDDLE SPONSOR: RATE: \$550 NET**  
ONE PER ISSUE. HEADLINE, 75 WORDS OF TEXT, 180W X 150H IMAGE AND TWO LINKS.
- 3. HOT PRODUCTS: RATE: \$250 NET EACH**  
HEADLINE, 50 WORDS OF TEXT, 180W X 150H IMAGE AND ONE LINK.

### 3D Printing 360

Gain the attention of manufacturing executives who need the latest on one of the most exciting new technologies of the past few decades. 3D Printing 360 provides in-depth coverage of the latest 3D printing applications, tools and devices for use in industries from design and manufacturing.

**FREQUENCY: TWICE MONTHLY (FIRST & THIRD MONDAY) / CIRCULATION: 19,700**

- 1. TOP POSITION - \$2,000 NET PER ISSUE**
- 2. SECOND POSITION - \$1,000 NET PER ISSUE**
- 3. PRODUCT POSITIONS - \$750 NET PER ISSUE**

### Quick Manufacturing News (QMN)


Deliver your message to the broadest and biggest audience built from the files of Penton's Manufacturing & Supply Chain Group properties. QMN keeps executives up-to-date on the latest manufacturing news, analysis and products.

**FREQUENCY: DAILY (EVERY BUSINESS DAY) / CIRCULATION: 155,000 PER WEEK**

**EXCLUSIVE SPONSORSHIP:**

**NET INVESTMENT: \$3,500 PER WEEK / 3 WEEKS: \$3,200 / 6 WEEKS: \$3,000 / 12 WEEKS: \$2,700**


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**Metalcasting Weekly**


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**Gallery**

**Examining Semi-Solid Aluminum Casting and the SEED Process**



Three researchers take a fresh look at rheocasting, and how a new approach represents a new possibility for producing thin-walled castings with excellent mechanical properties.


[CLICK > VIEW](#)

Advertisement

**Beaver Valley Alloy Foundry Drives A More Efficient and Competitive Business**

The foundry industry has always been a mix of proud heritage and modern innovation. In 2015, metalcasting's cutting-edge includes technology integration for real-time data and improved efficiencies. SaaS ERP can help foundries with both, as Beaver Valley Alloy Foundry Company discovered.


[www.foundrymag.com](http://www.foundrymag.com)



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**This Week's Metalcasting News Review**

**Researching Scaled-Up Vacuum-Aided Aluminum Diecasting**



LIFT's new research initiative aims to develop vacuum-aided diecasting methods for aerospace, defense, and automotive manufacturing.


[FULL ARTICLE](#)

Advertisement

**At GIFA 2015, ASK Chemicals Proves the Value of its Global Perspective**

ASK Chemicals describes GIFA visitors' priorities and expectations in the selection of new metalcasting technologies, including achieving new targets of ecological compliance and higher levels of productivity. Business conditions in the global foundry industry also seem to be guiding customers' needs and expectations their investment decisions.

[Watch this exclusive video now.](#)



**Materion Delivers F-35 Investment Castings, Wins New Orders**

# Drive Traffic To Your Website With A Cost Effective Email Solution

## eBlasts

Make an immediate impact with your sales messages, new product launches, content and event promotions with exclusive emails to your target audience. These high impact messages drive traffic to your site, assist in revenue generation and build your company's image. Audiences can be targeted based on industry, job function, buying influence, geographical area and more!

All standard email campaigns consist of a standard email to your target audience and two follow ups to those that open and click on the email (all creative assets must be submitted at the same time).

Email campaigns also include detailed performance tracking including open, click through and click-to-open rates, link tracking, and a demographic assessment.

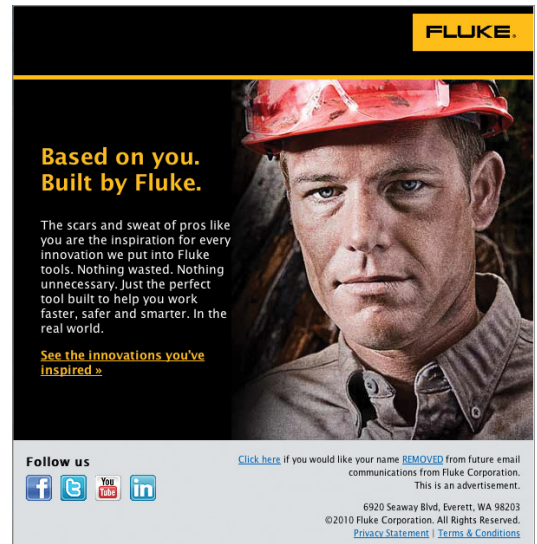
**RATE: \$295 PER THOUSAND EMAILS**

## Three-touch eblast Program

Maximize your email efforts! Our three-touch email program is designed to engage your best audience. You'll get to send an email to your target audience, followed by an email to non-opens AND to those that clicked and opened as well (all email creative assets must be submitted at the same time).

**RATE: \$350 PER THOUSAND EMAILS**

**Format:** Client provides the HTML and all images within the html messages must be hosted online and a full image source link provided. For additional specifications, please contact your local Foundry sales representative.



## eBlasts (continued)

### Audience Extension (CRM Retargeting)

Just pick your audience and serve your ad almost anywhere your prospect goes across the web. Audience Extension is a more robust form of online retargeting. Our advantage is that we are able to serve banner ads and retarget based on an audience profile, interaction with an email send, an ad placement or all of the above.

#### Benefits:

- Audience Extension builds brand awareness and increases visibility
- When coupled with an email or other marketing initiatives, Audience Extension lifts response
- Audience Extension reinforces your marketing message



### Standard Email Campaign, plus Audience Extension

Consists of the standard eblast campaign and CRM retargeting

RATE: \$335/M

