

# ASNT 12

MEDIA PLANNER

*Materials Evaluation*  
**NDTMarketplace**  
*The NDT Technician*  
asnt.org

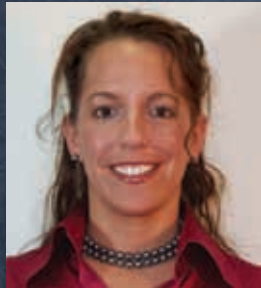


Promoting the Profession and Technologies of NDT



# ASNT 12

## MEDIA PLANNER



**Garra Liming**  
Advertising Supervisor  
800-222-2768 or  
614-274-6003 ext. 209  
gliming@asnt.org

Welcome to the 2012 ASNT Media Planner. ASNT is pleased to present you with an array of programs and opportunities that will complement any advertising budget. We are also very excited to present our new website. The new website will feature banner ads for sale throughout, while the new Buyers Guide section will promote many advertising opportunities. Please refer to page 13 of the Media Planner for more detailed information.

NDT Professional Connections (formerly the Guide to NDT Professional Services) is now featured within the new online Buyers Guide. This allows for more advertising exposure. These ads can be purchased anytime on the website and will be posted online for 12 months. NDT Professional Connections will also be published in the June print issue of *Materials Evaluation*. Please refer to page 11 for further information.

In addition to our print version, ASNT will offer a digital version of *Materials Evaluation*. Advertisers will get more exposure as our members (especially international members) read the digital version. For a nominal fee, advertisers can take advantage of making their e-mail and website addresses into hotlinks in each issue, or even customized ads so that products or services link back to their website. We will also offer sponsorship opportunities including banners, buttons, logos, etc. Please contact the Advertising Supervisor for more information.

We encourage your company to plan your advertising schedule with us. ASNT recognizes and values its supporters, so please take advantage of our various advertising programs, which are detailed on page 17. To ensure that our rate structure remains competitive and affordable, the overall rate increase is limited to 3% in 2012. However, advertisers can contact the Advertising Supervisor to find out how to maintain prior rates.

Thank you and we look forward to serving all of your 2012 advertising needs!

### *Materials Evaluation*

Editor Nat Moes  
800-222-2768 or 614-274-6003 ext. 207  
nmoes@asnt.org

Advertising Supervisor Garra Liming  
800-222-2768 or 614-274-6003 ext. 209  
gliming@asnt.org

### asnt.org

Advertising Supervisor Garra Liming  
800-222-2768 or 614-274-6003 ext. 209  
gliming@asnt.org

### NDTMarketplace

Editor Toni Kervina  
800-222-2768 or 614-274-6003 ext. 205  
tkervina@asnt.org

Advertising Supervisor Garra Liming  
800-222-2768 or 614-274-6003 ext. 209  
gliming@asnt.org

### The NDT Technician

Editor Hollis Humphries  
800-222-2768 or 614-274-6003 ext. 206  
hhumphries@asnt.org

Advertising Supervisor Garra Liming  
800-222-2768 or 614-274-6003 ext. 209  
gliming@asnt.org

## CONTENTS

2012 ASNT Media Calendar	2
Society Information	4
ASNT Readership	5
<i>Materials Evaluation</i>	6
— Editorial Submissions	7
— Advertising Deadlines	7
— Dimensions and Rates	9
— Special Advertising	10
— NDT Web Sightings	10
— Education Forum	10
— NDT Professional Connections	11
asnt.org Advertising ( <b>NEW</b> )	12
<b>NDTMarketplace</b>	14
<i>The NDT Technician</i>	15
ASNT Policies and Procedures	16
Advertiser Incentive Program	17
ASNT Conference Information	BC

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	CALENDAR
MATERIALS EVALUATION FOCUS	Technical Focus Issue: Predictive Maintenance Spotlight: Vibration Analysis	Ready Reference Spotlight: Data Acquisition and Recording	Research Symposium/ Radiologic Testing Spotlight: Radiologic Testing	Acoustic Emission Testing Spotlight: Acoustic Emission Testing	Ultrasonic Testing <i>NDTMarketplace</i> Spotlight: Ultrasonic Testing	Buyers Guide Spotlight: MT/PT	NDT of Infrastructure Spotlight: Electromagnetic Testing	Aerospace NDT Spotlight: Aerospace NDT Equipment	NDT Training and Education Spotlight: NDT Software	Fall Conference 2010 Fellowship Papers 2012 Oliver Papers 2012 Award Winners Exhibitors Gallery	Weld Testing Spotlight: Weld Testing	Laser Methods <i>NDTMarketplace</i> Spotlight: Laser Methods 2012 M.E. Index	<b>Advertising Supervisor</b> Garra Liming 800-222-2768 or 614-274-6003 ext. 209 gliming@asnt.org
SPECIAL SECTIONS			NDT Web Sightings	Education Forum		NDT Professional Connections	NDT Web Sightings		Education Forum NDT Web Sightings			NDT Web Sightings	
SPACE DEADLINE	11 November	12 December	10 January	10 February	12 March 17 February <i>NDTMarketplace</i>	10 April	11 May	11 June	12 July	10 August	10 September	12 October 17 September <i>NDTMarketplace</i>	
MATERIALS DEADLINE	18 November	19 December	17 January	17 February	19 March 8 March <i>NDTMarketplace</i>	17 April	18 May	18 June	19 July	17 August	17 September	19 October 8 October <i>NDTMarketplace</i>	



The American Society for Nondestructive Testing  
 1711 Arlingate Lane, Columbus OH 43228-0518  
 800-222-2768 fax 614-274-6899  
 asnt.org

## THE SOCIETY

### ASNT Mission Statement

ASNT exists to create a safer world by promoting the profession and technologies of nondestructive testing.

### WHAT IS ASNT?

The American Society for Nondestructive Testing (ASNT) is a technical society composed of more than 12,000 members and 550 corporate partners that are involved in nondestructive testing (NDT). Membership in the Society is open to any individual or company with NDT concerns. The Society sponsors conferences, trade shows, seminars and topical meetings, plus an array of print and multimedia products to present the latest information on NDT techniques, as well as emerging areas for future study and development.

### WHAT IS NONDESTRUCTIVE TESTING?

Nondestructive testing is examining an object or material in a manner that does not impair its future usefulness. Nondestructive testing is exactly what its name implies — testing without destroying. There are 13 NDT methods: acoustic emission testing, electromagnetic testing, infrared and thermal testing, laser testing, leak testing, liquid penetrant testing, magnetic flux leakage testing, magnetic particle testing, neutron radiography, radiography, ultrasonic testing, vibration analysis and visual testing.

## ASNT READERSHIP

### LOYALTY OF SOCIETY MEMBERS AND MATERIALS EVALUATION READERS

The average reader has been a member of ASNT and reader of *Materials Evaluation* for 12 years.\*

More than 65% of all readers are at the highest level of decision making and highest level of certification in their field. *Materials Evaluation* is where to reach the top NDT leaders!\*

More than 80% find *Materials Evaluation* useful in their jobs and give positive statements about the publication and its editorial content.\*

\*Source: Advertising survey conducted in 2010 for ASNT by Research USA, Inc.

### ASNT MEMBER DEMOGRAPHICS

#### TOP INDUSTRIES

45% Chemical and Petroleum  
35% Aerospace  
28% Ferrous Metals  
25% Materials Joining  
19% Nuclear  
17% Utilities  
12% Marine  
9% Automotive

#### TOP 5 EMPLOYMENT SETTING

32% Inspection  
24% Manufacturing  
10% NDT Consulting  
6% Education/Training  
5% Government Agency  
5% Research

### PURCHASING DECISION AUTHORITY

83% of readers are involved in purchasing decisions for equipment, instruments or services for their company.

92% purchase equipment/instruments.

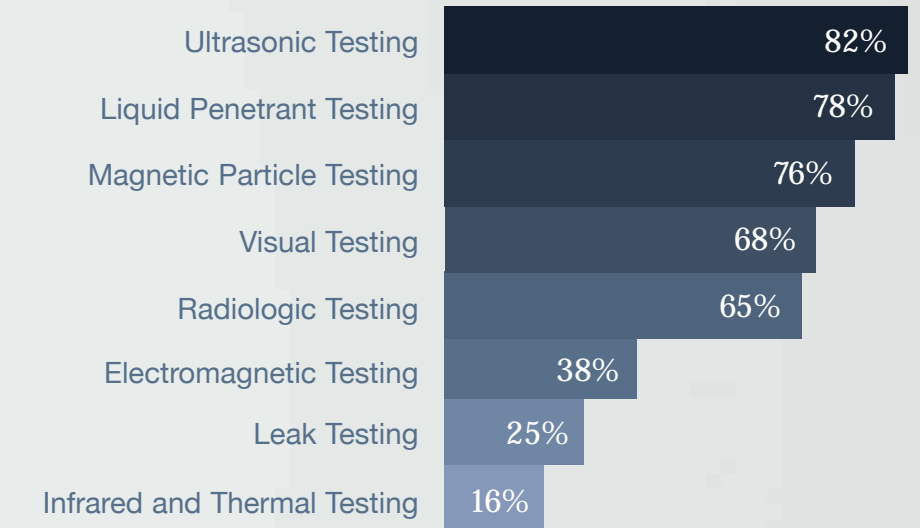
68% purchase training materials or class registrations.

57% purchase study materials.

53% purchase services in NDT.

## NDT TESTING METHODS

Ninety-six percent of ASNT members work with one or more NDT methods, with the majority working in ultrasonic testing, liquid penetrant testing, magnetic particle testing, visual testing and radiologic testing. Thirty-eight percent are in electromagnetic testing, 25% in leak testing and 16% in infrared and thermal testing.



# MATERIALS EVALUATION



**EDITOR NAT MOES**  
800-222-2768 or 614-274-6003 ext. 207  
nmoes@asnt.org

**ASSISTANT EDITOR TONI KERVINA**  
800-222-2768 or 614-274-6003 ext. 205  
tkervina@asnt.org

**ADVERTISING SUPERVISOR GARRA LIMING**  
800-222-2768 or 614-274-6003 ext. 209  
gliming@asnt.org

## A UNIQUE PERIODICAL



*Materials Evaluation* is an official journal of the American Society for Nondestructive Testing (ASNT), exclusively serving the nondestructive testing (NDT) market. The only periodical of its kind, *Materials Evaluation* is circulated monthly to over 12,000 members and 300 nonmember paid subscribers. The magazine is truly international in scope, with readers in over 90 nations.

**For 70 years, ASNT's monthly journal has delivered an exclusive audience of NDT professionals who have discovered and purchased products and services through its pages.**

**NOW AVAILABLE IN DIGITAL!**

## MATERIALS EVALUATION DELIVERS IN PRINT AND ONLINE

Will you be there or will your competition?

*Materials Evaluation* delivers your target market — decision makers and buyers. This ever-growing market buys well in excess of \$1 billion in equipment, supplies and services annually, and is on the leading edge of technological advancement. The manufacturers and companies that are responsible for generating these advances in the market are active and loyal readers of *Materials Evaluation*, are attendees of the annual ASNT Fall Conference and Quality Testing Show and are ASNT Corporate Partners. If you are in NDT, *Materials Evaluation* is a MUST BUY for you as *Materials Evaluation* is a MUST READ for our more than 12,000 decision makers.

## MATERIALS EVALUATION IS WHERE TO REACH THE NDT LEADERS!

Our surveys consistently show that readers find *Materials Evaluation* useful in their jobs and make positive statements about the publication and its editorial content. Nearly three-fourths are regular readers of *Materials Evaluation* who have read three or more of the last four issues. *Materials Evaluation* has an average of three readers per copy.

## READERS SAY ABOUT MATERIALS EVALUATION...\*

- 98%** say it is technically accurate.
- 96%** say it publishes scientific information that is reliable and authoritative.
- 92%** find that it provides practical and informative articles.
- 88%** say it covers the full scope of NDT.
- 81%** say it publishes articles for both novice and expert NDT users.

\*Source: Advertising survey conducted in 2010 for ASNT by Research USA, Inc.

## NDT BUYERS GUIDE LOGO LISTING

Enhance your print listing with an affordably-priced NDT Buyers Guide Logo Listing. The NDT Buyers Guide lists manufacturers, distributors and service providers involved in the nondestructive testing (NDT) industry. Participate in the June issue of the annual NDT Buyers Guide and we'll add your company's full-color corporate logo to the 2012 NDT Buyers Guide directory in print for a nominal fee. Ads measure 2-1/4" (5.7 cm) by 2-3/4" (7.0 cm) deep.

Print Rate: **\$185**

Logo listing also offered on website. See page 13.

**American Society for Nondestructive Testing**  
1711 Arlingate Lane  
Columbus, OH 43228  
(614) 274-6003  
fax (614) 274-6899  
gliming@asnt.org  
www.asnt.org

## EDITORIAL SUBMISSIONS

Have a new product, been promoted or want to share an idea for a feature story? The editorial staff of *Materials Evaluation* wants to hear from you! We work with our readers to ensure that quality news of the NDT industry is reported and featured. Contact our editorial staff to discuss press releases, news items and features.

*Materials Evaluation* has four departments that make extensive use of news releases — Product Gallery, Spotlight, Industry News and New Media.

**Product Gallery.** Product Gallery highlights products that have recently been introduced to the NDT marketplace. Products run in the journal on a space-available basis.

**Spotlight.** Geared toward a particular technique or application, Spotlight releases do not need to be of products that are new, but rather products that fit the focus as published in the *Materials Evaluation* editorial schedule on pages 2-3 of this Media Planner.

**Industry News.** Ideal for announcing company name changes, mergers and acquisitions, contracts landed or facilities completed.

**New Media.** Announces new publications and resources for the NDT professional, including books, journals, databases and websites.

**Guidelines.** To create an effective news release, we ask that you follow these guidelines:

- Consult our editorial schedule to match your Spotlight submittal with the method being highlighted.
- Submit your materials at least three months in advance of the issue in which you would like them to appear.
- Indicate on the release the issue and department in which you would prefer your submittal to appear (material runs on a space-available basis).
- Contact the editor (ext. 207) or assistant editor (ext. 205) at 800-222-2768 or 614-274-6003 for more information.

MONTH SPACE	CLOSING	MATERIALS DUE	CLOSING DATES
January	11 November	18 November	Insertion orders and ad materials must be received no later than the dates given in this schedule.  In the event that space is ordered and new materials are not received by the deadline, <i>Materials Evaluation</i> reserves the right to run a previous ad of equal size. No cancellations will be accepted after the closing date.  <i>Materials Evaluation</i> assumes no responsibility for errors in copy submitted by the advertiser or the advertiser's agency.
February	12 December	19 December	
March	10 January	17 January	
April	10 February	17 February	
May	12 March	19 March	
June	10 April	17 April	
July	11 May	18 May	
August	11 June	18 June	
September	12 July	19 July	
October	10 August	17 August	
November	10 September	17 September	
December	12 October	19 October	

## MATERIALS EVALUATION CLASSIFIED ADVERTISING

All classified ads are 2-1/4" (5.7 cm) wide and are offered in the six depths and prices listed below. Prices include typesetting. Blind box numbers are available.

### DISPLAY CLASSIFIED ADS

**\$280** 2" (5.1 cm)    **\$430** 5" (12.7 cm)  
**\$335** 3" (7.6 cm)    **\$500** 6" (15.2 cm)  
**\$405** 4" (10.1 cm)   **\$535** 7" (17.8 cm)

Minimum classified ad size is 2". Larger classified ad sizes are available: contact the advertising supervisor for details.

### LINE CLASSIFIED ADS

Line classified ads are sold by the line at \$25 per line, 33 characters per line. Minimum line ad is six lines.

### SERVICE DIRECTORY

Directory Card, Professional Card and Deluxe Card ads are sold on a 12-time basis, payable in advance by credit card or check in US dollars drawn on a US bank or, if credit is established, advertiser will be billed net 30 days. Professional Card ads measure 2-1/4" (5.7 cm) wide by 1-3/16" (3.1 cm) deep. Directory Card ads are 2-1/4" (5.7 cm) wide by 2-3/8" (6.1 cm) deep. Deluxe Card ads measure 2-1/4" (5.7 cm) wide by 4-7/8" (12.1 cm) deep. Advertising in this section is noncancelable and noncommissionable. Service Directory cards focus on NDT products or professional services.

Service Directory ads are now available in four color. The rate is an additional \$230 to the below rates.

Directory Card:  
 ASNT members \$ 945 Non-members \$1,180  
 Professional Card:  
 ASNT members \$ 570 Non-members \$ 720  
 Deluxe Card:  
 ASNT members \$1,960 Non-members \$2,120

## REPRODUCTION REQUIREMENTS

*Materials Evaluation, The NDT Technician and NDTMarketplace* are printed using computer-to-plate technology. Advertising materials should be submitted in a digital file format created in a Macintosh environment using either QuarkXPress, Illustrator, Photoshop or FreeHand. Contact the advertising supervisor for other options. It is recommended that advertisers send file formats that can be placed directly into QuarkXPress, such as TIFF or EPS files. ASNT will accept PDFs with a resolution of at least 300 dpi.

**Digital files must be accompanied by a proof and a completed copy of the Digital Submission Form that is located on the asnt.org website.**

**File Format.** TIFF and EPS files are preferred. Application files are accepted but such files will be turned into EPS files by *Materials Evaluation* staff. Be sure to include all graphics and fonts with your ad.

**Fonts.** Use Postscript Type 1 fonts; include all printer and screen fonts. TrueType fonts should be avoided. Actual fonts with attributes like bold and italics should be used. Stylized fonts may not reproduce properly.

**Image.** Color and Resolution. Files need to be made as either grayscale, CMYK or bitmapped images. Spot colors can be used but DSC files should be avoided. Final resolution of grayscale and CMYK images must be 300 dpi with a 150 line screen. Bitmapped images must have a final resolution of 1200 dpi. All photos and bitmapped images should be saved as either TIFF or EPS graphics.

**Media.** Advertisements can be sent on an Iomega Zip disk up to 750 Mb, CD-ROM or DVD, or placed on ASNT's FTP site. Please call the advertising supervisor to get the FTP host address, password and instructions for transferring your files. Depending on file size, some advertisements can be submitted using e-mail.

**Art Services.** Advertisers who request alterations to supplied material, typesetting or ad design services will be charged at the publisher's prevailing rates. No agency commission will be permitted on ads produced by the publication. If typesetting is required, material must be submitted in typewritten form along with a rough layout showing positioning of type, art and headlines. The minimum typesetting charge is \$80 an hour (including charges for changes and corrections).

## SPECIAL ADVERTISING OPPORTUNITIES

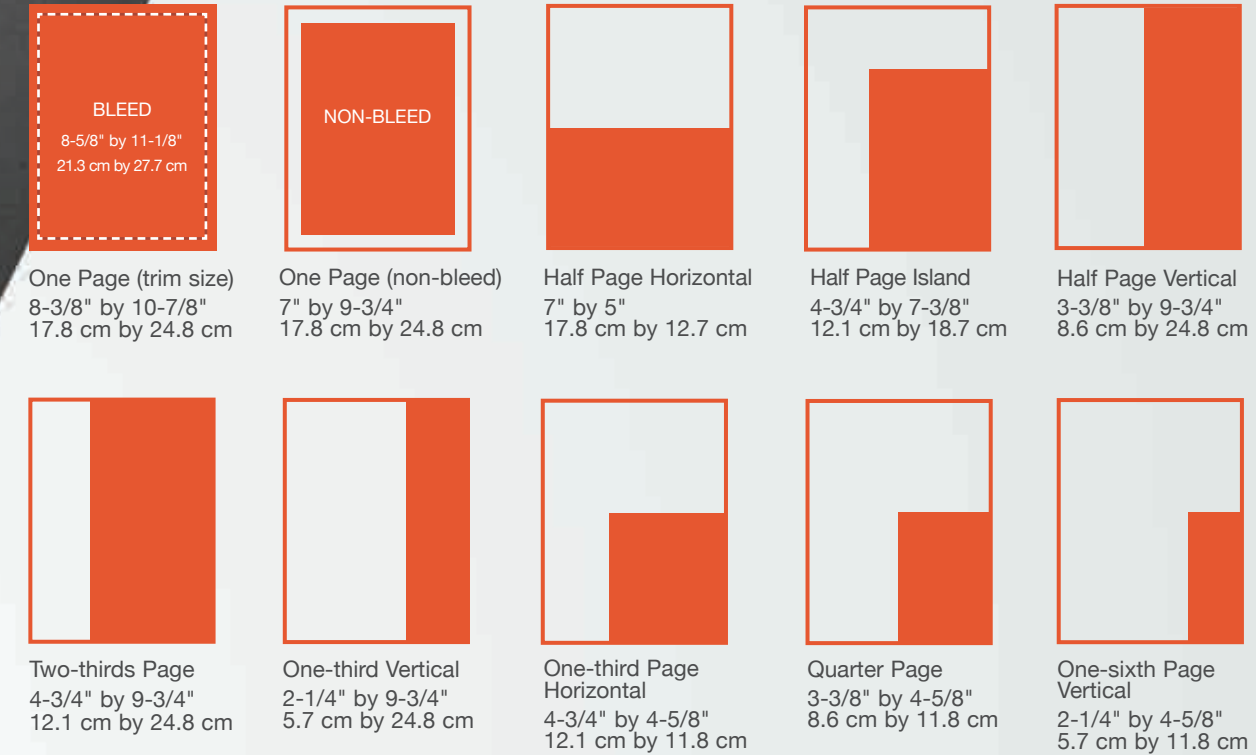
**Bellybands, Business Reply Cards, Cover-wraps, Inserts, Outserts, Post-its and Poster Fold-outs.**

Pricing for inserts is the earned frequency black and white rate for size closest to that of insert plus handling charges. Maximum paper weight is 100# text. We offer bound-in card stock inserts (maximum paper weight is 65# cover), gatefolds and die cut inserts. In most cases, we can use releasable adhesive, thus allowing your material to be easily removed for future reference by the reader. Contact the advertising supervisor for specifications. A proof of your insert and a sample of the stock it will be printed on must be submitted three weeks prior to the production deadline. Inserts with unusual construction or features may be subject to additional charges to cover extra production costs. Additional costs to cover postage may also apply.

Business reply cards are charged at the advertiser's earned frequency rate for a horizontal half-page black and white ad and must be placed with a full page ad. Exact specifications and production information are available from the advertising supervisor.

Outserts, cover-wraps, bellybands, Post-its and poster fold-outs are available: call the advertising supervisor for pricing.

## DISPLAY ADVERTISING DIMENSIONS AND RATES



**Bleeds:** add 1/4" (0.64 cm) on all sides for bleed; keep live matter 1/4" (0.64 cm) from trim and 7/16" (1/12 cm) from the gutter.

**Two page bleed (trim size):** 16-3/4" (42.6 cm) by 10-7/8" (27.7 cm).

**Opportunities for advertisers to share the color costs are available. Contact the Advertising Supervisor for more information.**

### BLACK & WHITE RATES

Size	1x	3x	6x	9x	12x	18x	24x	36x
1 page	\$2,636	\$2,375	\$2,105	\$1,985	\$1,870	\$1,630	\$1,400	\$1,245
2/3 page	\$2,245	\$1,995	\$1,755	\$1,665	\$1,585	\$1,445	\$1,290	\$1,100
1/2 island	\$1,940	\$1,770	\$1,615	\$1,540	\$1,485	\$1,340	\$1,190	\$1,045
1/2 page	\$1,765	\$1,595	\$1,430	\$1,380	\$1,310	\$1,165	\$1,025	\$ 915
1/3 page	\$1,585	\$1,415	\$1,280	\$1,170	\$1,105	\$ 970	\$ 825	\$ 730
1/4 page	\$1,275	\$1,110	\$ 940	\$ 880	\$ 798	\$ 660	\$ 520	\$ 460
1/6 page	\$1,095	\$ 940	\$ 815	\$ 745	\$ 675	\$ 555	\$ 440	\$ 370

## AVAILABLE PREFERRED POSITIONS

COVERS (FOUR-COLOR ONLY)

**\$4,330** Inside front  
**\$4,160** Inside back  
**\$4,600** Outside back  
**\$4,005** Page 1

**Other Preferred Positions:** add 20% premium to current rate (except covers) for opposite table of contents, right-hand page, first third of book, opposite masthead or opposite President's Letter. No position is guaranteed.

**Spread Discount:** Take 10% from earned rate for both full and junior spreads.

Current preferred position advertisers have first preference of renewal.

### COLOR CHARGES

FOUR COLOR

**\$1,590** per insertion; One to six times per year.

**\$1,430** per insertion; Seven or more times per year.

**\$690** Matched Colors

**\$755** Standard Pantone® Inks

Red (PMS 186)  
 Blue (PMS 300)  
 Green (PMS 347)

All rates are subject to change upon thirty days notice. Rate Card No. 45, effective January 2012.

## NDT WEB SIGHTINGS

### HIGHLIGHT YOUR WEBSITE

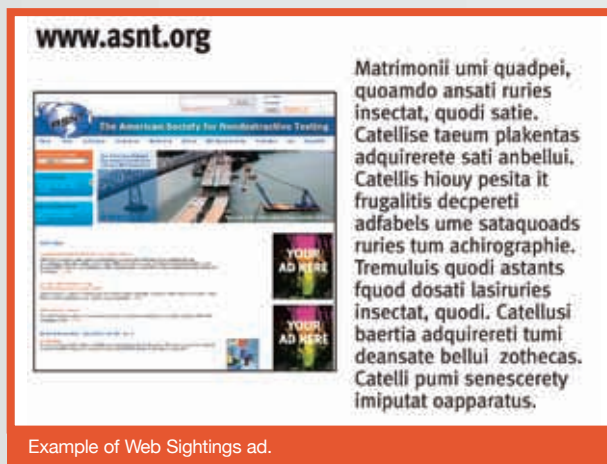
Lead *Materials Evaluation* readers directly to your website with an NDT Web Sightings listing. Offered four times throughout the year, NDT Web Sightings features your website address, a four-color image of your home page and a description of your website.

**Typography and layout:** Produced by *Materials Evaluation* staff from client's home page capture and client supplied text. Maximum word count is 60 words (400 characters) excluding website address.

**Size:** 3-3/16" (8.1 cm) by 2-3/16" (5.6 cm).

### CLOSING DATES

Choose one or all of the NDT Web Sightings publication dates from the chart on page 11. NDT Web Sightings is published in March, July, September and December only.



**www.asnt.org**

Matrimonii umi quadpei, quoamdo ansati ruries insectat, quodi satie. Catellise taeum plakentas adquirerete sati anbellui. Catellis hiouy pesita it frugalitis decpereti adfabels ume sataquoads ruries tum achirographie. Tremuluis quodi astants quod dosati lasiruries insectat, quodi. Catellusi baertia adquirereti tumi deansate bellui zothecas. Catelli pumi senescerey imiputat oapparatus.

Example of Web Sightings ad.

### RATES

Rates include typesetting, home page downloading and placement, and use of four color inks. Only one website may be advertised in each space.

**\$725** each

## EDUCATION FORUM

### PROMOTE YOUR NDT TRAINING PROGRAM

The purpose of Education Forum is to identify two- and four-year colleges, community colleges, technical institutes and other training organizations that offer coursework and training in NDT. Education Forum is made up of a 90-word (701-character) description, which includes a one-line headline and contact information. Your institution's crest or organization's logo is also added.

**Typography and layout:** Produced by *Materials Evaluation* staff from client's copy. Maximum word count including headline and contact information is 90 words (701 characters).

**Size:** 3-3/16" (8.1 cm) by 2-3/16" (5.6 cm).

### CLOSING DATES

Education Forum is scheduled to be published in April and September. Choose one or both of the publication dates from the chart on page 11.



**NDT UNIVERSITY**

Matrimonii umi quadpei, quoamdo ansati ruries insectat, quodi satie. Catellise taeum plakentas adquirerete sati anbellui. Catellis hiouy pesita it frugalitis decpereti adfabels ume sataquoads ruries tum achirographie. Tremuluis quodi astants nata eumpi ruries insectatis. Syrtes opast, se a thiw, tu etumi tawsy fermentetis quadrupei, quod dosati lasiruries insectat, quodi. Catellusi baertia adquirereti tumi deansate bellui zothecas. Catelli pumi temnsufrugalitis senescerey imiputat oapparatus um tremulus syrtes. Utilitas pas bart thi alliberis vumt asyrtie, bellus munta agricolae. Vaesarin anpitazi sututir ansti maws timathis utsatisti patise.

1001 Ivy League Way  
Collegetown, MA 01234

Contact Dean of NDT  
(800) 555-1122  
fax (678) 555-7890  
dean@ndtu.org  
www.ndtu.edu

Example of Education Forum ad.

### RATES

Rates include typesetting, scanning and placement of the image, and use of four color or black inks. Only one item may be advertised in each space.

**\$625** each

## NDT PROFESSIONAL CONNECTIONS

### ADVANCE YOUR NDT BUSINESS

If your business or company does NDT lab or consulting work, then you need to participate in our annual NDT Professional Connections. Published in the June issue of *Materials Evaluation*, which also contains the annual NDT Buyers Guide, the listing uses a reproduction of your business card, an alphabetical listing and a geographical listing. You can also have your card posted in color on the ASNT website.

**Graphics and layout:** Produced by *Materials Evaluation* staff using a digital file of the client's business card. Contact the advertising supervisor for assistance.

**Size:** 3-3/16" (8.1 cm) by 1-13/16" (4.6 cm).

### CLOSING DATES

Reserve your company's space now to avoid being left out of this popular section.




**NDT CONSULTING SERVICES**

JOHN Q. SMITH // PRESIDENT

800.555.1234  
john@emailnet.com  
ndtbusiness.com

Example of NDT Professional Connections ad.

### RATES

*Materials Evaluation* offers a print and an online option to participants in the NDT Professional Connections. For an additional fee, your listing will appear in print and be posted on the ASNT website for 12 months soon after the journal mails.

**\$245** PRINT ONLY OPTION (COLOR)

**\$550** PRINT AND WEBSITE OPTION (12 months)

**\$305** WEBSITE OPTION (restrictions apply)

(Add \$25 for each additional listing)

### MISSED THE PRINT VERSION OF THE NDT PROFESSIONAL CONNECTIONS?

Your card can be added to the current website for a \$305 fee. The online ad will run for 12 months. Scan the QR code below to see current advertising on the website.



ASNT will offer more special advertising opportunities throughout the year. The Advertising Supervisor will send out information on these opportunities as they become available.

MONTH	SPACE CLOSING	MATERIALS DUE	SPECIAL ADVERTISING AVAILABLE
March	10 January	17 January	NDT Web Sightings
April	10 February	17 February	Education Forum
June	10 April	17 April	NDT Professional Connections
July	11 May	18 May	NDT Web Sightings
September	12 July	19 July	NDT Web Sightings, Education Forum
December	10 October	17 October	NDT Web Sightings

## SPECIAL ADVERTISING

ADVERTISING SUPERVISOR GARRA LIMING  
800-222-2768 or 614-274-6003 ext. 209  
gliming@asnt.org

# ASNT.ORG ADVERTISING



ADVERTISING SUPERVISOR GARRA LIMING  
800-222-2768 or 614-274-6003 ext. 209  
gliming@asnt.org

## EXTEND YOUR REACH WITH ASNT'S WEBSITE



Connect with influential customers in the NDT Marketplace. ASNT's website is an efficient, cost-effective marketing vehicle that offers you an affordable way to deliver your message and capture the attention of thousands of NDT professionals in a content-rich, NDT industry based site.

## ONLINE ADVERTISING OPPORTUNITIES

ASNT's website is a powerful online resource that helps marketing executives connect with influential customers in the NDT Marketplace. So why do they come to our site?

**Information.** asnt.org provides industry information and training material, certification details, a calendar of events and NDT content that is eagerly sought by our audience.

**Assessment.** asnt.org delivers up-to-the-minute news and features original, insightful reporting focused on definitive issues the market cares about and needs to understand.

**Community.** asnt.org is there for the entire NDT community to use. For example, the *Materials Evaluation* NDT Buyers Guide, which includes the entire NDT community by company name, geographical location and testing method, is posted online for a year and is available to anyone, anytime, for free.

**Unique, repeat users.** Targeted traffic. Reach. Frequency. Impressions. Results.

- Over 350,000 page views per month
- Unique visitors per month: 35,000

## ASNT'S WEBSITE OFFERS A HIGH QUALITY, UNCLUTTERED ENVIRONMENT FOR YOUR ONLINE ADVERTISING CAMPAIGN.

Banners are offered throughout selected areas on the ASNT website. You can strategically place a linked electronic advertisement in one of our many key directories or subdirectories. Each ad runs on a monthly basis, with quarterly rates available upon request. Each website ad will be linked to your company home page or specific e-mail address. Lead time for posting: two full business days for standard media and five full business days for Flash files and rich media.

### BANNER RATES

AD SIZE	PIXEL SIZE	FIXED POSITION
Home Page Banner	200 x 220 pixels	\$1,270
Interior Site Banner	200 x 130 pixels	\$ 845

## PRODUCTION INFORMATION

- Add transparent background if banner corners are rounded; all banner ads require a border.
- Provide linking URL, alternative text and rotation instructions for each ad unit.
- All ads, including third-party ads, MUST be tested for approval.
- All artwork must be accompanied by alternative text; alternative text should be no more than 50 characters (spaces included).
- If using Flash, provide your site's or ad server's HTML click tag when sending the ad.
- Send back-up GIF ad(s) when sending Flash ads or any type or rich media ads as some browsers cannot accept Shockwave Flash or will ask for plug-ins that require HTML sniffer code. We will serve the back-up GIF with the Flash Ad. ASNT will not approve ads with HTML sniffer code, so users are not prompted to download a plug-in.
- Supply your own click code tracking in URLs for tracking ad click stream data or give us the HTML ad code to put on our site to serve back to your ad server when sending in your production information and ad insertion.
- Animation is not permitted on ASNT's home page.

## TECHNICAL SPECIFICATIONS

**Maximum file size:** 20 kB banner, 50 kB Flash file.

**File types and size:** Buttons and banners need to have a resolution of 72 dpi and can be submitted as either GIF or JPEG files. Submit rich media as HTML, JavaScript, Flash, or CGI; there are no restrictions on looping. Enliven, page wrappers, interstitials, pop-ups and pop-unders will not be accepted.

**Looping restrictions:** none.

## HELP WANTED ADS

You'll reach thousands of qualified NDT personnel when your job opening is posted in ASNT's Employment: Help Wanted section. Job openings are posted on ASNT's website within 48 hours of receipt of your materials. A blind box for replies can be added upon request.

ASNT offers a quicker solution to posting jobs online. Simply fill out the form and receive a confirmation e-mail with further directions.

Dimensions for online classified advertisements are 5" (12.7 cm) wide by 7" (17.8 cm) deep, with no more than 275 words (1500 characters). Your company's logo or trademark can be added, but no additional graphics are permitted.

Advertisements exceeding 275 words will be billed on a prorated basis. Contact the advertising supervisor for more information.

### RATES

**\$310** 275 words

(Add \$45 for each additional 50 words)

## NEW THIS YEAR

### DIGITAL M.E.

Don't miss out on the digital version of *Materials Evaluation*. Advertisers will get more exposure as our members (especially our international members) read the digital version of ASNT's monthly journal. ASNT will send out e-mails each month alerting members about the new digital issue of *M.E.* As a bonus, companies placing ads in the print version of *M.E.* will automatically be included in the digital version. Hyperlink and customized hyperlink options are available for advertisers in each issue. If you missed out on the print version, you can still be part of the digital version. Sponsorship opportunities including banners, buttons, logos, etc. are available. Please contact the advertising supervisor for details.



### ONLINE NDT BUYERS GUIDE

Companies participating in the online version of the NDT Buyers Guide can enhance their free listing by including their company logo for a small fee. Companies that purchase a logo will get an extra web link called "Company Profile," which includes information about your company, products and sales contact information (website, phone, e-mail). A company can purchase priority placement allowing your company to be placed first, increasing visibility. Also in this section, we offer featured companies who will appear on select Buyers Guide pages. These offerings are limited and will be sold on a first-come, first-served basis. Contact the advertising supervisor for more information on these opportunities. Scan the QR code to see current advertising on the website.

### RATES

(Contact Advertising Supervisor)



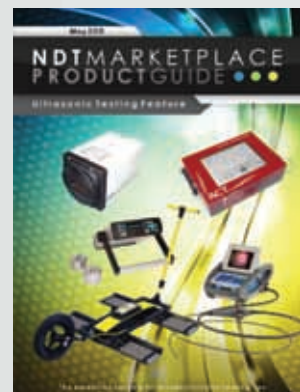
# NDT MARKETPLACE THE NDT TECHNICIAN

**NDT MARKETPLACE EDITOR TONI KERVINA**  
800-222-2768 or 614-274-6003 ext. 205  
tkervina@asnt.org

**THE NDT TECHNICIAN  
EDITOR HOLLIS HUMPHRIES**  
800-222-2768 or 614-274-6003 ext. 206  
hhumphries@asnt.org

**ADVERTISING SUPERVISOR GARRA LIMING**  
800-222-2768 or 614-274-6003 ext. 209  
gliming@asnt.org

## NDT MARKETPLACE A PRODUCT GUIDE FOR THE NDT INDUSTRY



**NDT Marketplace** is scheduled to appear as an insert in the May and December 2012 issues of *Materials Evaluation*. This one-stop NDT product guide provides new and up-to-date product information on NDT products and more! Highly popular with advertisers, industry players and NDT decision makers, this publication is where you want to be, so add it to your marketing plan today!

### EDITORIAL SUBMISSIONS

New product press releases may be sent to the **NDT Marketplace** editor for consideration. Hard copy and electronic files, along with full-color photos, slides and digital images, are accepted.

Materials will be used on a space available basis. Digital images must be of proper resolution. Contact the **NDT Marketplace** editor for more information. Editorial submissions are due by the space closing dates listed below.

### DISPLAY ADVERTISING

**NDT Marketplace** allows for full-, half- and quarter-page advertisements; half- and quarter-page ad dimensions are the same as for *Materials Evaluation* (see page 7). Full-page ad dimensions are slightly smaller than those for *Materials Evaluation*. Advertising in **NDT Marketplace** will not apply toward the frequency agreement set up between advertisers and *Materials Evaluation*.

#### DISPLAY AD RATES AND SIZES

**\$1,985** Quarter Page   **\$2,470** Half Page   **\$3,250** Full Page

Full page bleed: 7 7/8" by 10 7/8" (20 cm by 27.6 cm). Add 1/4" on all sides for trim.

Full page no bleed: 7" by 9 3/4" (17.8 cm by 24.8 cm)

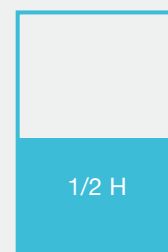
### QUICK FACT ADS

Display advertising in **NDT Marketplace** is available as a specially designed NDT Quick Fact Ad for companies wanting to advertise a specific product. The ads include editorial and full-color art that is boxed, and contain a prominently displayed product specification sheet.

NDT Quick Fact Ads are four-color and available as a half-page horizontal or vertical or as a two-thirds page. NDT Quick Fact Ads are noncommissionable.



2/3 V  
5-9/16" by 9-3/4"  
(14.1 cm by 24.8 cm)



1/2 H  
Horizontal:  
7-1/4" by 4"  
(18.4 cm by 10.2 cm)



1/2 V  
Vertical:  
3-1/2" by 9-3/4"  
(8.9 cm by 24.8 cm)



Example of a half-page horizontal NDT Quick Fact Ad.  
Actual size is 7-1/4" (18.4 cm) wide by 4" (10.2 cm) deep.

MONTH	SPACE CLOSING	MATERIALS DUE
May	17 February	8 March
December	17 September	8 October

#### CLOSING DATES

Choose one or all of the **NDT Marketplace** dates from the listing above.

#### QUICK FACT ADS RATES

**\$ 975** Half Page

**\$1,415** Two-Thirds

## THE NDT TECHNICIAN FOCUSED FOR TECHNICIANS



*The NDT Technician (TNT)* is a quarterly newsletter focused for Level II and Level III practitioners applying NDT on a daily basis. Regular features include: "Crossword Challenge;" the *TNT* "Focus," devoted to NDT practice; the "FYI" educational and tutorial series; "Working Smarter," with helpful hints to simplify a day-to-day NDT practice; queries for the *TNT* "Inbox" with responses from ASNT's Technicians Advisory Committee; and a "Tech Toon." Added features include special interest articles on safety, emerging technology, training and education. *TNT* is published four times a year, in January, April, July and October.

### DISPLAY ADVERTISING

*TNT* is printed on 80# gloss text and offers a variety of ad sizes in four color and black and white. Advertising space in *TNT* is limited.

Advertisements in *TNT* do not apply toward the multifrequency agreement established between advertisers and *Materials Evaluation*. Rates and acceptable ad sizes are shown below. Qualified agencies receive a 15% agency discount.



Full Page 7-5/8" by 9-3/4" 19.4 by 24.8 cm	Two-thirds Page 4-7/8" by 9-3/4" 12.4 by 24.8 cm	Half Page Island 4-7/8" by 7-1/4" 12.4 by 18.4 cm	Half Page 7-5/8" by 4-3/4" 19.4 by 12.1 cm	One-third Page 2-3/8" by 9-3/4" 6.0 by 24.8 cm	Quarter Page 3-5/8" by 4-3/4" 9.2 by 12.1 cm	One-sixth Page 2-3/8" by 4-3/4" 6.0 by 12.1 cm
--	--	---	--	--	--	--

\* Allow 1/4 in. (0.64 cm) trim on all sides; live matter must be 1/4 in. (0.64 cm) inside trim and 7/16 in. (1.12 cm) in from gutter.

#### DISPLAY AD RATES

AD SIZE	FOUR COLOR	BLACK & WHITE
Two page bleed*	<b>\$7,130</b>	<b>\$4,275</b>
One page bleed*	<b>\$3,960</b>	<b>\$2,375</b>
Full page	<b>\$3,960</b>	<b>\$2,375</b>
Two-thirds page	<b>\$3,580</b>	<b>\$1,995</b>
Half island	<b>\$3,355</b>	<b>\$1,770</b>
Half page	<b>\$3,180</b>	<b>\$1,595</b>
One-third page	<b>\$3,000</b>	<b>\$1,415</b>
Quarter page	<b>\$2,670</b>	<b>\$1,110</b>
One-sixth page	<b>\$2,525</b>	<b>\$ 940</b>

MONTH	SPACE CLOSING	MATERIALS DUE
January	28 October	4 November
April	10 February	17 February
July	11 May	18 May
October	10 August	17 August

#### CLOSING DATES

Choose one or all of the *The NDT Technician* newsletter dates from the listing above.

# ASNT POLICIES & PROCEDURES

## GENERAL CONDITIONS

All advertising orders that are accepted by ASNT are subject to these terms and conditions, which are a part of the ASNT Media Planner. The Media Planner and these terms and conditions represent the entire and complete agreement among ASNT, the advertiser, and authorized advertising agency (if any). No additional or conflicting conditions, printed or otherwise, appearing on contracts, insertion orders, or copy instructions shall be binding on ASNT. Rates and these terms and conditions are subject to change upon 30 days written notice.

## PAYMENT TERMS

1. Normal payment is 30 days net. Advertisers will be invoiced at the time of publication. Invoices paid within 10 days of receipt qualify for a 2% discount. Payment must be in US dollars drawn on a US bank. No advertising will be accepted from an account that is more than 60 days overdue. Two copies of each page containing the advertiser's advertisement shall accompany each invoice. Upon request, and at the discretion of ASNT, one copy of each issue in which the advertisement appears shall be supplied to the advertiser.
2. First time and foreign advertisers must prepay for advertising until a credit screening process has taken place and a positive payment history has been established.
3. Advertising in some sections requires payment in advance.
4. Third party advertising agencies shall receive a 15% commission on invoices paid within 30 days of billing, if all other conditions in "Reproduction Requirements" (in the ASNT Media Planner) have been met. Autonomous functioning in-house advertising agencies/departments will similarly receive a 15% commission on timely paid invoices, if all other conditions in "Reproduction Requirements" have been met.
5. ASNT reserves the right to hold the advertiser and/or the authorized advertising agency jointly and severally liable for money due and payable to ASNT. In case of default by any outside agency, ASNT reserves the right to directly invoice the advertiser for unpaid space usage. Advertiser and/or authorized agency agree to be mutually liable for the payment of all invoices and charges incurred to ASNT. Payment by advertiser to authorized agency does not release advertiser's responsibility of payment to ASNT. ASNT's rights shall in no way be affected by any dispute or claim between advertiser and any agency. ASNT reserves the right to directly invoice the advertiser for unpaid space usage. Advertiser and/or authorized agency agree to reimburse ASNT for all reasonable expenses (including attorneys' fees) associated with the collection of payments past due.

## ADVERTISING TERMS

1. ASNT reserves the unrestricted right to reject or cancel any advertising at any time. ASNT shall be subject to no liability whatsoever for its rejection or cancellation of any advertisement.
2. A contract year is a maximum of 12 consecutive months. Advertising must be inserted within a 12 consecutive month period to earn frequency discounts. Advertisers will be

protected at contract rates for the duration of their existing contract. If a space discount has been deducted in paying for prior insertions on a cancelled insertion order, the advertiser and/or authorized agency shall reimburse ASNT for any difference between the rate paid and the rate earned.

3. Insertion orders which contain rates that differ from the rates published in the Media Planner shall not be binding on ASNT and advertisements may be inserted; the advertiser and/or its authorized agency may be charged for the order at ASNT's scheduled rates.
4. ASNT shall be subject to no liability whatsoever for any failure to print, publish or circulate all or any part of any publication or publications or otherwise fulfill an order because of any accidents, fires, strikes, work stoppages, national emergencies, war (declared or undeclared) acts of terrorism or natural or unnatural catastrophes which are beyond ASNT's control. ASNT is not liable for delays by the US Postal Service or other delivery services.
5. ASNT shall not be responsible for the errors or omissions in, or the production quality or quantity of, furnished inserts. Advertiser and its authorized agency shall be jointly and severally liable for charges for all insertion orders, and for any additional charges incurred by ASNT arising out of advertiser's and/or authorized agency's failure to deliver furnished inserts.
6. The advertiser and/or authorized agency agrees to pay prevailing production rates for any additional work required to make digital material press-ready, including converting application files, or resizing advertisements. The advertiser and/or authorized agency will be charged at prevailing production rates for any requested alterations to material.
7. Advertisements simulating ASNT editorial matter in appearance or style will be rejected. All advertisements must clearly and prominently identify the advertiser by trademark or signature. Advertisements prepared in editorial style of any kind may be subject to the inclusion of the word "advertisement" in a prominent position.
8. All advertisements are accepted and published on the joint and several representation of the authorized agency and the advertiser that they are each authorized to publish the entire contents and subject matter thereof and that they have complied with all the laws, governmental rules and regulations applicable to the same and the placement in and publication of such advertisement by ASNT. In consideration of the publication of advertisements, the advertiser and the authorized agency, jointly and severally, shall unconditionally indemnify, defend and save ASNT, its Board of Directors, Officers, Agents and Employees harmless from and against any and all loss, liability and expense (including reasonable attorneys' fees) suffered or incurred by reason of any claims, proceedings or suits, including but not limited to, libel, violation of right of privacy or publicity, plagiarism, copyright infringement or any other claims or suits based on the contents or subject matter of or otherwise regarding such advertisements.
9. THE MAXIMUM TOTAL LIABILITY OF ASNT FOR ANY ACT, ERROR, OR OMISSION FOR WHICH IT MAY BE HELD LEGALLY RESPONSIBLE SHALL NOT EXCEED THE COST OF THE SPACE ORDERED OR OCCUPIED BY THE ADVERTISEMENT THAT IS THE BASIS OF ASNT'S LIABILITY. ASNT SHALL NOT, IN ANY EVENT, BE LIABLE FOR ANY SPECIAL, INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES, INCLUDING WITHOUT LIMITATION LOST INCOME OR PROFITS. Unintentional or inadvertent failure by ASNT to print, publish or circulate advertising matter invalidates the insertion order for such matter, but shall not constitute a breach of contract or affect any earned discount.

10. Fixed positioning. All advertising position clauses shall be treated as requests. All restrictions including, without limitation, positioning, separations, facing editorial adjacencies or other stipulations are at the sole discretion of ASNT. ASNT cannot guarantee fixed positioning except for cover positions for which a premium shall be charged.
11. Use of ASNT's name and logo is strictly prohibited without prior written consent of ASNT.
12. The person agreeing to these terms on behalf of the advertiser and/or agency warrants that they are duly authorized to act on behalf of such party, and further bind themselves as surety and co-principal debtor for the due performance by the advertiser and/or agency, as applicable, and the due fulfillment and compliance of these terms and conditions.
13. The placing of an order or contract for insertion to ASNT and/or to its publications, website, events and other media, whether in writing, through e-mail, by verbal or telephone instruction, will be deemed an acceptance of each and all of the above conditions. This Media Planner shall be governed by and construed in accordance with the internal laws of the State of Ohio, without regard to its conflict of laws provisions. All parties agree that if any dispute arises out of the subject matter hereof, such dispute shall be subject to the exclusive jurisdiction and venue of the state or federal courts located in Franklin County, Ohio.

## BANNERS AND BUTTON POSITIONS

The time it takes for an advertisement to appear on the website varies according to type. Classified advertising, banners, buttons, links and NDT Buyers Guide listings will be posted on the website within two business days of receipt of all required materials. All online ads will undergo a review process for quality assurance prior to being posted on the website. Most ads will be posted within two business days unless otherwise directed. Guide to NDT Professional Services and NDT Web Sightings advertisers who have chosen the website option will appear on the website within five business days of the mail date of *Materials Evaluation*. Advertisements with tie-ins to *Materials Evaluation* will not post before the journal mails.

## NOTICE

ASNT reserves the right to reject any advertisement. Education, training and examination ads may not use the terms ASNT or American Society for Nondestructive Testing with the exception of ASNT Authorized Exam Centers (AECs). Education or training ads:

- may not use ASNT's logo
- must use the registered trademark symbol in references to the ASNT Central Certification Program®
- may refer to ASNT NDT Level III exams as long as the ad is for an AEC and clearly states that the advertiser is an ASNT Authorized Exam Center (caps as typed)
- must use proper nomenclature
- may state no guarantees



# ASNT RECOGNIZES SUPPORTERS

Clients who meet or exceed advertising spending levels of \$55,000 (the Platinum Advertiser Program) or \$25,000 (the Gold Advertiser Program) are eligible for the Advertiser Incentive Program. Special incentives also have been developed for first-time advertisers and advertisers with limited budgets; these incentives are listed below under "Special Offers."

## PLATINUM ADVERTISER PROGRAM

Spend \$55,000 or more during calendar year 2012 by advertising in ASNT's periodicals and on the ASNT website and receive the following:

- One free ad placement in *Materials Evaluation*, one free *NDTMarketplace* display advertisement and one free *NDTMarketplace* Quick Fact ad.\*
- One free banner ad for one quarter on ASNT's website (location to be approved by ASNT).
- A complimentary logo listing in the *Materials Evaluation* print and online versions of the annual NDT Buyers Guide.
- A negotiated number of copies of *Materials Evaluation* for booth distribution at the spring Research Symposium, Fall Conference and at any one ASNT topical.
- A bold listing in the Advertiser Index in *Materials Evaluation*.
- Up to 40% off your earned rate for insert or outsert advertising.\*\*
- Two complimentary copies of *Materials Evaluation*, *NDTMarketplace* and *The NDT Technician* newsletter for 12 months.

\* Advertisers must complete advertising frequency commitments to qualify for a free ad of equal size and color.

\*\* Excluding additional postal charges if applicable. Commitment may not be honored until following calendar year.

## GOLD ADVERTISER PROGRAM

Spend \$25,000 or more during the 2012 calendar year by advertising in ASNT's periodicals and on the ASNT website and receive the following:

- One free display ad placement in either *Materials Evaluation* or *NDTMarketplace*.†
- Up to 30% off your earned rate for insert or outsert advertising.††
- Your choice of one of the following advertising opportunities:
  - One free online banner ad on the ASNT website for one month (location to be approved by ASNT).
  - One free three-inch classified advertisement to appear in print in *Materials Evaluation* and online for one month.
  - 50% off one *Materials Evaluation* Service Directory Card (12 month listing).
- A negotiated number of copies of *Materials Evaluation* for booth distribution at the spring Research Symposium or Fall Conference.
- A bold listing in the Advertiser Index in *Materials Evaluation*.

† Advertisers must complete advertising frequency commitments to qualify for a free ad of equal size and color.

†† Excluding additional postal charges if applicable. Commitment may not be honored until following calendar year.

## SPECIAL OFFERS‡

- Use the same ad in *Materials Evaluation*, *NDTMarketplace* and *The NDT Technician* newsletter and receive a 10% discount off your next *Materials Evaluation* insertion.
- First-time advertisers committing to three consecutive placements of the same size ad receive a 20% discount off the third placement.
- First-time advertisers committing to a full year's placement receive a 25% discount off the 12-time rate.
- First-time advertisers committing to all four issues of *TNT* receive 10% off rate.

‡ Advertisers must complete advertising frequency commitments to qualify for discounts.

# ADVERTISER INCENTIVE PROGRAM

ADVERTISING SUPERVISOR GARRA LIMING

800-222-2768 or 614-274-6003 ext. 209

gliming@asnt.org

# ASNT CONFERENCES

CONTACT RUTH STAAT FOR  
MORE INFORMATION  
800-222-2768 or 614-274-6003 ext. 227  
rstaat@asnt.org

**21<sup>ST</sup> ANNUAL RESEARCH SYMPOSIUM  
AND SPRING CONFERENCE 2012**  
March 19 – 23  
Sheraton Dallas Hotel  
Dallas, TX

**NONDESTRUCTIVE EVALUATION OF  
AEROSPACE MATERIALS AND STRUCTURES III**  
June 4 – 5  
Crowne Plaza St. Louis Airport  
St. Louis, MO

**DIGITAL IMAGING XV**  
July 16-18  
Foxwoods Resort  
Mashantucket, CT

**NDE/NDT FOR HIGHWAYS AND BRIDGES:  
STRUCTURAL MATERIALS TECHNOLOGY (SMT) 2012**  
August 21-24  
New York LaGuardia Airport Marriott  
New York, NY

**FALL CONFERENCE 2012**  
October 29 – November 2  
Rosen Shingle Creek  
Orlando, FL



**THE AMERICAN SOCIETY FOR  
NONDESTRUCTIVE TESTING**

1711 Arlington Lane  
Columbus, OH 43228-0518  
800-222-2768 Fax 614-274-6899  
asnt.org