

Aerospace
Automotive
Medical
Energy
Manufacturing

Heat Treat Today

Technology, Tips & News for Manufacturers with In-House Heat Treat

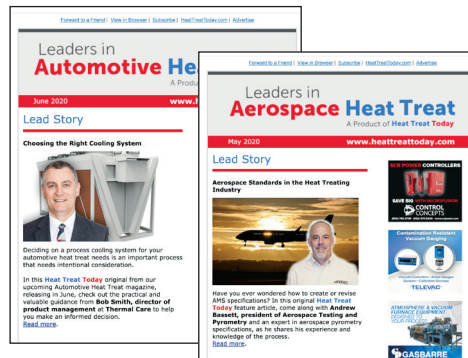
North American Heat Treat Industry Information Leader



Hard Copy & Digital Editions



e-Newsletters



Industry Focused e-Newsletters



heattreatbuyersguide.com



Buyers Guide Print Edition

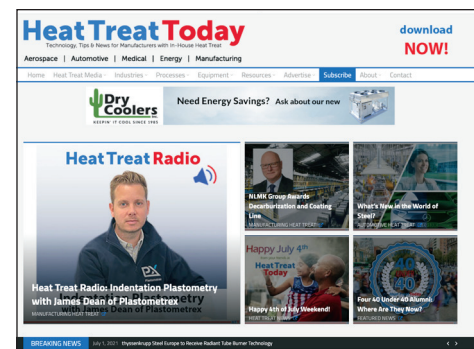


Heat Treat Radio

Heat Treat Boot Camp

New for 2021!

Heat Treat Boot Camp



HeatTreatToday.com

heattreattoday.com/2022mediakit

2022 MEDIA KIT

We're Here to Help!

Ways We Help You Succeed!

"We believe people are happier and make better decisions when they are well-informed."

We believe your customers and prospects are happier and make better decisions when they are well-informed, and that's why it's our passion to provide your customers and prospects – our audience – with the most helpful heat treating information they can find in a way that's easy for them to access – print, digital, audio, or video. By helping your customers and prospects, we help you.

Here are three specific ways we can help you grow your heat treat related business:

- #1 Build and Maintain a Great Heat Treat Audience.** We work tirelessly to find and keep the people you want to reach with your marketing message. Our target audience consists of **manufacturers with in-house heat treat departments especially in aerospace, automotive, medical, energy, and general manufacturing.** **Heat Treat Today** is UNIQUELY qualified to find and maintain a great heat treat audience – that's the value we bring to the table. We don't build furnaces; we don't supply components or parts; we don't offer heat treat services. We provide heat treat information that attracts and maintains YOUR customers and prospects – our audience.
- #2 Continually Supply Great Content.** We are able to build and maintain a Great Audience because we work diligently to find and publish the best heat treating information. As you know, creating and publishing content that your customers and prospects – our audience – find helpful, is no easy task. If it were easy, you'd be publishing great heat treat content on your website all the time. The fact is, finding and publishing great heat treat content is a full-time job. That's what we do and that's how we can help you.
- #3 Build and Maintain Great Products.** Once our Great Content attracts and maintains a Great Audience, the final step is providing Great Products where you can present your technical and marketing messages to your customers and prospects – our audience. Here's a quick listing of some of the Great Products we offer: a website, a daily e-newsletter, six monthly or quarterly e-newsletters to various target industry segments such as aerospace and automotive, print and digital magazines, **Heat Treat TV** as well as **Heat Treat Radio**, the industry's leading podcast.

That's how we help – we'll build and maintain a Great Audience by supplying **Great Content** and offering **Great Products** through which you can reach our **Great Audience**.

We hope one day that **our** audience will be **your** audience. Contact us TODAY and we'll get the ball rolling.

The **Heat Treat Today** Team



Karen



Bethany



Alyssa



Lauren



Ellen



Michelle



Brandon



Jonathan

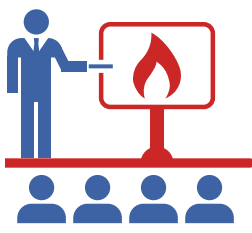


Doug

Contact Information is available on back cover.

Coming in
2022!

Heat Treat Boot Camp



More details at
www.heatreattoday.com/bootcamp

If you're looking for a way to cram 2 years of heat treat industry knowledge into the minds of your new-hires or emerging leaders from within your company OR if you're an investment or law firm wanting to get up to speed quickly on the North American heat treat market, **Heat Treat Boot Camp** is for you. This intensive 2-day seminar will cover the Players, Products, Processes, Markets, and Materials that make up the North American heat treat marketplace. Attendees will walk away with a comprehensive resource book and a head swirling with information that will put them at the forefront of your company. If they don't know it by the end of this course, it's not important!

What will you learn?

Players	Who are the major supplies and consumers in the North American heat treat market and how do they interact?
Products	What are the products bought and sold by these Players – everything from complete furnace and induction systems to components, parts, sub-systems, and services?
Processes	What are the most popular heat treating processes performed and why are they performed – no heavy metallurgy, but enough to understand the why and how of each process?
Markets	What are the major end-user markets that utilize heat treating and why – markets like aerospace, automotive, medical, energy, general manufacturing, and many, many more?
Materials	What type of materials are being heat treated – steels as well as various nonferrous metals?



Doug Glenn

Your dynamic and entertaining instructors have over 50 years of combined heat treat industry experience.
Doug Glenn, publisher and founder of **Heat Treat Today** & **Thomas Wingens**, president/CEO and founder of Wingens International Industry Consultancy



Thomas Wingens

Watch for more information
www.heatreattoday.com/bootcamp or call
Doug Glenn 724-923-8089.

Dates, times, costs, locations to be announced in late 2021 or early 2022

Building & Maintaining a Great Audience – Your Customers & Prospects

Geography

Heat Treat Today focuses on the North American market. We'd like to say that we cover Canada, Mexico, and the US equally, but the bulk of our audience – your customers and prospects – is located in the US. While we do have exposure in Mexico, the fact that we are an English-speaking publication limits our reach into Mexico. Canadians understand most of our US English. 😊

Simply stated, our target audience is manufacturers with in-house heat treat departments. While our Great Content appeals to ANY manufacturer with an interest in heat treat, we specifically target manufacturers with in-house heat treat departments in aerospace, automotive, medical, and energy, as well as general manufacturing.

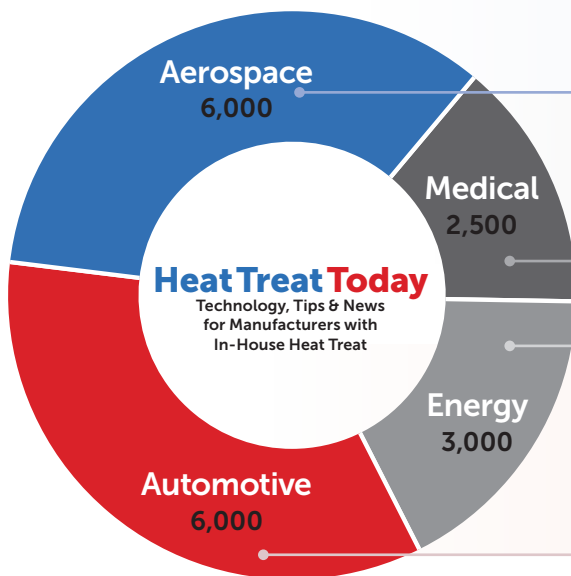


Target Job Titles

Inside each company, we reach the person who makes heat treat decisions – which products to buy, which equipment to replace or upgrade, which supplies to restock. Depending on the size of the company, that title may vary anywhere from furnace operator to president & CEO. Here are some of the titles we target:

Heat treat engineer	Quality lab manager
Heat treat manager	Process engineer
Heat treat supervisor	Plant engineer
Heat treat specialist	President
Metallurgical engineer	VP Operations
Metallurgist	Plant operations
	...and many others

Target Audience



Sample companies in each industry

Boeing Lockheed Martin Rockwell Collins BAE Systems Woodward Inc. General Dynamics Corp.	Aerojet Rocketdyne Goodrich Corp. Airbus Americas, Inc. Moog Inc.	Northrup Grumman System Pratt & Whitney United Technologies Corp. PCC Structurals
Cirtec Medical Systems Proven Process Medical Devices Carl Zeiss Meditec Stryker	Abaxis Inc. Hologic Sanovas Inc. Terra Universal Fractyl Laboratories	Staar Surgical Nine Point Medical Prayon
Hall Industries Fluke Process Instruments	Baker Hughes Brad Foote Gearing	GE Renewable Energy Chevron Corp
General Motors Ford Eaton Corp. ZF North America American Axle & Manufacturing	Navistar International TRW Automotive Regal Beloit Corp. Inteva Products, LLC Meritor, Inc. Magna Powertrain of America	Dana Hamilton Sundstrand Briggs & Stratton TRW Auto Robert Bosch Navistar Toyota of America

*Publisher's target data. Actual numbers vary daily.

Building & Maintaining Great Content

Best of the Web and Original Content

Broadly speaking, our heat treating content is divided into two different types: Original Content and Best of the Web. While our editorial team is working diligently to create the best possible original content that comes from us sometimes with the help of industry experts, we don't limit ourselves to just content that we can create. If we find good information somewhere else, we'll tell our audience about it and give credit to the original author. And that could be you! If you have something useful and helpful to share with industry colleagues, we welcome your submissions.



of the trends and latest technologies in the industry. They write articles for us, and vet some of the content we provide.

Every Tuesday is "Technical Tuesday"

Every day our editorial team posts at least one new technical or heat treat industry news-related item. Tuesdays are special. Every Tuesday is "Technical Tuesday" at [Heat Treat Today](#). Our editors, working with our [Heat Treat Consultants](#) and a variety of other industry experts, provide a non-commercial technical article that helps manufacturers with in-house heat treat departments improve their operations. We often republish these "Technical Tuesday" articles in our e-newsletters and quarterly print editions.

Heat Treat Radio

Besides Great Content, we need to deliver that content in ways that are meaningful and available in a variety of media to meet our audience where they are. Only [Heat Treat Today](#) provides [Heat Treat Radio](#) (available on iTunes & SoundCloud or simply by Googling "heat treat radio"). Our target is 2 episodes per month.

As with everything we do, we look at the development of Great Content in a way that is innovative and forward-looking. In addition to an experienced and knowledgeable team of editors, we scour the web and heat treat industry for the very best content and present it to you regardless of the source. We aim to make our content timely, helpful, and, in most cases, non-commercial. If we're successful, our audience – your customers and prospects – like it and therefore stay engaged with us.

Partnership with the Leading European Heat Treat Magazine

Our exclusive partnership with Europe's dominant heat treat publication, [heat processing](#), a Vulkan Verlag publication, allows us to provide cutting edge technical editorial content from our heat treating brothers and sisters in Europe – the other major hot spot in the world besides North America where heat treat technologies emanate. Periodically we'll publish content from them and [heat processing](#) will periodically publish content from [Heat Treat Today](#).



Our Consultants & Regular Contributors

The reason our audience – your customers and prospects – connect and stay engaged with us is because our content is technical, timely, and helpful. One reason we provide this type of content is because we partner with many heat treat industry consultants. These consultants help to keep us abreast

Meet some of our heat treat industry consultants & regular contributors



Dan Herring of The Heat Treat Doctor, periodic articles and web posts



Thomas Wingens of Wingens International Industry Consultancy, periodic guidance and advice on market and commercial topics



Jason Schulze of Conrad Kacsik, frequently writes on AMS 2750



John Young of Young Metallurgical, periodic guidance and advice on process and equipment topics



Debbie Aliya of Aliya Analytical, Inc., periodic guidance and advice on material characterization issues



Valery Rudnev of Inductoheat, frequently writes on induction-related topics



Martin Reeves of Fontac-Global, periodic articles and advice on casting and heat treat topics

Meet the Heat Treat Today Editorial Team



Doug Glenn
Publisher/Founder



Karen Gantzer
Managing Editor



Bethany Funk-Leone
Newsletter & Podcast Editor



Alyssa Bootsma
Social Media Editor



Michelle Glenn-Pennino
Podcast Transcriber





Heat Treat Today Year-At-A-Glance

PRINT & DIGITAL EDITIONS				
	February	March	May	June
Issue Focus	Air/Atmosphere Heat Treating Systems 	Aerospace Heat Treating 	Induction Heat Treating Systems 	Annual Industry-Wide Buyers Guide (In Print & Online) 
Ad Closing	Jan 7	Feb 4	Apr 1	May 6
Material Due	Jan 14	Feb 11	Apr 8	May 13
Focus Topics	<ul style="list-style-type: none"> Alloy Fabrications Burners & Combustion Systems Controls Thermocouples 	<ul style="list-style-type: none"> Bulk Gases & Systems Fixtures/ Racking Systems Instrumentation Vacuum Pumps, Gauges, Valves 	<ul style="list-style-type: none"> Power Supplies & Transformers Coil Design & Manufacturing Controls & Instrumentation Maintenance & Repair Services 	<ul style="list-style-type: none"> All Heat Treat Products, Equipment, & Services Commercial Heat Treating Services Special Edition Heat Treat Consultants Special Edition Includes Sponsored Reference Pages
Advertiser's FREE Bonus & Bonus Distribution	QuickStart Incentive Get \$250, \$500, or \$1,000 off when you sign an annual program for 2022! (See www.heatreattoday.com/quickstart2022 for details)	FREE 1-Month Web Ad <ul style="list-style-type: none"> 1p=Skyscraper 1/2p=Medium Rectangle <1/2p=Tile ad 	FREE Automotive Industry Profile Ad (see www.heatreattoday.com/2022June)	FREE Corporate Video Links (up to 3 per company) Bonus Distribution: <ul style="list-style-type: none"> FNA 2022, October 3-5, Indianapolis All Shows Listed in July 2022-June 2023, including Thermprocess in Dusseldorf, Germany, June 2023

E-NEWSLETTERS						
	January	February	March	April	May	June
Leaders In Aerospace Heat Treat (Deploy Materials)	Jan 11 Jan 4		Mar 8 Mar 1		May 10 May 3	
Leaders in Automotive Heat Treat (Deploy Materials)		Feb 8 Feb 1		Apr 12 Apr 5		Jun 14 Jun 7
Leaders in Medical Heat Treat (Deploy Materials)	Jan 18 Jan 11			Apr 19 Apr 12		
Leaders in Energy Heat Treat (Deploy Materials)		Feb 15 Feb 8			May 17 May 10	
Heat Treat Shop (Deploy Materials)	Jan 20 Jan 13	Feb 17 Feb 10	Mar 17 Mar 10	Apr 21 Apr 14	May 19 May 12	Jun 16 Jun 9
Heat Treat Daily	One Feature Story and One Supplemental Item Every Weekday Except for Holidays. Every Tuesday is Technical Tuesday					

PODCAST & WEBSITE						
	January	February	March	April	May	June
Heat Treat Radio (Target Deploy Dates)	Jan 13 & 27	Feb 10 & 24	Mar 10 & 24	Apr 14 & 28	May 12 & 26	Jun 9 & 23
HeatTreatToday.com	24/7/365					

PRINT & DIGITAL EDITIONS

August	September	November	December
Automotive Heat Treating FNA 2022 Pre-Show Issue 	101 Heat Treat Tips & 40 Under 40 FNA 2022 Show Issue 	Vacuum Heat Treating Systems 	Medical & Energy Heat Treating (2022 Forecast Issue) 
Jul 1	Aug 5	Oct 7	Nov 4
Jul 8	Aug 12	Oct 14	Nov 11
<ul style="list-style-type: none"> Atmosphere Generators Hardness Testing Insulation Burners & Combustion Systems 	<ul style="list-style-type: none"> All Heat Treating Products, Equipment, & Services Commercial Heat Treating Services Special Edition 	<ul style="list-style-type: none"> Cooling Systems Fixtures/Racking Systems Thermocouples Vacuum Pumps, Gauges, Valves 	<ul style="list-style-type: none"> Alloy Fabrications Bulk Gases & Atmosphere Generators Controls & Instrumentation Insulation
FREE Product ALERT in a future Heat Treat Shop 15% off August or September ad if advertising in both issues Bonus Distribution: <ul style="list-style-type: none"> FNA 2022, October 3-5, Indianapolis 	FREE 2-Minute Audio Booth Preview Bonus Distribution: <ul style="list-style-type: none"> FNA 2022, October 3-5, Indianapolis 	FREE ¼-page Heat Treat Shop Product ALERT for all advertisers (appears in print only)	FREE ½-page Year 2023 Executive Forecast for all advertisers QuickStart Incentive Get \$250, \$500, or \$1,000 off when you sign an annual program for 2023! (See www.heatreattoday.com/quickstart2023 for details)

E-NEWSLETTERS

July	August	September	October	November	December
Jul 12 Jul 5		Sep 13 Sep 6		Nov 8 Nov 1	
	Aug 9 Aug 2		Oct 11 Oct 4		Dec 13 Dec 6
Jul 19 Jul 12			Oct 18 Oct 11		
	Aug 16 Aug 9			Nov 15 Nov 8	
Jul 21 Jul 14	Aug 18 Aug 11	Sep 15 Sep 8	Oct 20 Oct 13	Nov 17 Nov 10	Dec 15 Dec 8

One Feature Story and One Supplemental Item Every Weekday Except for Holidays.
Every Tuesday is Technical Tuesday

PODCAST & WEBSITE

July	August	September	October	November	December
Jul 14 & 28	Aug 11 & 25	Sep 8 & 22	Oct 13 & 27	Nov 10	Dec 8

24/7/365

Great Products

On the following two pages, you will find a more detailed description of the Great Products we provide that allow you to connect with our Great Audience – your customers and prospects.

PRODUCT 1 8 Special-Focus Print & Digital Editions

In 2022, **Heat Treat Today** will publish 8 high-impact special digital & hard-copy print magazines! Each of these special focus issues happens only ONCE each year, so don't miss the ones that are important to you.

FEBRUARY Annual Air & Atmosphere Heat Treating

This annual equipment edition will hone in on what your customers & prospects need to know about air or atmosphere heat treating systems. Whether you manufacture batch or continuous systems or supplies, components, or sub-systems to these furnaces, this is an issue you will NOT want to miss.

More Info at: www.heatreattoday.com/2022February

MARCH Aerospace Heat Treating

Back by popular demand, this annual industry issue focusing on the aerospace industry is one of our largest issues of the year. Whether it be aerostructures or aerospace engine components, if you're looking to reach the aerospace market with your heat treat product or service, this is the issue for you.

More Info at: www.heatreattoday.com/2022March

MAY Annual Induction Heat Treating

This annual equipment edition will cover all things induction heat treating. Whether you manufacture power supplies, scanners, transformers, coil design systems, concentrators, integrated systems, or anything else induction-related, this issue is for you.

More Info at: www.heatreattoday.com/2022May

JUNE Annual Buyers Guide

Heat Treat Today is teaming up with Brilliant Directories, the country's leading provider of buyer's guide platforms, to bring the North American heat treat industry a modern, sleek-looking and intuitively operated buyers guide. This is a no-miss issue regardless of the heat treat product or service you supply.

Don't miss this issue.

More Info at: www.heatreattoday.com/2022June



AUGUST Automotive Heat Treating & FNA 2022 Pre-Show Issue

This special issue focuses on the automotive industry. Whether it be drive chain or body parts, if you're looking to reach the automotive market with your heat treat product or service, this issue is for you. This is also the pre-FNA 2022. Don't miss this issue.

More Info at: www.heatreattoday.com/2022August

SEPTEMBER 40 Under 40 | FNA 2022 Show Issue

This is the BIGGIE! If you're going to FNA 2022 – THE event of the year – then this is the issue you'll want to be in. Without a doubt, this will be the most popular magazine distributed at the show because it will carry the ever-popular **Heat Treat Today's 40 Under 40 Class of 2022**.

More Info at: www.heatreattoday.com/2022September

NOVEMBER Annual Vacuum Heat Treating

Everyone that uses a vacuum furnace for heat treating will find this issue helpful and you can reach all of them with your ad in this issue. Furnaces, pumps, fluids, controls, instrumentation, etc. – if it has anything to do with vacuum, this is your issue.

More Info at: www.heatreattoday.com/2022November

DECEMBER Medical & Energy Heat Treating

If your product or service is used in the medical or energy (nuclear, oil & gas, coal, wind, solar, etc.) sectors, this is an issue you'll not want to miss. The content will be specifically developed for these markets and distributed widely to our contacts in these industries.

More Info at: www.heatreattoday.com/2022December



Rates, deadlines, and specs on page 10. Look for "PRODUCT 1."

PRODUCT 2 Industry Focused e-Newsletters

If you're looking to reach key markets, we have four industry-specific e-newsletters that will be of interest. No one else in the industry is offering these industry-specific e-newsletters. Here is a brief description of each:

Leaders in Aerospace Heat Treat

Distribution: 6,000 aerospace industry contacts

Content: Aerospace-related news and heat treat technology

Months: January, March, May, July, September, November

Advertising Opportunities:

- 3 medium rectangle ads
- 2 sponsored content ads

Leaders in Automotive Heat Treat

Distribution: 6,000 automotive industry contacts

Content: Automotive-related news and heat treat technology

Months: February, April, June, August, October, December

Advertising Opportunities:

- 3 medium rectangle ads
- 2 sponsored content ads



Leaders in Medical Heat Treat

Distribution: 2,500 medical industry contacts

Content: Medical-related news and heat treat technology

Months: January, April, July, October

Advertising Opportunities:

- 3 medium rectangle ads
- 2 sponsored content ads

Leaders in Energy Heat Treat

Distribution: 3,000 energy industry contacts

Content: Energy-related news and heat treat technology

Months: February, May, August, November

Advertising Opportunities:

- 3 medium rectangle ads
- 2 sponsored content ads

Rates, deadlines, and specs on page 10. Look for "PRODUCT 2."

PRODUCT 3 Heat Treat Shop e-newsletter

Here's another industry first! An attractively priced heat treat industry product tabloid-type e-newsletter. If you have a heat treat product, component, service, or supply, this e-newsletter is right up your alley. It's simple: all you do is provide us with a compelling image that will capture the readers' attention, up to 50 words of text, and a URL where you want to link an interested reader, and we'll take care of the rest.

Distribution: 4,000-5,000

Content: Heat treat components, parts, services and supplies

Frequency: Monthly

Advertising Opportunities:

• **Hot Product of the Month**

Availability: ONE Monthly

Limit: 4 per year per company

• **Product ALERT**

Availability: 9-12+ Monthly

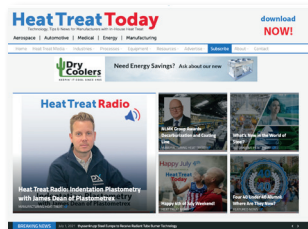
Limit: 24 per year per company



Rates, deadlines, and specs on page 11. Look for "PRODUCT 3."

PRODUCT 5 HeatTreatToday.com

Heat Treat Today's website is one of the most popular sites in the industry. Ranking high on many key organic search terms, HeatTreatToday.com is one of your best opportunities to reach the searching heat treat public. The site is updated daily with heat treat industry news and technology and is one of the highest ranking "domain authority" sites available.



Content: Updated every weekday with heat treat tips, technology and news from around the North American heat treat industry. Also includes Heat Treat Radio, Heat Treat Consultants, Heat Treat TV, 101 Heat Treat Tips, as well as Heat Treat Today's 40 Under 40 which highlights 40 up-and-coming young leaders in the heat treat industry every year.

Frequency: 24 / 7 / 365

Ranking: Top 3 or 1st page ranking for a variety of useful heat treat search terms like "aerospace heat treat," "automotive heat treat," "nitriding heat treat," & "AMS2750 heat treat".

Users: 6,000+ user sessions per month

Views: Approximately 10,000+ pages viewed every month

Advertising Opportunities:

• **Leaderboard ad**

Availability: 4 per month

• **Skyscraper ad**

Availability: 4 per month

• **Medium rectangle ad**

Availability: 12 per month

• **Tile ad**

Availability: 40 per month

• **Footerboard ad**

Availability: 4 per month

Rates, deadlines, and specs on page 11. Look for "PRODUCT 5."

PRODUCT 7 Reprints

If you've contributed content to Heat Treat Today, consider ordering a reprint for distribution at trade shows, conferences, or even digitally. Ask us about our competitive reprint pricing.

Pricing: Pricing available upon request. **Email:** ellen@heattreattoday.com

PRODUCT 4 Heat Treat Daily e-newsletter

This quick hitting daily e-newsletter is the way to continually stay in front of the heat treat industry. With a loyal and engaged audience, this e-newsletter presents one feature story and one supplemental story each weekday.

Distribution: 4,000-5,000

Content: Heat treat related news and technology from aerospace, automotive, medical, energy, and general manufacturing as well industry events

Frequency: Daily, Monday through Friday

Advertising Opportunities:

• **Leaderboard ad**

Availability: 5 per week

Limit: one per company per week

• **Medium rectangle ad**

Availability: 5 per week

Limit: one per company per week

• **Skyscraper ad**

Availability: 5 per week

Limit: one per company per week



Rates, deadlines, and specs on page 11. Look for "PRODUCT 4."

PRODUCT 6 Heat Treat Radio

Another industry first! Welcome to the 21st century. Only Heat Treat Today offers a regular offering of podcasts to the industry. Twice a month we release a new podcast dealing with industry trends, products, companies, and technologies. If you have topics you'd like to see covered, we're all ears [get it?].

Distribution: 6,000-10,000 depending on content

Content: Audio interviews highlighting industry trends, current events, news, technology, products, and companies

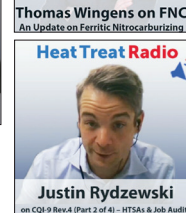
Frequency: 20-24 per year (roughly 2 per month)

Advertising Opportunities:

• **Podcast sponsorship**

3 mentions during the podcast (beginning, middle, end)

• **Company logo and "Sponsored by" on promotions including web, e-newsletter, and print**



Rates, deadlines, and specs on page 11. Look for "PRODUCT 6."

PRODUCT 8 Transcription & Editing Services

Do you have a conference or webinar audio presentation that you'd like to be transcribed and edited into a white paper?

Heat Treat Today has the resources to both efficiently transcribe and edit your audio presentation into a compelling written presentation. Contact us to discuss your specific needs.

Pricing: Available upon request. **Email:** doug@heattreattoday.com

Advertising Rates & Specifications*

On the following two pages are advertising rates and specifications for all of the advertising opportunities described on pages 8 & 9 of this media kit. If you do not find what you need on these pages, or if you have questions, please contact **Heat Treat Today** publisher, Doug Glenn doug@heattreattoday.com, 724-923-8089 or Ellen Porter ellen@heattreattoday.com, 412-915-3785.

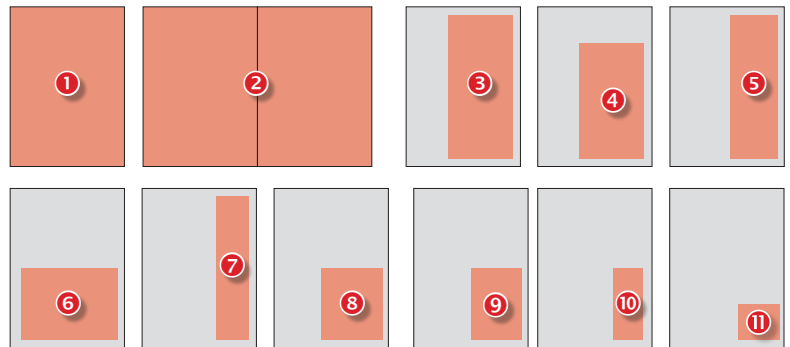
PRODUCT 1 Special Focus Print/Digital Editions

Ad Position	Ad Rate*	Ad Position	Position	Size (in)	Size (mm)	Bleed
1-Page (inside)	\$3,225	Full Page includes: Back Cover, Inside Front Cover, Inside Back Cover, 1-Page (inside)	①	8.125 x 10.75 (includes bleed)	206 x 273	Yes
2/3-Page	\$3,050	2 Page Spread	②	16 x 10.75 (includes bleed)	406 x 273	Yes
1/2-Page Island	\$2,850	2/3-Page	③	4.5 x 9.5	114 x 241	No
1/2-Page	\$2,650	1/2-Page Island	④	4.5 x 7.5	114 x 190	No
1/3-Page	\$2,450	1/2-Page Vertical	⑤	3.3125 x 9.5	84 x 241	No
1/4-Page	\$2,350	1/2-Page Horizontal	⑥	6.875 x 4.625	175 x 117	No
1/6-Page	\$2,050	1/3-Page Vertical	⑦	2.125 x 9.5	54 x 241	No
Back Cover	\$4,050	1/3-Page Square	⑧	4.5 x 4.625	114 x 117	No
Inside Front Cover	\$3,850	1/4-Page Square	⑨	3.3125 x 4.625	84 x 117	No
Inside Back Cover	\$3,650	1/6-Page Vertical	⑩	2.125 x 4.625	54 x 117	No
2 Page Spread	\$5,200	1/6-Page Square	⑪	3.3125 x 2.833	84 x 72	No

Other Helpful Information:

- Publication Trim Size: 7.875" x 10.5"
- Keep live matter at least 0.5" (13mm) from trim edge for all bleed ad sizes.
- Digital Ad File Format: High-resolution PDF files are preferred. 300 dpi minimum
- CMYK PDF document: PDF/X-1a setting. Please embed all fonts and graphic files. Please provide only high resolution graphics (minimum 300dpi). Please provide the PDF as a composite 4-color document (no color separations please).

Ad Locations:



PRODUCT 2 Industry Focused e-Newsletters

Ad Rates*	Position	Rate	Size	Format	Animation
Medium Rectangle	①	\$895	164x140 pixels	jpg, gif, png	Yes**
Medium Rectangle	②	\$695	164x140 pixels	jpg, gif, png	Yes**
Medium Rectangle	③	\$595	164x140 pixels	jpg, gif, png	Yes**
Sponsored Content	④	\$895	Please provide • one compelling image (200x120 pixels) • a brief headline • 30 word compelling description • a URL link	jpg, gif, png	No
Sponsored Content	⑤	\$495		jpg, gif, png	No

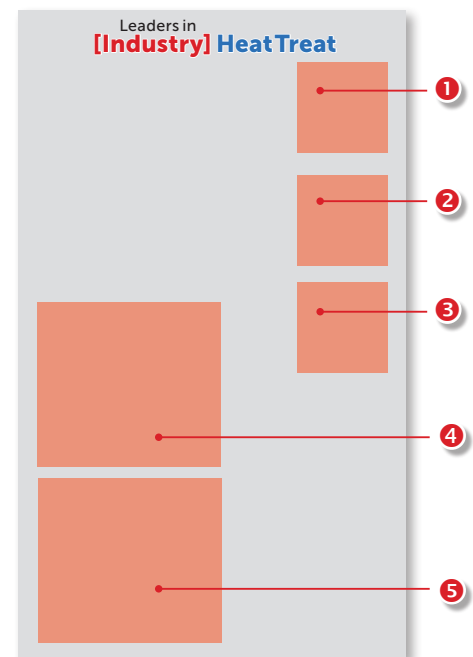
Fine Print

- 3 month minimum

Other Helpful Information:

- RGB colorspace, 72ppi, saved with web optimization.

** Animation may be used, but not all email applications will display multiple frames. Design first frame of animation with a message that is meaningful, in the event that multiple frames are not viewed.



Sending Files To Us

Use www.wetransfer.com or similar web-based file transfer services to send large ad files. Send files to lauren@heattreattoday.com

Need Help with Ad Design?

HTT can create your print/digital ad for a nominal fee.

Email Doug Glenn

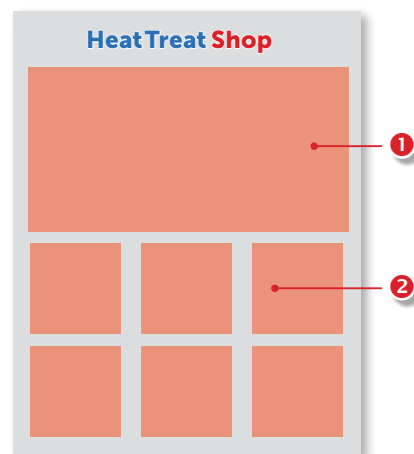
Doug@HeatTreatToday.com

PRODUCT 3 Heat Treat Shop e-newsletter

Ad Type	Position	Max. # /yr.	Rate
Hot Product of the Month	①	4	\$795
Product ALERT	②	24	\$399

Materials Needed:

- **Hot Product of the Month**
Brief Headline, up to 50 words body text, one gripping image, a link-to URL.
- **Product ALERT**
Brief Headline, up to 30 words body text, one gripping image, a link-to URL.
- **Images**
RGB colorspace, 72ppi, saved with web optimization.
- **Promotion Copy** Word document or Text File .



PRODUCT 4 Heat Treat Daily e-newsletter

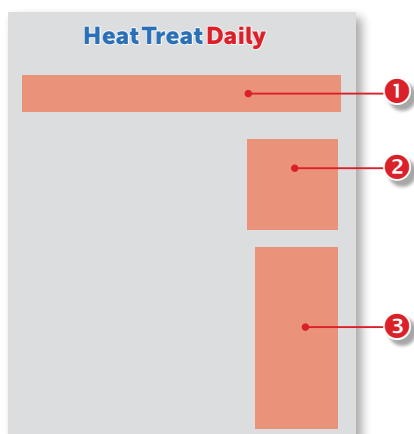
Ad Type	Position	1 Day/Week Rate	2 Days/Week Rate	Size	Format	Animation
Leaderboard	①	\$760	\$1,750	600x74 pixels	jpg, gif, png	Yes**
Medium Rectangle	②	\$570	\$1,315	164x140 pixels	jpg, gif, png	Yes**
Skyscraper	③	\$525	\$1,210	160x600 pixels	jpg, gif, png	Yes**

Fine Print

- 3 month minimum
- 2 days/week maximum per company

Other Helpful Information:

- RGB colorspace, 72ppi, saved with web optimization
- ** Animation may be used, but not all email applications will display multiple frames. Design first frame of animation with a message that is meaningful, in the event that multiple frames are not viewed.



PRODUCT 5 HeatTreatToday.com

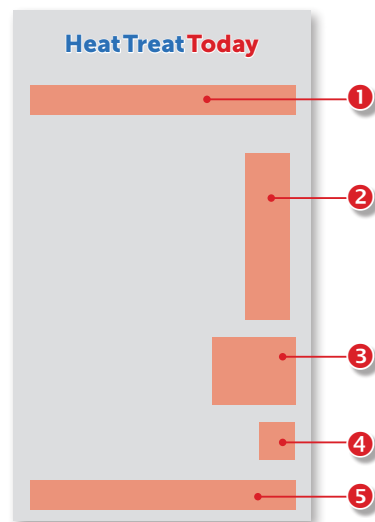
Ad Type	Position	Size	Format	Animation	12 Months Per Year Rate	6 Months Per Year Rate	3 Months Per Year Rate
Leaderboard	①	728x90 pixels	jpg, gif, png	Yes	\$1,050	\$1,250	\$1,450
Skyscraper	②	160x600 pixels	jpg, gif, png	Yes	\$850	\$1,050	\$1,250
Medium Rectangle	③	300x250 pixels	jpg, gif, png	Yes	\$650	\$850	\$1,050
Tile Ads	④	125x125 pixels	jpg, gif, png	Yes	\$199	\$299	\$399
Footerboard	⑤	728x90 pixels	jpg, gif, png	Yes	\$450	\$550	\$650

Fine Print

- 3 month minimum.

Other Helpful Information:

- RGB colorspace, 72ppi, saved with web optimization.
- Animation may be used.



PRODUCT 6 Heat Treat Radio

Fine Print

- Commercial Sponsorship includes 3 "mentions" or "spots" per episode, beginning, middle, end.
- Exclusive Episode includes content developed exclusively to promote company, product or service. No commercial sponsors will be mentioned during the episode.
- Commercial sponsorship audio promotional spots will be developed cooperatively between the publisher and the commercial sponsor.

Episode Rates	1-6 per year	7+ per year
Episode Sponsorship	\$495	\$425
Exclusive Episode	\$2,500	NA

* Advertising Rate Notes

Rates are net...after agency commission.

Publisher can change ad rates at any time without notice.

Billed quarterly, semi-annually, or annually (your choice).

Heat Treat Today

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But when the kindness of God our Savior and His love for mankind appeared, He saved us, not on the basis of deeds which we have done in righteousness, but according to His mercy, by the washing of regeneration and renewing by the Holy Spirit, whom He poured out upon us richly through Jesus Christ our Savior, so that being justified by His grace we would be made heirs according to the hope of eternal life. Holy Bible, Titus 3:4-7

**"We believe
people are
happier
and make
better
decisions
when they
are well-
informed."**