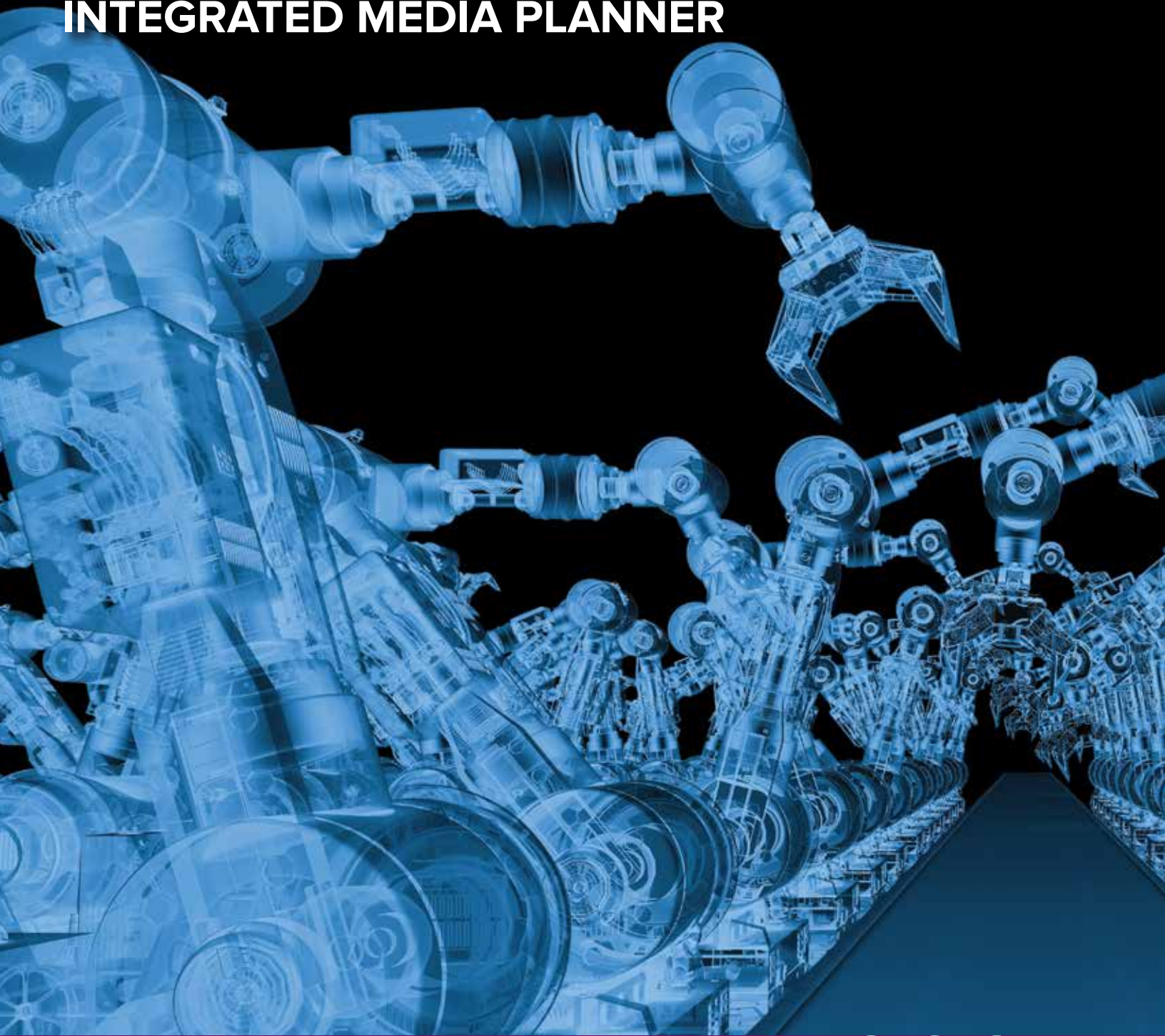


MECHANICAL

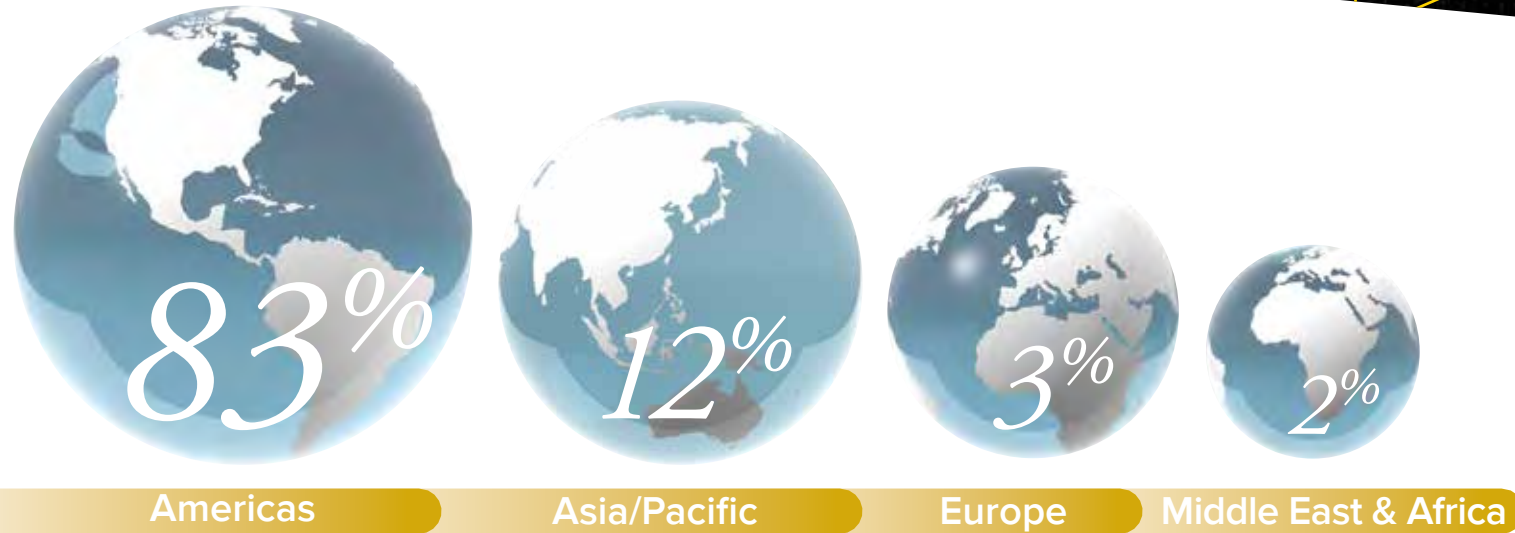
# ENGINEERING

INTEGRATED MEDIA PLANNER



2021

# GLOBAL REACH



**F**ounded in 1880 as the American Society of Mechanical Engineers, ASME is a not-for-profit membership organization that enables collaboration, knowledge sharing, career enrichment, and skills development across all engineering disciplines, toward a goal of helping the global engineering community develop solutions to benefit lives and livelihoods. ASME's flagship publication reaches more than 160,000 engineers in 150 countries. Combined with a full complement of digital media components, the reach is in the millions.

From college students and early-career engineers to project managers, corporate executives, researchers and academic leaders, ASME's stakeholders are as diverse as the engineering community itself. ASME serves this wide-ranging technical community through quality programs in continuing education, training and professional development, codes and standards, research, conferences and publications, government relations, and other touchpoints.

### ASME and the global engineering community

We can increase the visibility of your products and services to highly qualified professionals engaged in a variety of job functions and industries by leveraging an integrated media approach—digital, print, and in person. ASME's combined reach, including government, academia, and others allied to the field, enables your connection with an even wider engineering community worldwide.

Source of global reader breakout: ASME Membership data 6/30/20

# ADVERTISING OPPORTUNITIES

### Sponsored Content

- Reach your target audience while they are most engaged and actively looking for solutions.

### Newsletters

- With a focus on content, newsletters provide the opportunity to align your message with award-winning editorial.

### Multimedia (Videos & Podcasts)

- Videos and podcasts that focus on a range of topics and the innovators who are working on today's breakthrough technologies.

### Quizzes

- Sponsored quizzes and topic challenges generate interactions with a target audience.

### Special Reports

- Take a deep dive into the breakthroughs of today's evolving technologies.

### Events

- Establish your company as a thought leader while connecting with prospects and customers face to face.

### Lead Generation (Webinars & White Papers)

- Connect with target audiences by leveraging your subject matter expertise.

### Emerging Technology Awards

- The *Mechanical Engineering Magazine* Emerging Technologies Awards is a prestigious celebration of technology excellence.

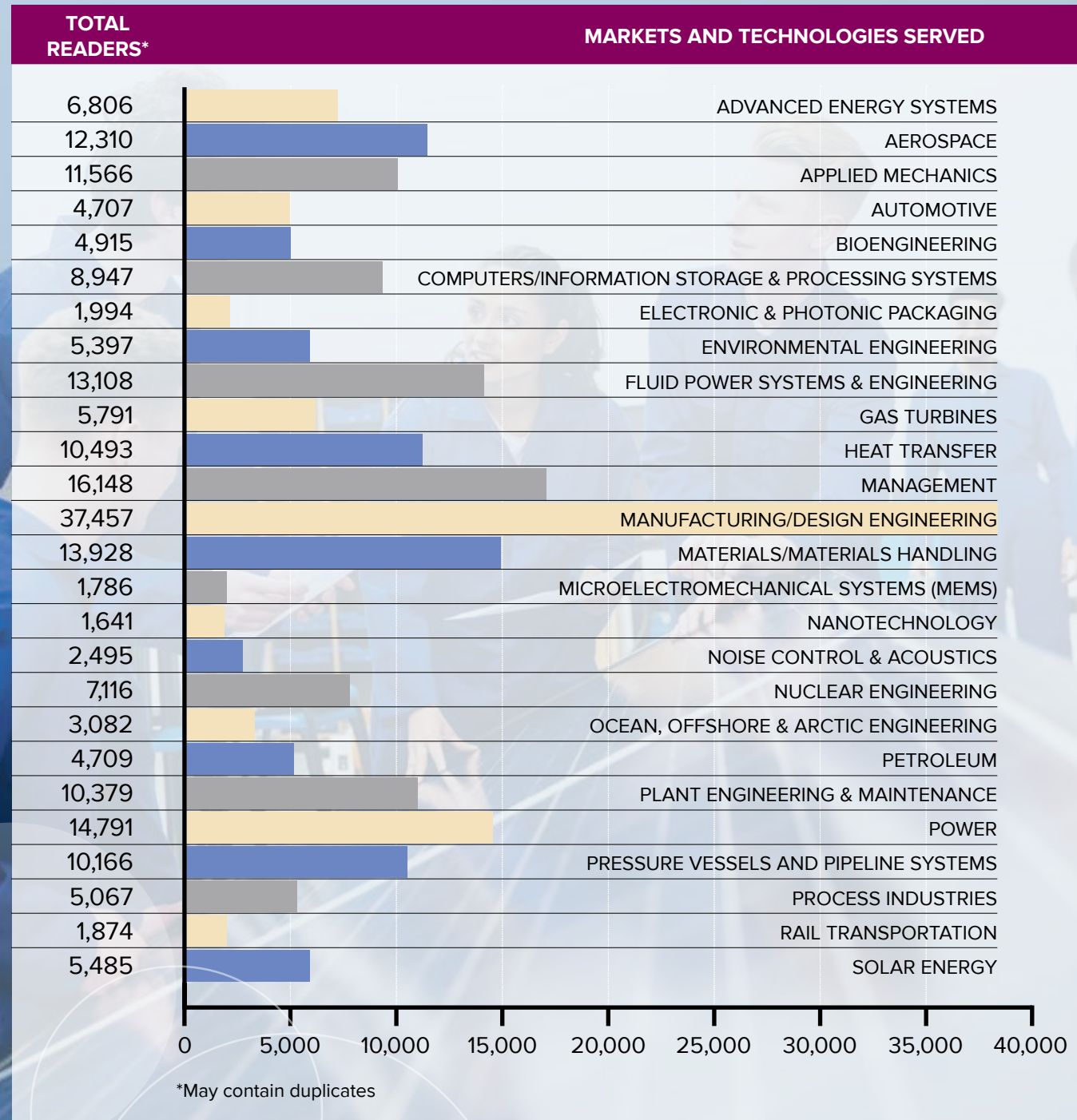
### Print Advertising (Print and digital classified listings also available.)

- The award-winning flagship publication of ASME helps readers better understand today's technology and tomorrow's innovations.

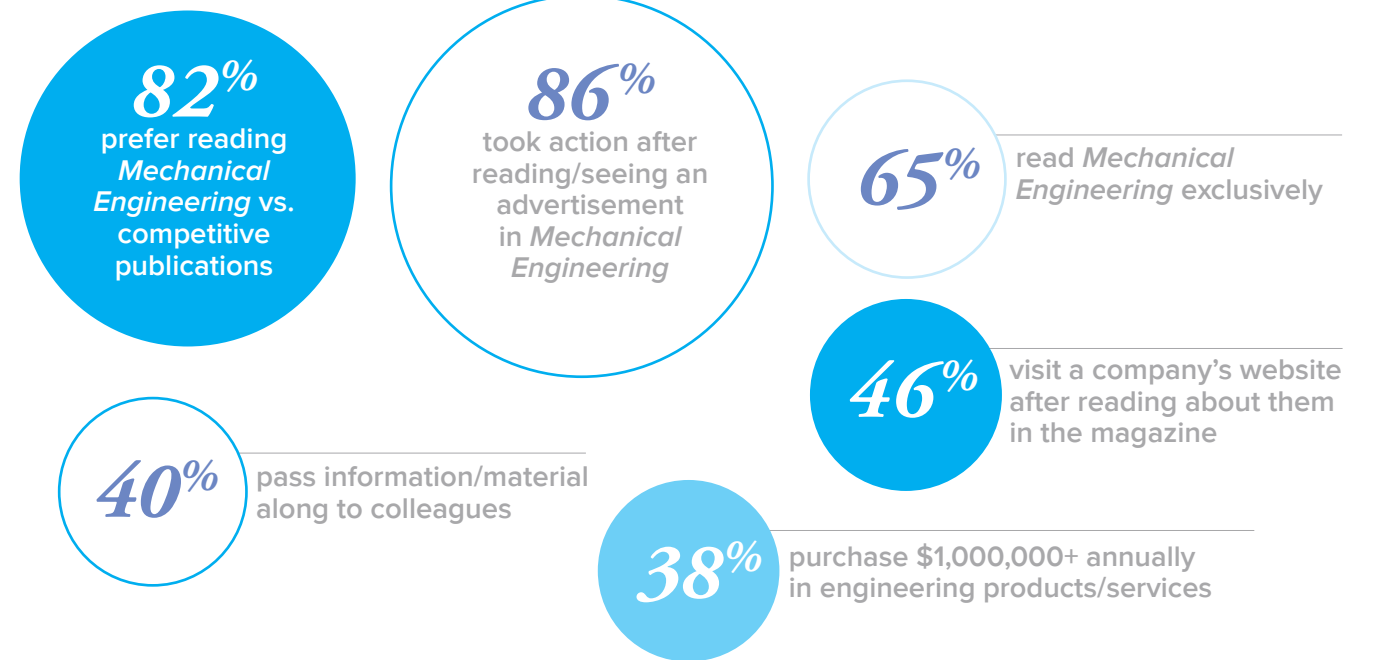
### Branded Content Solutions

- Tell your company's story, showcase your executives or experts, and advance your position as an industry thought leader.

# OUR AUDIENCE



## Facts about Mechanical Engineering readers



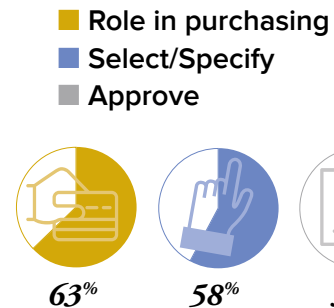
Source: ASME *Mechanical Engineering* Reader Profile Survey - Harvey Research, 2020

### Social Media Reach\*

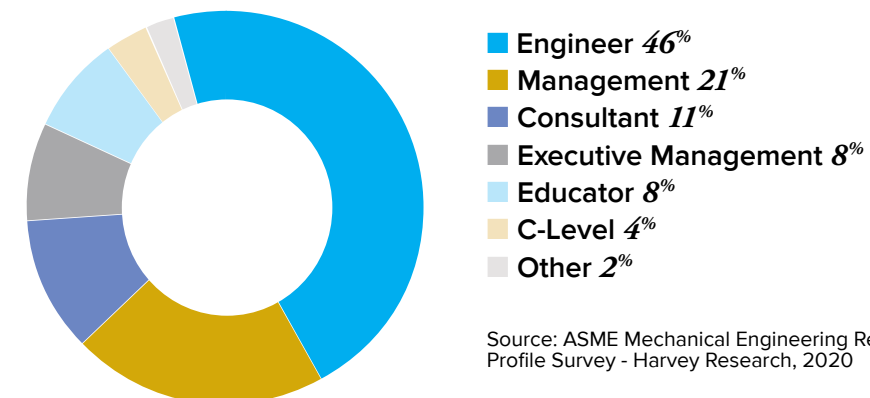
- Twitter: 29,313 followers
- Facebook: 257,875 likes
- LinkedIn: 224,563 members

\*May contain duplicates

### Who We Connect You With



### Professional Role



Source: ASME *Mechanical Engineering* Reader Profile Survey - Harvey Research, 2020

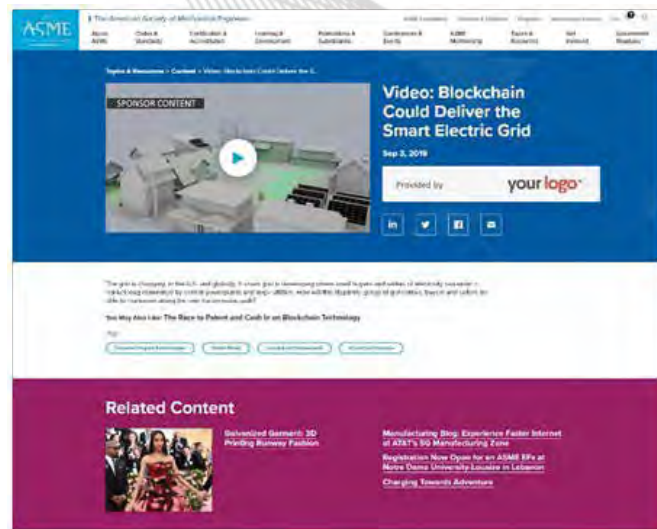


# SPONSORED CONTENT

Reach your target audience while they are most engaged and actively looking for solutions.

- Sponsored Content creates a strong connection with readers by placing your authoritative content prominently in their information journey.
- Your content will be posted alongside ASME editorial content, Society news, and other sought-after resources in the same navigation stream across multiple dedicated areas of the website.
- Each post offers multiple options for linking back to your site – creating inbound demand for your products and services.

Available in a variety engaging content formats:  
Articles \ Videos \ Infographics \ Quizzes \ Webinar Highlights



Videos



Infographics

# NEWSLETTERS

Focus on content

With a focus on content, *Mechanical Engineering* newsletters provide the opportunity to align your message with award-winning editorial.

## TechReboot: The Week in Review

A review of the week's content and other engineering and technology news

Frequency: weekly on Thursdays

Reach: 40,000

## TechDesign

Focused on design, manufacturing and automation, and the related technologies within these markets

Frequency: weekly on Tuesdays

Reach: 35,000

## TechWorkforce

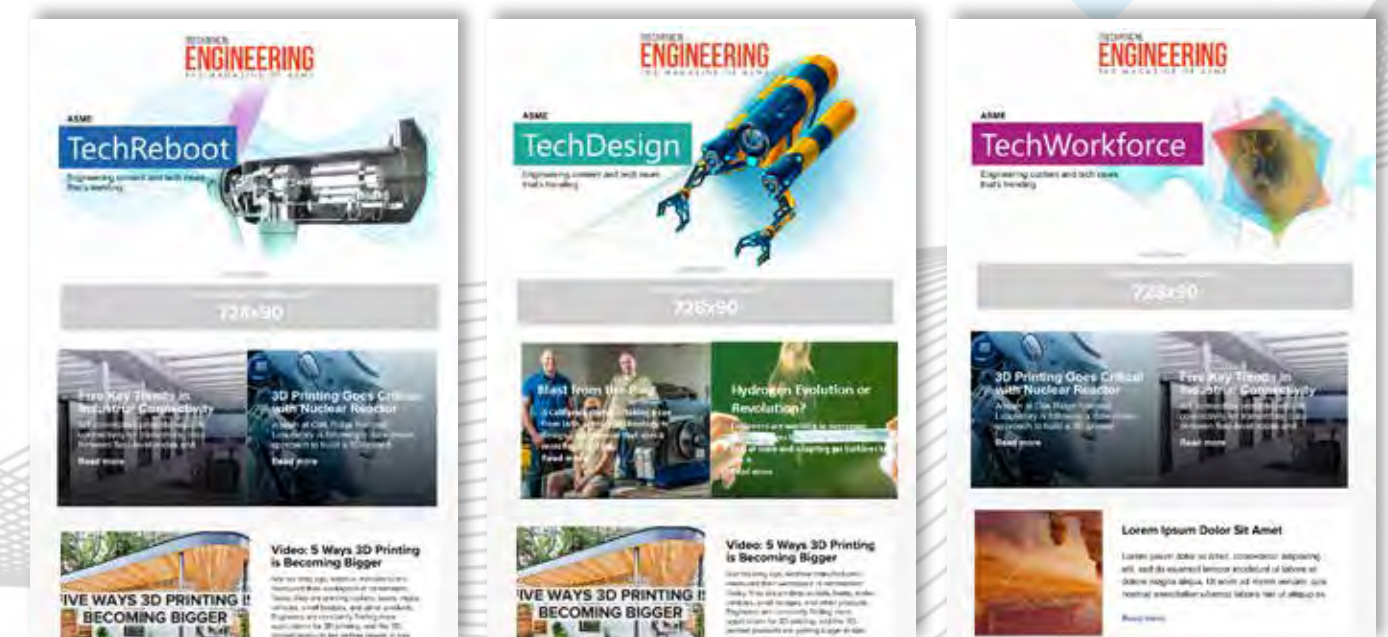
Delivers a perspective on the transformative impact of technology on the labor force and on workforce development

Frequency: bi-weekly on Fridays

Reach: 35,000

## AD SPECS

Leaderboard	728 x 90 px
Text	Up to 30 character headline, 250 character copy, logo, and (optional) 250 x 250 px image
Medium Rectangle	300 x 250 px
Large Rectangle	Up to 600 x 600 px



# NEWSLETTERS

## ASME SmartBrief

Quick, up-to-the-minute digest of breaking- and important news for engineering and technology professionals.

**Monday Spotlight:** Energy

**Wednesday Spotlight:** Transportation

**Friday Spotlight:** Biotechnology

**Reach:** 30,000

## ASME News

The latest information about the Society and activities the organization and its members are involved in each year.

**Frequency:** bi-weekly on Fridays

**Reach:** 54,000

## ME Today

Assists early-career engineers in advancing their careers, their professional awareness, and their understanding of the practice and business of engineering.

**Frequency:** bi-monthly

**Reach:** 80,000

## AD SPECS

**Billboard:** 970 x 250 px

**Leaderboard:** 728 x 90 px

**Text Ad:** logo 120 x 60 px +  
**Headline:** 50 characters +  
**Image:** 180 x 150 (optional) +  
**Copy:** 300 characters

**Banner:** 468 x 60 px

**Text:** 150 x 150 image +  
up to 30 character headline and  
250 character copy

**Banner:** 468 x 60 px

**Text:** 150 x 150 image +  
up to 30 character headline and  
250 character copy



**Reach:** 30,000+ subscribers

## Dedicated Sends

Dedicated send emails provide the opportunity to distribute your message to our audience. Share information about your company and products or promote access to your content. Since you provide the email you have control of the branding and messaging.

# MULTIMEDIA SPONSORSHIPS

## Videos and podcasts

### ASME TechVideos and ASME TechCast

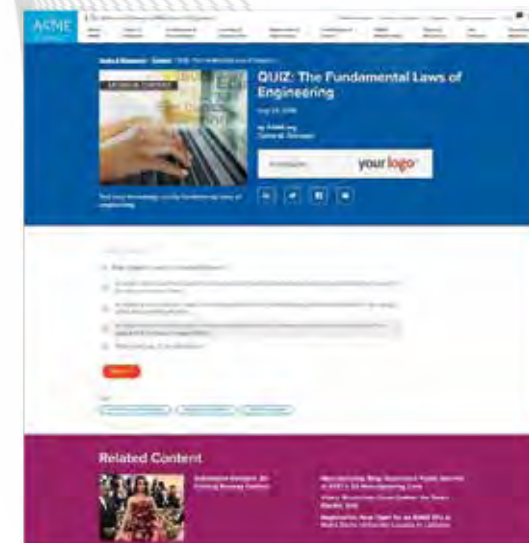
Biweekly videos and podcasts that focus on a range of topics and on the innovators who are working on today's breakthrough technologies. Topics include design, manufacturing, automation, robotics, IoT, energy, bioengineering, and more.

## SPONSORSHIP OPPORTUNITIES

	Videos	Podcasts
<b>Pre-roll</b>	Sponsored by logo with voice-over callout	"Sponsored by" voice-over callout of brand and 10-second sponsor description
<b>Mid-roll</b>		Voice-over read of 20-second ad spot
<b>Post-roll</b>	10-second spot with call to action and sponsor link	Sponsor thank you with 10-second spot and call to action

Custom interviews also available in multiple formats.

# QUIZZES



## Generate interactions

Sponsored quizzes and topic challenges generate interactions with a target audience by testing their knowledge on a range of topics. A related content module, on the results page, leads to high engagement with your content and messaging.

# SPECIAL REPORTS

*Provide context for today's evolving technologies*

## Mechanical Engineering Special Reports

Take a deep dive into the breakthrough impact of today's evolving technologies and provide context on how they are transforming industries and the economy.

Each report consists of:



**A feature story**  
on ASME.org



**Original video(s) and  
podcast(s)** allowing visitors  
to see/hear the impact of  
the technology



**A quiz** testing  
the user's  
knowledge  
on the topic

## SPONSORSHIP INCLUDES

<b>Branding</b>	Logo on quiz, website and promotions
<b>Editorial Alignment</b>	Sponsor-provided sidebar in feature story, SME interviewed for video and/or podcast
<b>Thought Leadership</b>	Sponsor-provided case study or article included on landing page

# LEAD GENERATION

*ASME's lead generation programs connect you with your target audience by leveraging your subject matter expertise.*

## White Papers/Case Studies

Get your content into the hands of design and mechanical engineers worldwide. Promotions occur over a three-month period and may include a mix of dedicated send emails, newsletters and banner ads.

## Webinars

Engage with an audience who has a demonstrated interest in your product segment or brand. Your content and speakers can help to educate industry professionals worldwide about emerging areas of research, technology applications, best practices and issues impacting the engineering community.

# EMERGING TECHNOLOGY AWARDS

*Recognizing innovation*

The *Mechanical Engineering Magazine* Emerging Technologies Awards is a prestigious celebration of technology excellence. The annual awards recognize innovation and bring together the top people, initiatives, and ascending technologies that are poised to remake the world. One innovation is selected from each area of manufacturing, robotics, clean energy, bioengineering, and pressure technology.

Along with strategic sales and marketing benefits, participation reinforces your position as a thought leader in the industry segments on which we focus.



# MECHANICAL ENGINEERING 2021 CONTENT PLANNER



ISSUE & DEADLINES	THEMES		SPECIAL REPORTS	INDUSTRY WATCH	MULTIMEDIA	BONUS DISTRIBUTION
	EDITORIAL SPOTLIGHT	TECHNOLOGY FOCUS				
<b>Feb/March</b> Ad Close: <b>December 18</b> Materials Due: <b>December 23</b>	<b>Infrastructure: Tunneling Machines</b> Engineers are developing new tunnel boring machines that would allow for more durable infrastructure.	<b>Column:</b> Energy/Manufacturing <b>Tech Focus:</b> Robotics, Automation	<b>Digital Engineering</b>	<b>Aerospace</b>	Quiz Podcast/Video Infographic	<b>BDOG</b> <b>AM Energy</b> <b>Digital Twin</b> <b>Offshore Wind Summit</b>
<b>April/May</b> Ad Close: <b>February 12</b> Materials Due: <b>February 17</b>	<b>Additive Manufacturing: Is 3D Printing the Future?</b> 3D printed products filled the gap when COVID-19 shut factories. But is it ready to be a mainstream technology?	<b>Column:</b> Energy/Manufacturing <b>Tech Focus:</b> Aerospace, Energy Bioengineering	<b>Engineering Careers</b>	<b>Rail and Marine</b>	Quiz Podcast/Video Webinar Series	<b>Visualize MED</b> <b>Efest</b>
<b>June/July</b> Ad Close: <b>April 16</b> Materials Due: <b>April 21</b>	<b>Clean Energy: Zero Carbon Power</b> What would it take to eliminate carbon emissions from the power sector over the next 15 years?	<b>Column:</b> Energy/Manufacturing <b>Tech Focus:</b> Design, Transportation Additive Manufacturing	<b>Advanced Manufacturing</b>	<b>Power Generation</b>	Quiz Podcast/Video Infographic	<b>Turbo Expo</b> <b>RFIM Summit</b> <b>Digital Twin</b> <b>AM Medical</b>
<b>August/September</b> Ad Close: <b>June 14</b> Materials Due: <b>June 17</b>	<b>Workforce Development: Engineering Jobs</b> Find out which industries are poised to hire the most early and mid-career engineers.	<b>Column:</b> Energy/Manufacturing <b>Tech Focus:</b> Bioengineering, IoT Aerospace	<b>Bioengineering</b>	<b>Automotive</b>	Quiz Podcast/Video Infographic	
<b>October/November</b> Ad Close: <b>August 13</b> Materials Due: <b>August 18</b>	<b>Robotics &amp; Automation: Artificial Intelligence</b> As AI becomes more prevalent, engineers are asking whether it's safe for robots to think for themselves.	<b>Column:</b> Energy/Manufacturing <b>Tech Focus:</b> Energy, Aerospace, Additive Manufacturing	<b>Clean Energy</b>	<b>Fluid Power</b>	Quiz Podcast/Video Webinar Series	<b>IMECE</b>
<b>December/January</b> Ad Close: <b>October 19</b> Materials Due: <b>October 22</b>	<b>Emerging Technology Awards:</b> The fifth annual showcase of innovators and the innovations that are poised to become market leaders.	<b>Column:</b> Energy/Manufacturing <b>Tech Focus:</b> Bioengineering, Robotics, Automation	<b>Robotics</b>	<b>Infrastructure</b>	Quiz Podcast/Video Webinar Series	

\*Editorial features are subject to change  
 ■ Online Exclusives

# PRINT ADVERTISING

# BRANDED CONTENT SOLUTIONS

## MECHANICAL REQUIREMENTS

SPACE	ORIENTATION	WIDTH	DEPTH
*Magazine Trim Size (See Bleed Specs)		<b>8 1/8"</b>	<b>10 7/8"</b>
1 pg	Magazine full-page bleed*	8 3/8"	11 1/8"
2/3 pg	Vertical	4 3/8"	10"
1/2 pg	Island	4 3/8"	7 3/16"
1/2 pg	Vertical	3 3/8"	10"
1/2 pg	Horizontal	7"	4 7/16"
1/3 pg	Vertical	2 1/8"	10"
1/3 pg	Square	4 7/16"	4 7/8"
1/4 pg	Vertical	3 1/4"	4 7/8"
1/6 pg	Vertical	2 1/4"	4 7/8"
	Resource File	2 2/9"	3 5/32"

### \*BLEED SPECIFICATIONS

For **FULL-PAGE BLEED ADS**, trim size is **8 1/8" x 10 7/8"**.

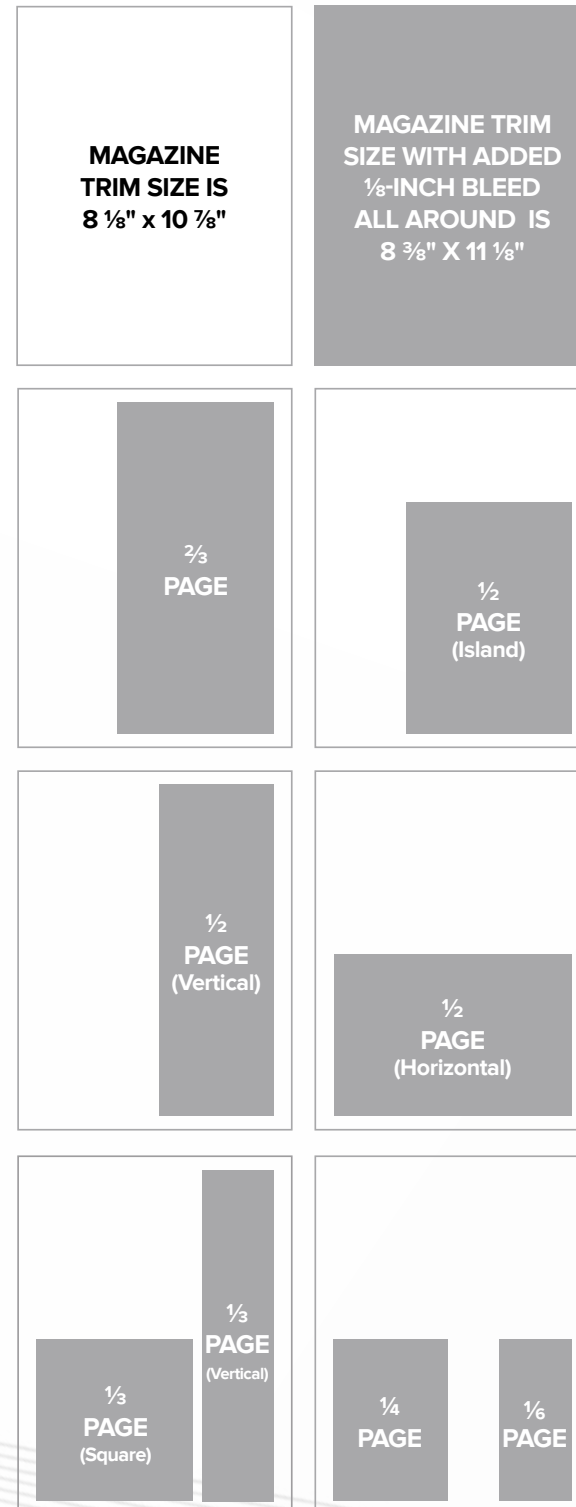
Design ads at trim size and add an extra 1/8" bleed beyond the trim on each side; keep live matter at least 1/2" from binding edge and 1/4" from outside trim edges.

**WEIGHT:** If using stock heavier than 80 lb., submit sample for approval.

**METHOD OF PRINTING:** Web offset

**METHOD OF BINDING:** Perfect

## Ad Size Guide



## Tell your company's story

Showcase your executives or experts, and advance your position as an industry thought leader. Work with ASME editors to create custom articles, white papers, executive briefs, videos, infographics and quizzes. Build credibility and subject matter expertise while educating prospects about your company and solutions.



### White Papers

Build credibility and subject-matter authority while educating prospects about your solutions.

### Executive Briefs

Showcase your executives or experts through engaging multimedia profiles created by our editors. Part Q&A, part "day in the life," Executive Briefs help build a personal interest and connection with your leadership.

### Custom Video

Highlight your value proposition and differentiate yourself from your competition to an audience that is actively seeking new solutions. Available formats include single-speaker deep dives, 1:1 interviews, whiteboard sessions, and more.

### Infographics

Turn your data into compelling visuals that grab the audience's attention. Great for building top-of-funnel interest and educating prospects.

### Articles

Need a resource to support your Sponsored Content program? Our team will create a series of articles to fuel your next campaign.

### Quizzes

Build your own interactive quiz to generate engagement and drive urgency among your target audience by testing their knowledge on topics, leading back to your solution. Also available as polls and assessments.



# CONNECT

Sales Development Manager

**NICOLE CASEMENT**

212-591-8467

casementn@asme.org

Client & Media  
Services Manager

**ROCHELLE CHAPLIN**

(212) 591-8371

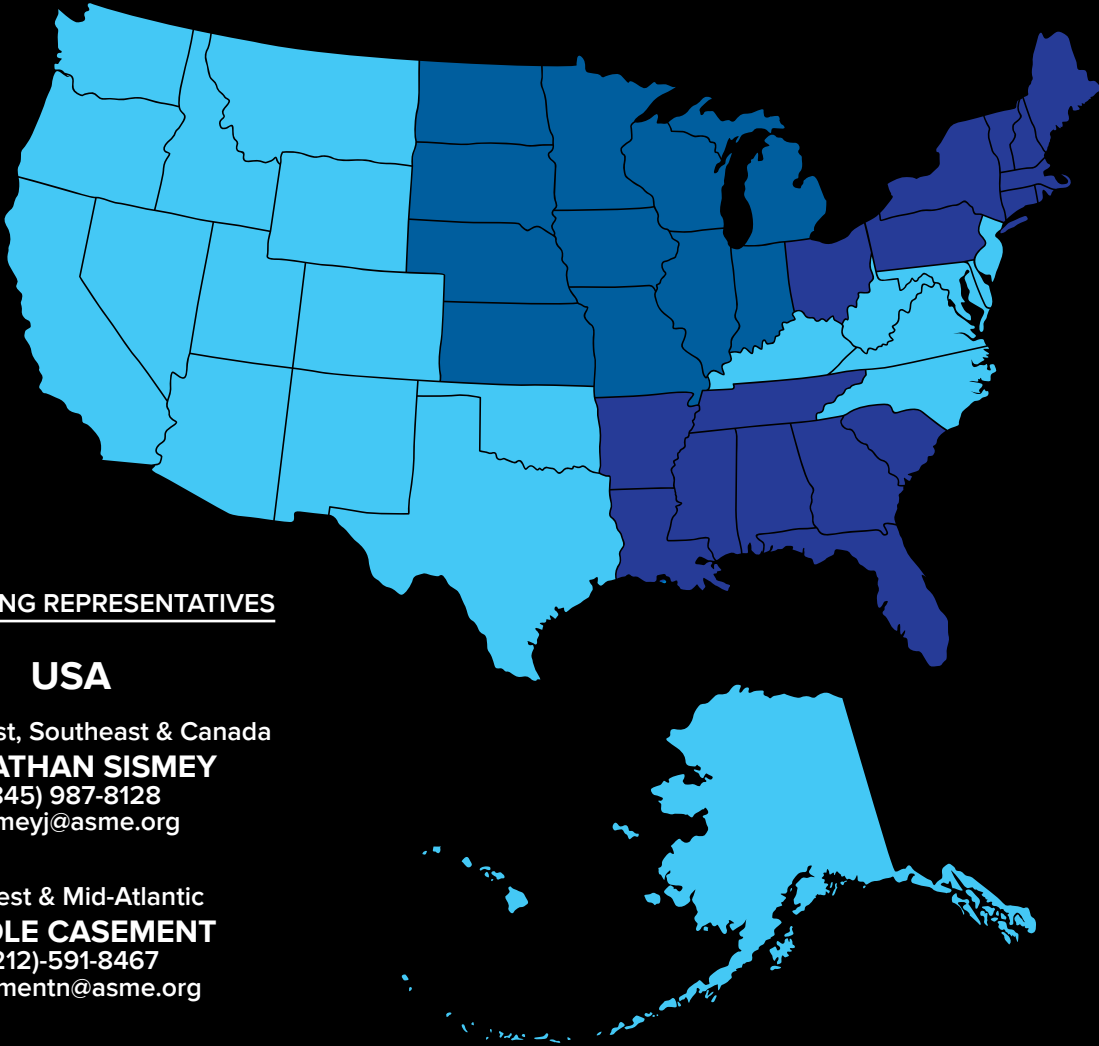
chaplir@asme.org

Customer Success  
Specialist

**SEAN RITZ**

(973) 244-2231

RitzS@asme.org



## ADVERTISING REPRESENTATIVES

### USA

■ Northeast, Southeast & Canada

**JONATHAN SISMEY**

(845) 987-8128

sismeyj@asme.org

■ West & Mid-Atlantic

**NICOLE CASEMENT**

(212)-591-8467

casementn@asme.org

■ Central

**TOM MCNULTY**

(847) 842-9429

mcnultyt@asme.org