

TMS

The Minerals, Metals & Materials Society

2024 Advertising Kit



www.tms.org/Advertising

Your guide to reaching an international community of science and engineering decision makers.



Why Advertise with TMS?

INTRODUCTION

WEBSITE

JOM: THE MAGAZINE

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INSERTION FORM

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The Minerals, Metals & Materials Society (TMS) is a professional society that connects thousands of scientists and engineers from around the world who work in industry, academia, and government. Through a variety of platforms and strategies, TMS can connect you with a tightly knit, affluent audience of decision makers with professional interests that span the full materials life cycle—from extraction through recycling, from basic science, to development and testing, to manufacturing.

Our team will work with you to customize an advertising program that will showcase your company to your target customers and help you meet your business goals.



Get Started Today!

Contact: TMS Sales Team



E-Mail: sales@tms.org



Phone: 1-724-814-3174

TMS 2024 Advertising Kit

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TMS by the Numbers

Would you like a deeper dive into who you can reach by advertising with TMS? Contact our Sales Team at sales@tms.org for assistance.

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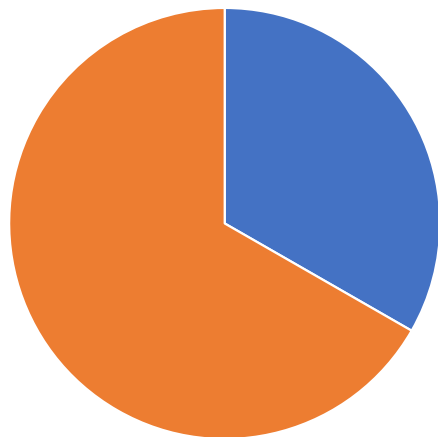
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Our Membership

Current as of January 2023

TMS has **10,805** total members.

- 3,597 Students
- 7,208 Professionals

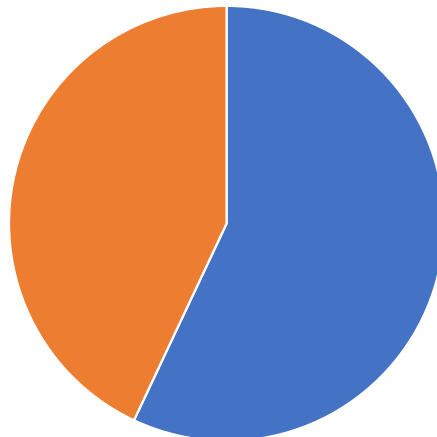


Where Our Members Live

Current as of January 2023

TMS members are located in **79 countries** on every inhabited continent.

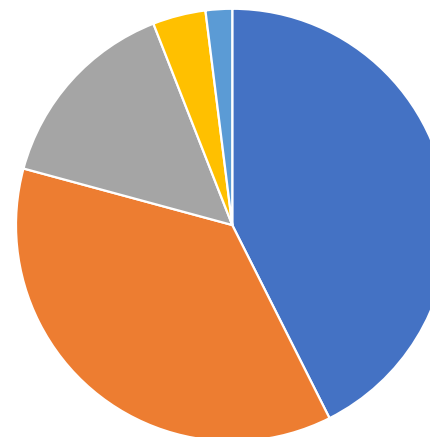
- United States: **57%**
- Non-US: **43%**



Where Our Professional Members Work

Current as of January 2023

- Academia **43%**
- Industry **37%**
- Government **15%**
- Retired **4%**
- Other **2%**



Beyond Our Membership

Current as of January 2023

The TMS website draws nearly **290,000** visitors annually.

290,000
Website Visitors



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TMS Website Advertising

Customize How You Want to Reach the World

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The TMS website draws nearly 290,000 visitors and more than one million pageviews annually as the Society's hub for news, information, and access to TMS meetings, publications, and technical community resources.

Your ad prominently displayed on one of our top performing web pages will get you noticed and align your company with the prestige and recognition of TMS's most respected products. We can also work with you to target your ads to specific pages and activity cycles to optimize your business development dollars. **Contact our Sales Team at sales@tms.org for more information.**



TMS Website Advertising

Opportunities and Rates

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TMS Home Page

Current as of January 2023

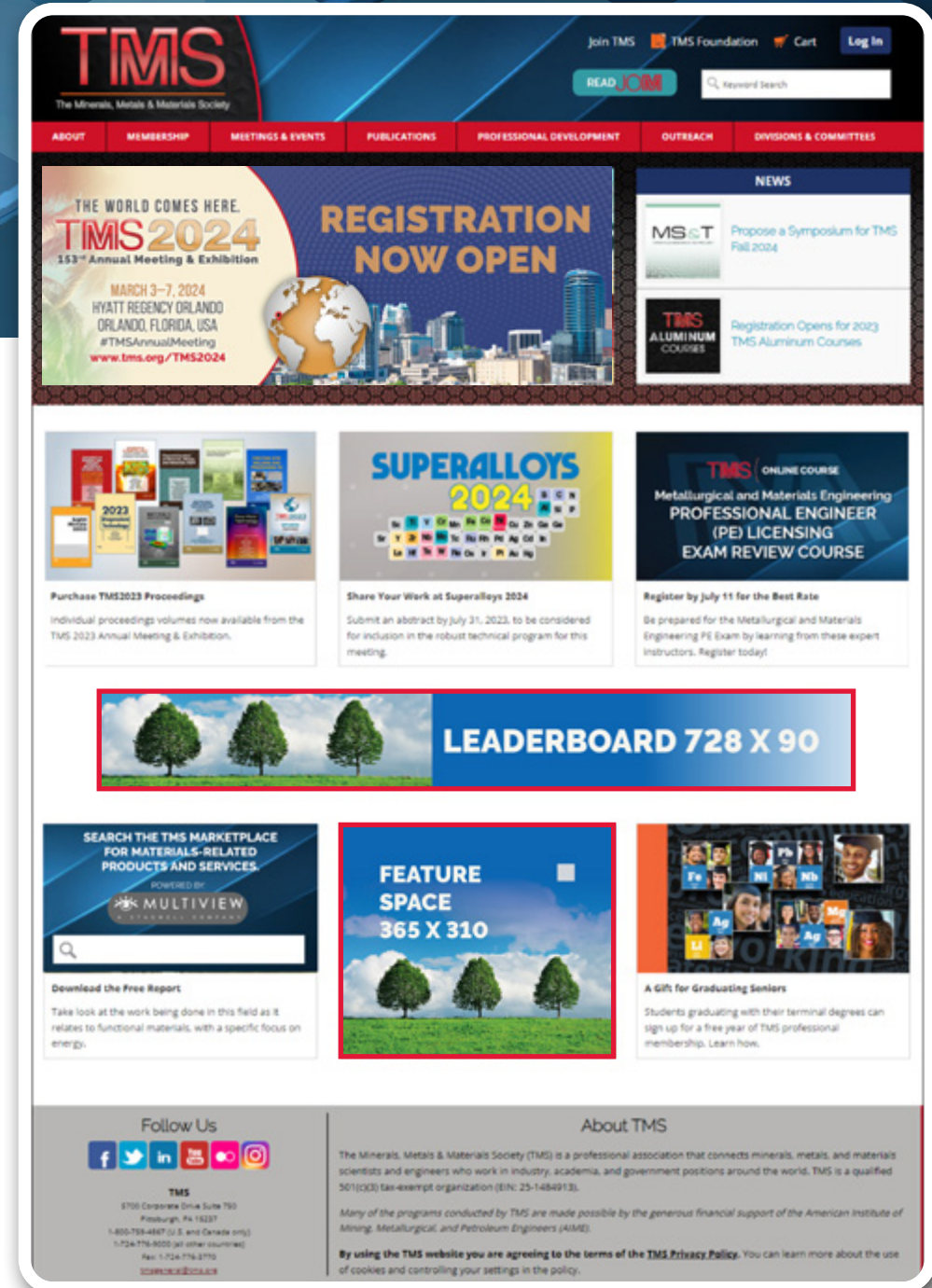
151,493

Annual Average Page Views: 151,493

	SIZE (wxd)	30-Day Rate
Leaderboard	728 x 90	\$1,500
Feature Space	365 x 310	\$1,500

Specifications:

JPG or PNG file formats.
No gifs or animations.



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TMS Website Advertising

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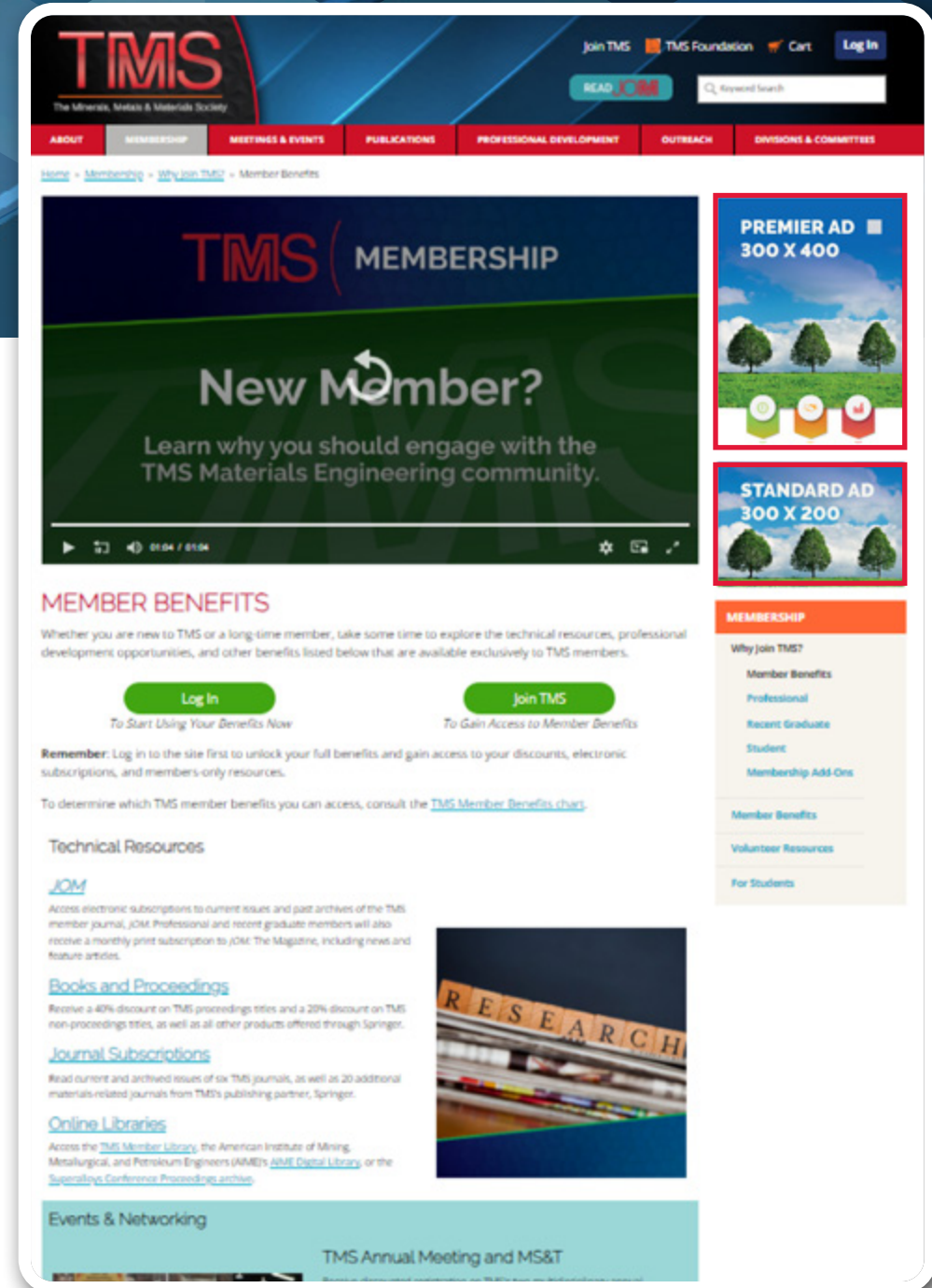
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Interior TMS Web Pages

	SIZE (wxd)	30-Day Rate
Premier Ad	300 x 400	\$650
Standard Ad	300 x 200	\$500

Specifications:

JPG or PNG file formats.
No gifs or animations.



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TMS Website Advertising

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Top Ten Interior TMS Web Pages

Current as of January 2023

Page	Annual Average Page Views
TMS Annual Meeting	133,809 per meeting
TMS Annual Meeting Technical Program	50,189 per meeting
JOM Home Page	21,963
JOM Editorial Calendar	12,874
Upcoming TMS Meetings	12,396
Search TMS*	11,642
TMS Journals Home Page	10,394
Proceedings Guidelines	7,858
TMS News Home Page	7,598
TMS Awards & Honors	6,216

*Premium Ad Space Only

Create an Ad Campaign that Works for Your Company

Interested in page topics beyond what is presented here? Looking to target a specific audience? Does a date or time of year work best for your marketing schedule? Simply ask and we will be happy to customize an ad package that meets your business needs and goals. Advertising space is available on our specialty meeting and professional development pages, as well as other areas of the TMS website that attracts particular demographics and interests.

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Advertising with *JOM: The Magazine*

Three Ways to Reach Your
Customers—for One Price

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JOM: The Magazine is TMS's popular membership publication distributed in print 8 times a year to professional members, and then made available to the world online. One advertisement with *JOM: The Magazine* gives you access to decision makers in the field on three different platforms:

- 

3,500

Print display ad delivered to more than 3,500 mailboxes worldwide
- 

21,963

Company logo featured on the *JOM* website (21,963 Annual Average Pageviews) for the issue in which your ad will appear
- 

5,000

Company logo featured in the *JOM: The Magazine* newsletter, e-mailed to more than 5,000 professionals worldwide

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Advertising with *JOM: The Magazine*

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Display Ad Rates

- Rates are based on total insertions within a 12-month period.
- All rates include full-color
- Specific positions may be reserved for an additional fee based on the display space rate:
 - 10% for interior page
 - 15% for covers

SIZE	1 Insertion (Per issue cost)	2 Insertions (Per issue cost)	4 Insertions (Per issue cost)	8 Insertions (Per issue cost)
Full Page	\$2,675	\$2,475	\$2,275	\$2,075
Half (1/2) Page Horizontal	\$1,450	\$1,350	\$1,250	\$1,150
Half (1/2) Page Vertical	\$1,450	\$1,350	\$1,250	\$1,150
Quarter (1/4) Page	\$825	\$770	\$725	\$670



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TMS 2024 Advertising Kit

Advertising with *JOM: The Magazine*

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Target Reader Interest

Each print issue of *JOM: The Magazine* shares news and features about members, TMS activities, and general interest updates from the field. We've presented a sampling of article highlights for 2024, along with the booking deadlines for each issue, so that you can consider matching your advertising to a potential topic. The editorial calendar is fluid, however, so please contact our **Sales Team at sales@tms.org for current updates.**

Issue Month	Feature Highlights	Booking Deadlines
January 2024	<ul style="list-style-type: none"> 2024 Offshore Technology Conference Preview Status and Impact of DOE's Energy Materials Network on Hydrogen Technology 	November 1, 2023
March 2024	<ul style="list-style-type: none"> TMS 2024 Society and Division Award Recipients Overview Extraction 2025 Preview 	January 2, 2024
April 2024	<ul style="list-style-type: none"> Meet the 2024 TMS President 2024 TMS Specialty Congress Preview 	February 1, 2024
June 2024	<ul style="list-style-type: none"> TMS2024 Overview (Special Issue) 	April 1, 2024
July 2024	<ul style="list-style-type: none"> Materials Education Special Issue Superalloys 2024 Preview 	May 1, 2024
September 2024	<ul style="list-style-type: none"> TMS Bladesmithing Competition Special Issue Materials Science & Technology 2024 Preview 	July 1, 2024
October 2024	<ul style="list-style-type: none"> Diversity, Equity & Inclusion Special Issue TMS Annual Report 	August 1, 2024
December 2024	<ul style="list-style-type: none"> TMS2025 Conference Preview 	October 1, 2024



Advertising with *JOM: The Magazine*

Specifications

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File Format

The preferred format for *JOM: The Magazine* print advertising artwork is high-resolution, composite files such as PDF, EPS, or TIF. *JOM: The Magazine* also accepts program files from Adobe InDesign CS, Adobe Photoshop CS, and Adobe Illustrator CS.

Contact sales@tms.org for additional information on specifications and file submission.

Color

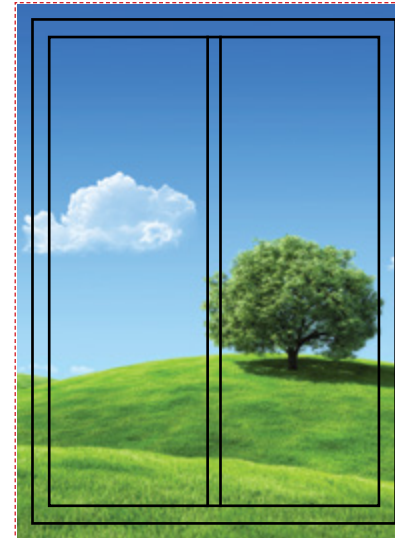
All files should use a CMYK or greyscale color space. No spot colors should be used.

Images

All images should be no less than 300 dpi. Images should be CMYK or greyscale.

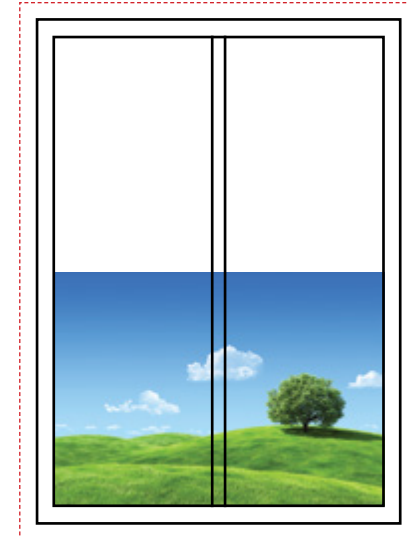
Need Help Creating an Ad?

Let us help you customize the perfect ad to showcase your product and services across multiple platforms.

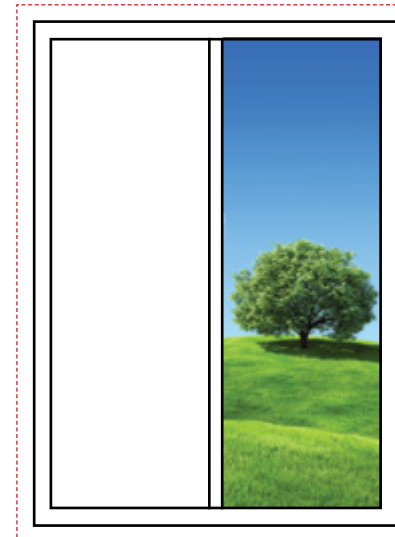


Full Page (with bleed)
8.75" w x 11.5" d

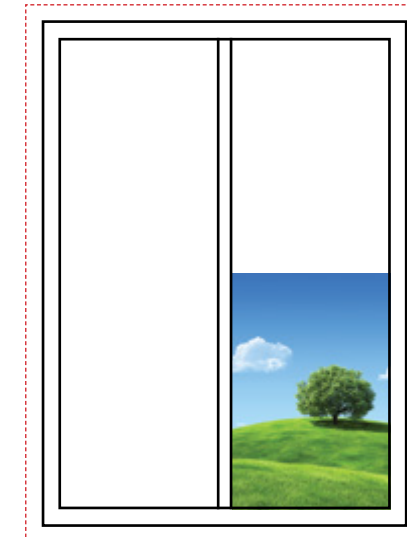
Full Page Trim (to size)
8.25" w x 11" d



1/2 Page Horizontal
7" w x 4.75" d



1/2 Page Vertical
3.375" w x 9.875" d



1/4 Page
3.375" w x 4.75" d

Digital Newsletters

Your Ad, Delivered
Directly to Thousands

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TMS News

26,000
contacts

Reach more than 26,000 contacts in the minerals, metals, and materials community by advertising in *TMS News*, the TMS monthly digital newsletter. Only two ad spaces are filled per issue, ensuring the prominence of your message.

	SIZE (wxd)	30-Day Rate
Newsletter Ad	650 x 75	\$650

Specifications:

JPG or PNG file formats. 200kb or under file size. No gifs or animations.

- Add 10% to request first position
- Contact sales@tms.org to discuss frequency discounts



Additional Options

TMS News delivers updates on key Society activities and initiatives. We also distribute special interest newsletters to smaller, but more targeted audiences. Contact our Sales Team at sales@tms.org for more information on these opportunities.

Interested in advertising on multiple platforms? We can develop a customized package integrating multiple TMS advertising opportunities to provide you maximum exposure with our members and constituents.

Get Started Today!

Contact: TMS Sales Team

E-Mail: sales@tms.org

Phone: 1-724-814-3174

TMS 2024 Advertising Kit

Print Advertising in JOM: The Magazine

Select the size of your ad:

- Full page
- 1/2 page horizontal
- 1/2 page vertical
- 1/4 page

Select the cover position:

(Note: extra charge may apply)

- Cover 2 (Inside front)
- Cover 3 (Inside back)
- Cover 4 (Outside back)

Select the issue(s) in which your ad should appear:

- January
- March
- April
- June
- July
- September
- October
- December

Rate per insertion:	
Total for print advertising:	

Notes:

Web Advertising at tms.org

Select the size of your ad:

- Leaderboard
- Feature Space
- Premier Ad
- Standard Ad

Select the URL at tms.org on which your ad should appear:

Start date for your web ad to appear:

Number of months your banner ad should appear:

Rate per insertion:	
Total for web advertising:	

TMS News Advertisement

Select the month(s) in which your ad should appear:

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Please contact sales@tms.org if you are interested in other newsletter options.

Rate per insertion:	
Total for news advertising:	

BILLING INFORMATION

Last Name:

First Name:

Title:

Company Name:

Street Address:

City:

State:

Zip/Postal Code:

Country:

Telephone:

Fax:

E-mail:

TOTAL TO BE INVOICED:	
----------------------------------	--

Signature:

E-MAIL

E-Mail this form to:
TMS Sales Team
sales@tms.org

MAIL

Mail this form to:
TMS Sales Team
5700 Corporate Drive Suite 750
Pittsburgh, PA 15237

ASK

Questions?
Contact: TMS Sales Team, Phone: 1-724-814-3174, E-Mail: sales@tms.org

You May Also Be Interested In...

Exhibit and Sponsorship Opportunities

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Align your products, services, and expertise with the world-class reputation of TMS technical meetings as an exhibitor or sponsor. To discuss the following opportunities, please contact our Sales Team at sales@tms.org.



TMS 2024 153rd Annual Meeting & Exhibition
March 3-7, 2024 • Orlando, Florida, USA
www.tms.org/TMS2024



TMS Specialty Congress 2024
June 16-20, 2024 • Cleveland, Ohio, USA
www.tms.org/SpecialtyCongress/2024



15th International Symposium on Superalloys
September 8-12, 2024 • Champion, Pennsylvania, USA
www.tms.org/Superalloys2024



TMS Fall Meeting at Materials Science & Technology 2024 (MS&T24)
October 6-9, 2024 • Pittsburgh, Pennsylvania, USA
www.matscitech.org/MST24



TMS 2025 154th Annual Meeting & Exhibition
March 23-27, 2025 • Las Vegas, Nevada, USA
www.tms.org/TMS2025



TMS Specialty Congress 2025
June 15-19, 2025 • Anaheim, California, USA
www.tms.org/SpecialtyCongress/2025



TMS

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