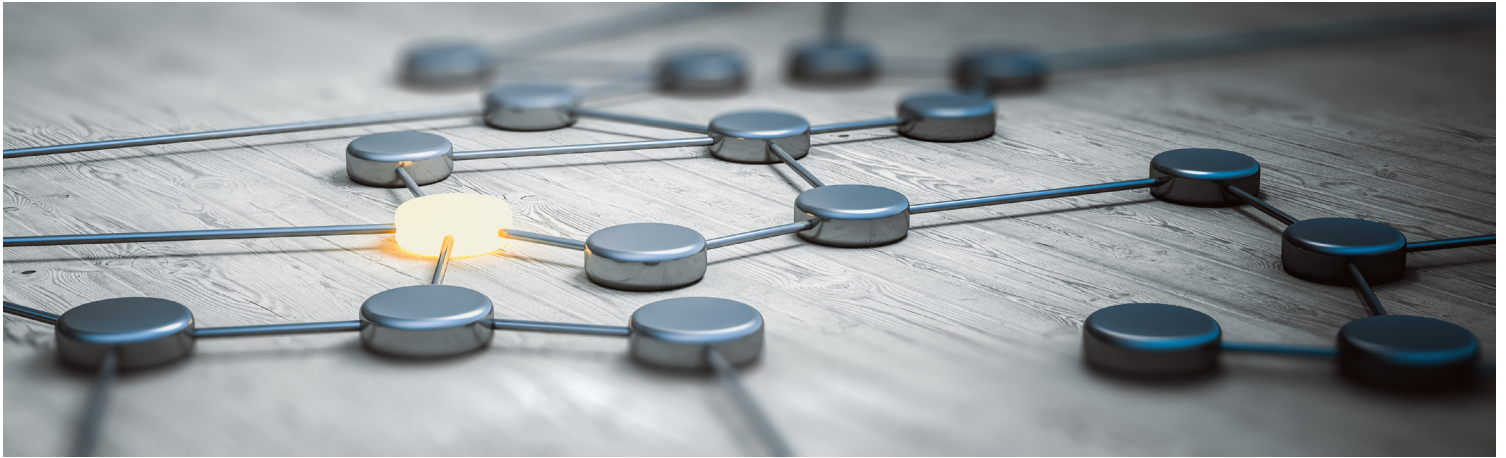


NON-FERROUS FOUNDERS' SOCIETY

# 2022 ADVERTISING OPPORTUNITIES



## ABOUT NON-FERROUS FOUNDERS' SOCIETY

Established in 1943, the Non-Ferrous Founders' Society is a 501(c)(6) trade association serving non-ferrous foundries, die casters, and ingot manufacturers, as well as their suppliers. Our membership includes over 170 manufacturing facilities with thousands of employees, and we also maintain an industry list of other companies and key contacts in the metalcasting industry. Our principal readership is comprised of company decision makers, including presidents, executives and owner/operators.

NFFS is a proven resource for connecting metal casters with key industry suppliers. Offering access and exposure to our membership and the non-ferrous casting industry, advertising with NFFS is an opportunity to reach key decision makers in potential customer facilities. With a variety of print and digital opportunities, advertising with NFFS is a great way to promote your business to the non-ferrous casting industry.

## NEW IN 2022: ADVERTISING PACKAGES!

If you're not sure which NFFS advertising vehicles are best for your company or product, or if you're looking to stretch your advertising dollars as far as possible by pre-paying for a full year of advertising, then our new NFFS Advertising Packages were designed for you.

We currently offer two types of advertising packages: Print Advertising Packages and Digital Advertising Packages, and you can find the details about both options on page 6.



## NON-FERROUS FOUNDERS' SOCIETY

905 E. Chicago Road, Suite One  
Sturgis, Michigan 49091

**Phone:** 847.299.0950

**Fax:** 847.299.3598

[www.nffs.org](http://www.nffs.org)

Place advertising orders online at  
[www.nffs.org/AdOrder](http://www.nffs.org/AdOrder) or by email to  
[erin@nffs.org](mailto:erin@nffs.org)

Artwork and questions can be directed to:

**Erin Russell**

Director of Membership & Communications

**Direct:** (847) 268-3451

**Email:** [erin@nffs.org](mailto:erin@nffs.org)

For additional details and the latest  
advertising information, go to:

[www.nffs.org/advertising](http://www.nffs.org/advertising)

Follow us on Facebook and LinkedIn:



## MONTHLY NEWSLETTERS

### Industry Insider

The *Industry Insider* is a free, 4+ page monthly publication designed to provide foundry professionals with timely industry news as well as information about resources that are available to help them manage their businesses. This newsletter is distributed via e-mail and is available for viewing at the NFFS website.

**Publication:** 3rd Thursday of each month  
**Distribution:** approx. 2,000 via e-mail  
**Format:** Interactive PDF with links  
**Average Open/Click Rates:** 21%/32%

**Design Specifications:** Please send ads in size specified below in .JPG, .PNG or .PDF format, 300 dpi or greater resolution. No bleeds.

**Deadline:** One week prior to publication date.

### NFFS Notes

*NFFS Notes* is an 8+ page monthly publication for NFFS members that contains information about NFFS news and events, as well as valuable industry and business-related content tailored to the management of a non-ferrous foundry. This newsletter is distributed via e-mail and is available for viewing at the NFFS website.

**Publication:** 1st Thursday of each month  
**Distribution:** approx. 650 via e-mail  
**Format:** Interactive PDF with links  
**Average Open/Click Rates:** 27%/45%

**Design Specifications:** Please send ads in size specified below in .JPG, .PNG or .PDF format, 300 dpi or greater resolution. No bleeds.

**Deadline:** One week prior to publication date.



**Small Ad**  
2.575" wide x 2.5" high

**Medium Ad**  
5.275" wide x 2.5" high

**Large Ad**  
8" wide x 2.5" high

**Newsletter ads are clickable hyperlinks directing readers to your website**

## MONTHLY NEWSLETTERS

	NFFS Members	Non-Members
<b>Industry Insider Newsletter Ad (clickable within PDF)</b>		
• Small (2.575" W x 2.5" H)	\$175	\$350
• Medium (5.275" W x 2.5" H)	\$225	\$450
• Large (8" W x 2.5" H)	\$275	\$550
<b>NFFS Notes Newsletter Ad (clickable within PDF)</b>		
• Small (2.575" W x 2.5" H)	\$125	\$250
• Medium (5.275" W x 2.5" H)	\$175	\$350
• Large (8" W x 2.5" H)	\$225	\$450

## ANNUAL PUBLICATIONS

### Regulatory Compliance Calendar

The NFFS Regulatory Compliance Calendar is filled with important dates, deadlines and information to help our member foundries manage their health, safety and environmental efforts. Approximately 500 calendars are provided to member foundries free of charge, and additional copies are distributed throughout the year.

**Publication:** December  
**Distribution:** approx. 500  
**Format:** Print

**Design Specifications:** Please send ad in size specified below in .JPG, .PNG or .PDF format, 300 dpi or greater resolution. Please provide bleeds or allow a ½-inch margin.

**Deadline:** November 30<sup>th</sup>

### NFFS Annual Report

The NFFS Annual Report contains financial reports and a summary of activities and accomplishments for the previous year. Print copies are sent to NFFS members, distributed at the NFFS annual meeting, and available for distribution throughout the year.

**Publication:** February  
**Distribution:** approx. 250  
**Format:** Print

**Design Specifications:** Please send ad in size specified below in .JPG, .PNG or .PDF format, 300 dpi or greater resolution. Please provide bleeds or allow a ½-inch margin.

**Deadline:** December 31<sup>st</sup>

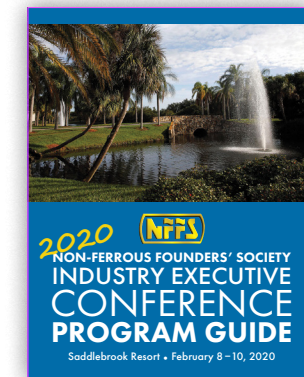
### Industry Executive Conference Program

The NFFS Industry Executive Conference is the Society's largest meeting of the year, where high-level foundry industry executives and decision makers gather to network. For three days, the IEC Program is viewed extensively by event attendees, guaranteeing that ads will be seen multiple times.

**Publication:** NFFS conference dates  
**Distribution:** 100+  
**Format:** Print

**Design Specifications:** Please send ad in size specified below in .JPG, .PNG or .PDF format, 300 dpi or greater resolution. Please provide bleeds or allow a ½-inch margin.

**Deadline:** December 31<sup>st</sup>



## ANNUAL PUBLICATIONS

	NFFS Member	Non-Member
<b>NFFS Regulatory Compliance Calendar Ad</b>		
• Full Page (12" W x 9" H)	\$500	\$1,000
• Full Page Premium - Inside Front/Back Cover, Inside First Page (12" W x 9" H)	\$750	\$1,500
<b>NFFS Annual Report Ad</b>		
• Full Page (8.5" W x 11" H)	\$500	\$1,000
• Full Page Premium - Inside Front/Back Cover, Inside First Page (8.5" W x 11" H)	\$750	\$1,500
<b>NFFS Industry Executive Conference Program Ad</b>		
• Full Page (8.5" W x 11" H)	\$350	\$700
• Full Page Premium - Inside Front/Back Cover, Inside First Page (8.5" W x 11" H)	\$500	\$1,000



## E-MAIL ADVERTISING

### Industry Insider E-Mail Banner Ad

The *Industry Insider* newsletter is distributed monthly to a large list of foundry industry contacts via e-mail. Place your company's 600x100px banner ad within the preview e-mail that links to this monthly publication. This opportunity is limited to three ads per e-mail.

**Publication:** 3rd Thursday of each month  
**Distribution:** approx. 2,000  
**Average Open Rate:** 21%

**Design Specifications:** Please send ads in size specified below in .JPG, .PNG or .PDF format, 90 dpi or greater resolution.

**Deadline:** One week prior to publication date.

### Economic Advisor E-Mail Banner Ad

The *Economic Advisor* newsletter is published monthly by ITR Economics exclusively for NFFS members. Formerly included within the *NFFS Notes* newsletter, this publication will be distributed to all NFFS member contacts via e-mail beginning in 2021. Place your company's 600x100px banner ad within the preview e-mail that links to this monthly publication. This opportunity is limited to three ads per e-mail.

**Publication:** 4th/last Thursday of each month  
**Distribution:** approx. 650  
**Avg. Open Rate:** 27%

**Design Specifications:** Please send ads in size specified below in .JPG, .PNG or .PDF format, 90 dpi or greater resolution.

**Deadline:** One week prior to publication date.

**Banner ads are clickable links taking readers to your website**

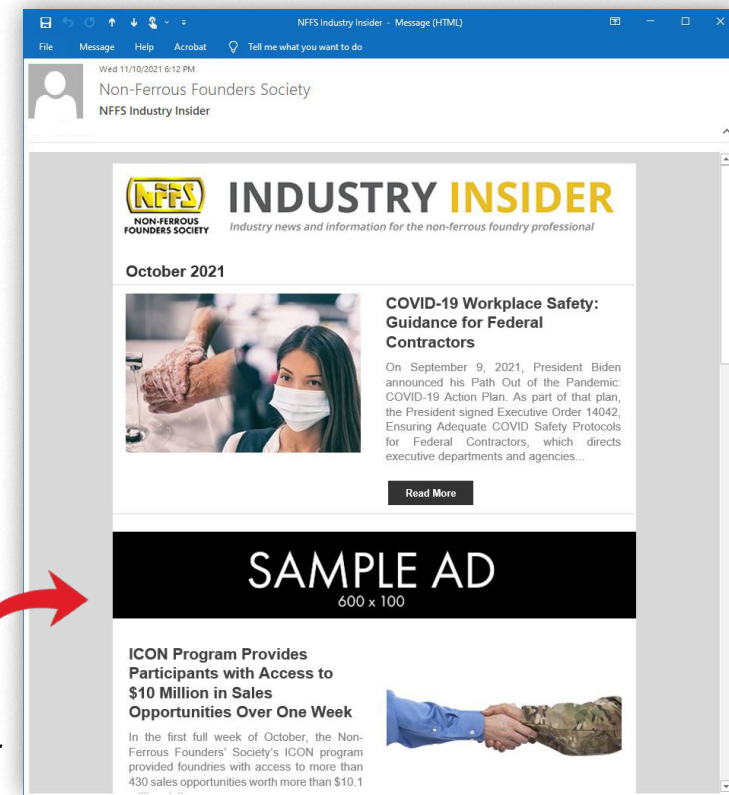
### NFFS Notes E-Mail Banner Ad

The *NFFS Notes* newsletter is distributed monthly to all NFFS member contacts via e-mail. Place your company's 600x100px banner ad within the preview e-mail that links to this monthly publication. This opportunity is limited to three ads per e-mail.

**Publication:** 1st Thursday of each month  
**Distribution:** approx. 650  
**Average Open Rate:** 27%

**Design Specifications:** Please send ads in size specified below in .JPG, .PNG or .PDF format, 90 dpi or greater resolution.

**Deadline:** One week prior to publication date.



## ONLINE ADVERTISING

### Online Advertising

NFFS online advertising uses "ad retargeting" technology to target the NFFS online audience with ads from your company. Your ads will appear on multiple websites and mobile apps, following the NFFS audience as they browse the internet.

Online advertising is sold according to the number of times that your company's ads will be shown to internet users—AKA "impressions"—over a specified period of time. **Note:** Online advertising is only available to NFFS member companies—for information about membership, go to [www.nffs.org](http://www.nffs.org).

**Design Specifications:** Please send ads in the three most common online sizes:

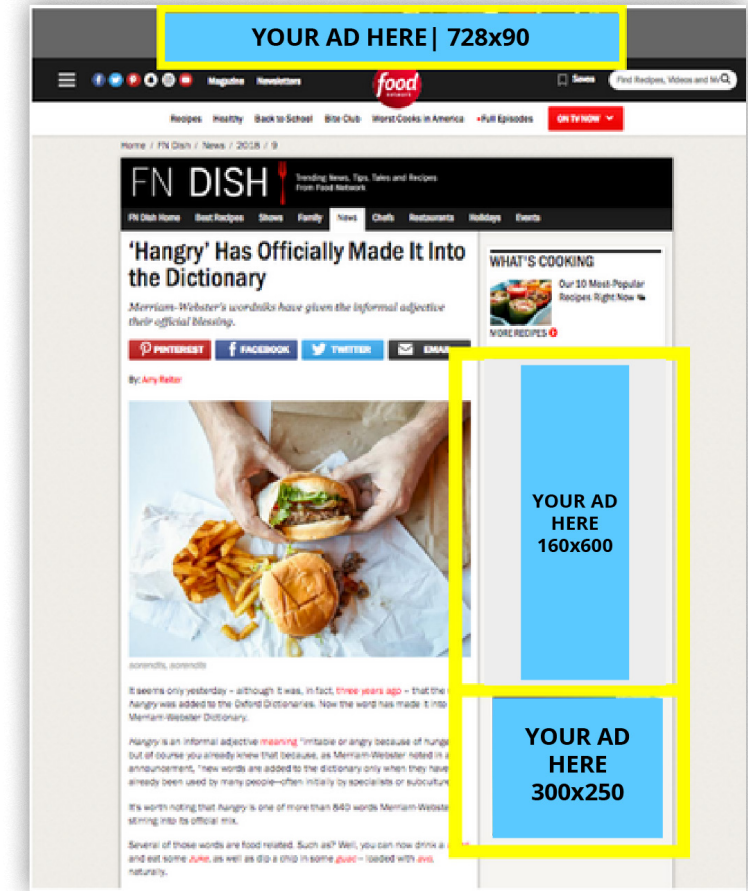
- Leaderboard (728x90px)
- Wide Skyscraper (160x600px)
- Square Pop-Up (300x250px)

Ads should be in .JPG, .PNG, or .GIF format, 90 dpi or greater resolution.

**Deadline:** Ads should be submitted three business days prior to the desired start date of the campaign.

**To download the 2022 Digital Advertising brochure, go to [www.nffs.org/DigitalAds2022](http://www.nffs.org/DigitalAds2022).**

**Ad design services are also available! Contact [erin@nffs.org](mailto:erin@nffs.org) for information.**



E-MAIL ADVERTISING	NFFS Member	Non-Member
<b>NFFS Notes E-Mail Banner Ad</b> • Inline Banner Ad (600px W x 100px H)	\$375	\$750
<b>Industry Insider E-Mail Banner Ad</b> • Inline Banner Ad (600px W x 100px H)	\$500	\$1,000
<b>Economic Advisor E-Mail Banner Ad</b> • Inline Banner Ad (600px W x 100px H)	\$375	\$750

ONLINE ADVERTISING	NFFS Member	Non-Member
<b>Basic Online Advertising Campaign</b> • 20,000 impressions	\$1,000	n/a
<b>Enhanced Online Advertising Campaign</b> • 30,000 impressions	\$1,250	n/a
<b>Premium Online Advertising Campaign</b> • 40,000 impressions	\$1,750	n/a

# ADVERTISING PACKAGES

## Advertising Packages

If you're not sure which advertising options are best for your company, or you're looking to stretch your advertising dollars by prepaying for a full year, then the NFFS advertising packages are a great option for you!

NFFS offers two types of advertising packages:

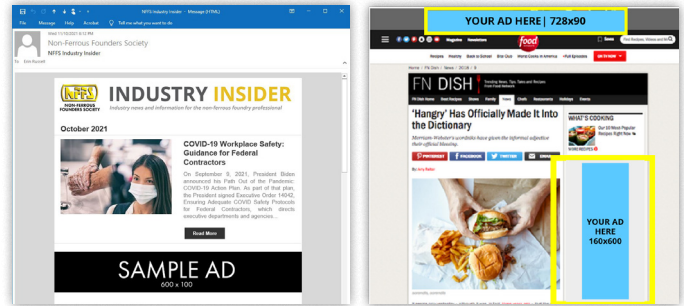
1. Print advertising packages, and
2. Digital advertising packages.

Print advertising packages cover a full year's worth of advertising in the Society's *NFFS Notes* and *Industry Insider* newsletters, as well as in the Regulatory Compliance Calendar and Annual Report, annual publications which are sent to all NFFS members. Purchasing a Print Ad Package saves you an additional 35% over individual ad prices! See pages 2-3 for details about the ads included in these packages.

Digital advertising packages are intended for more compressed coverage over a shorter time span, for companies looking to run a marketing campaign that touches NFFS contacts multiple times while they are online. Purchasing a Digital Ad Package saves you an additional 30% over individual ad prices! See pages 4-5 for details about the ads included in these packages.



**Bundle newsletter ads, a Calendar ad, and an Annual Report ad to *save an additional 35%*!**



**Bundle email banner ads with a basic digital advertising package to *save an additional 30%*!**

PRINT ADVERTISING PACKAGES	NFFS Member	Non-Member
<b>SMALL Print Advertising Package (\$4,600 value)</b> <ul style="list-style-type: none"> <li>Small (2.575" W x 2.5" H) monthly ads in <i>NFFS Notes</i> and <i>Industry Insider</i></li> <li>Full-page ad in Regulatory Compliance Calendar</li> <li>Full-page ad in NFFS Annual Report</li> </ul>	<b>\$3,000</b> (\$250/mo.)	n/a
<b>MEDIUM Print Advertising Package (\$5,800 value)</b> <ul style="list-style-type: none"> <li>Medium (5.275" W x 2.5" H) monthly ads in <i>NFFS Notes</i> and <i>Industry Insider</i></li> <li>Full-page ad in Regulatory Compliance Calendar</li> <li>Full-page ad in NFFS Annual Report</li> </ul>	<b>\$3,750</b> (\$312.50/mo.)	n/a
<b>LARGE Print Advertising Package (\$7,000 value)</b> <ul style="list-style-type: none"> <li>Large (8" W x 2.5" H) monthly ads in <i>NFFS Notes</i> and <i>Industry Insider</i></li> <li>Full-page ad in Regulatory Compliance Calendar</li> <li>Full-page ad in NFFS Annual Report</li> </ul>	<b>\$4,500</b> (\$375/mo.)	n/a

DIGITAL ADVERTISING PACKAGE	NFFS Member	Non-Member
<b>E-Mail/Online Advertising Package (\$2,250 value)</b> <ul style="list-style-type: none"> <li>Banner ad in one (1) <i>NFFS Notes</i> preview e-mail (600px W x 100px H)</li> <li>Banner ad in one (1) <i>Industry Insider</i> preview e-mail (600px W x 100px H)</li> <li>Banner ad in one (1) <i>Economic Advisor</i> preview e-mail (600px W x 100px H)</li> <li>Basic online advertising campaign (20,000 impressions)</li> </ul>	<b>\$1,500</b>	n/a