



**NON-FERROUS  
FOUNDERS' SOCIETY**

**Exclusive Access for NFFS Associate Members**

A background image of a foundry worker wearing a white protective suit and a large, clear, cylindrical face shield. The worker is holding a long metal rod. In the foreground, there is a large, dark, rusted metal object, possibly a mold or a piece of machinery, with a bright orange and yellow glow emanating from it, suggesting molten metal or a high-temperature process.

# **2022 ONLINE ADVERTISING OPPORTUNITIES**

GUARANTEED DIGITAL REACH TO  
FOUNDRY INDUSTRY INFLUENCERS  
& DECISION MAKERS





## The New Normal

Running a business is never easy, and the last few years have introduced a new set of challenges that manufacturing leaders must navigate on a daily basis, including enhanced health and safety requirements, supply chain challenges, cybersecurity threats, and labor shortages to name just a few. As a result, marketing efforts can easily fall to the wayside.

## Rely on a Trusted Source

Now more than ever, foundry industry leaders are turning to NFFS for the resources, perspective, reassurance, and foresight needed to address these challenges. NFFS is the leading voice and resource for non-ferrous foundries, and our network of members, subscribers and event attendees can now be yours. Through a targeted advertising campaign, your messaging can be seen by these people tens of thousands of times...guaranteed!

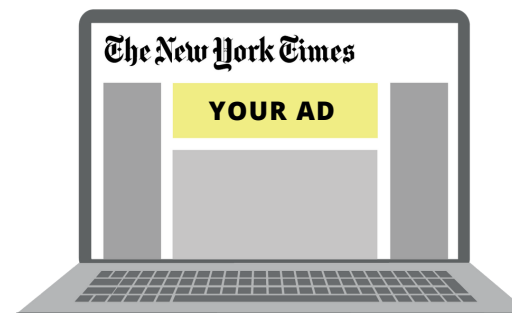
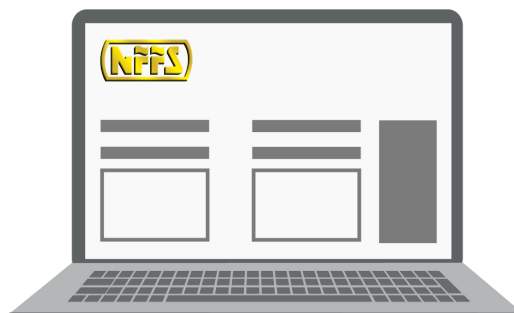
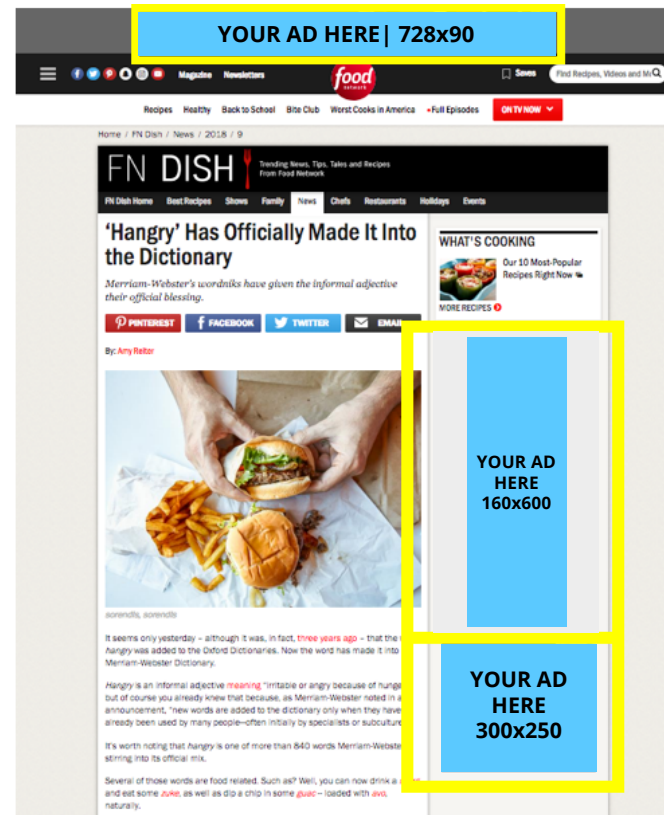


## Ad Retargeting Technology

Our audience becomes your audience with ad retargeting! Get direct access to NFFS website visitors and retarget them with your company's ads as they browse other online websites.

## Quality Targeting

Don't rely on the broad, generic audience targeting used by common ad platforms. Stand out with NFFS' qualified audience that will showcase your brand to those who need your products and services the most.



Your ads will appear on multiple major websites and mobile apps, following the NFFS audience wherever they go.



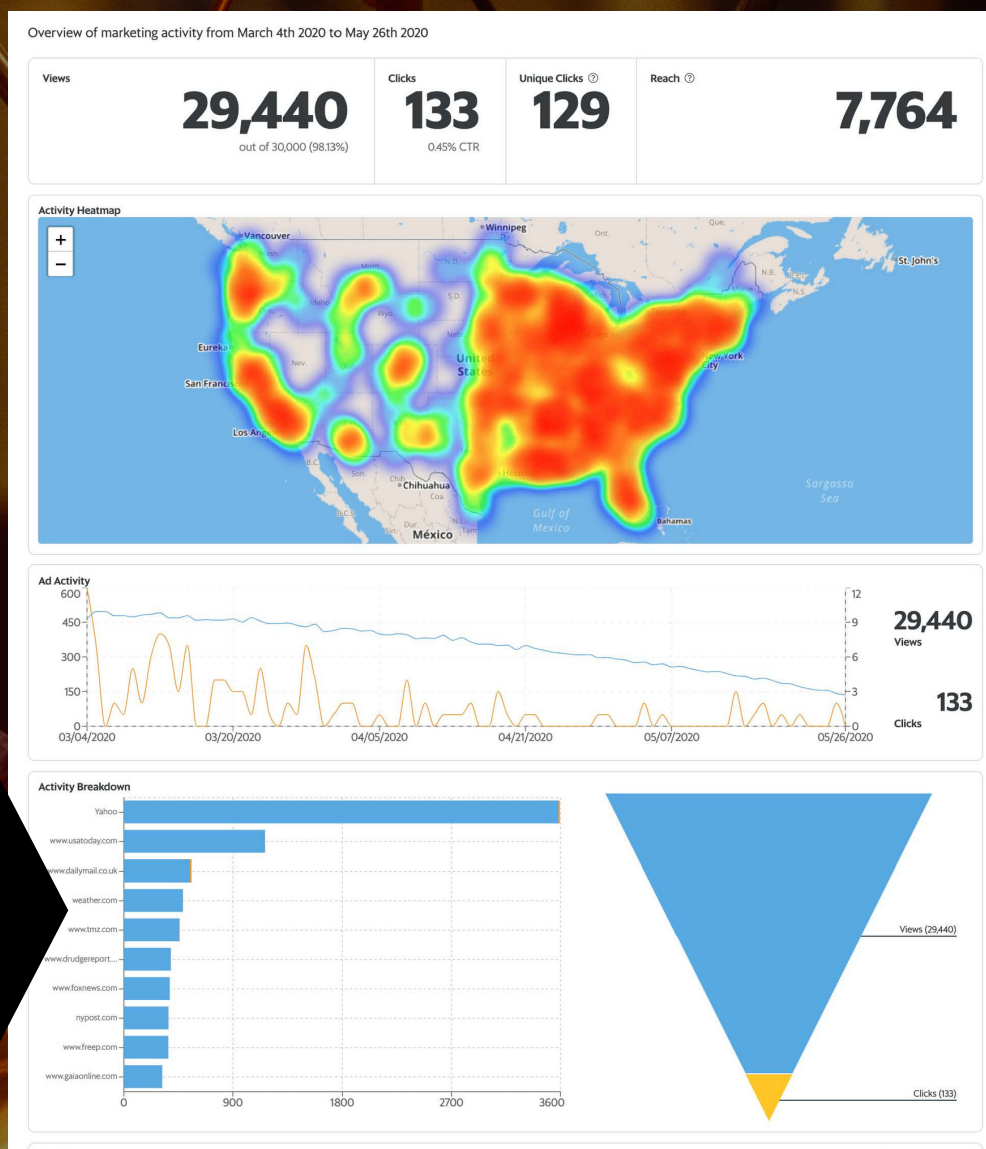


# Quantifiable Results

## Track the Success of Your Ad Campaign with your Personal Dashboard

- # Impressions – How many people viewed your ad?
- # Clicks – How many people clicked on your ad?
- Geographical Locations – Where are your viewers located?

All in Real Time!



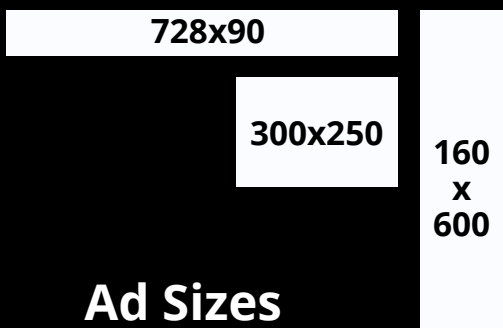




## Choose Your Campaign Size

Campaign	Price	# of Impressions
Basic	\$1,000	20,000
Enhanced	\$1,250	30,000
Premium	\$1,750	40,000

728x90



### Online Ad Sizes:

Leaderboard	Wide Skyscraper	Square Pop-Up
728x90	160x600	300x250

*Some additional ad sizes may be usable—  
contact NFFS to inquire.*

**Contact us for information about customized campaigns or ad design services.**