



NON-FERROUS FOUNDERS' SOCIETY

Advertise with NFFS!

- Create brand awareness
- Increase customer engagement
- Generate sales opportunities

- **\$40 billion industry:** The non-ferrous foundry industry is a critical part of the U.S. economy, driving an estimated \$40 billion dollars in economic impact annually.
- **Significant growth:** The non-ferrous foundry market is poised for considerable growth, fueled by expansion of the aerospace and renewable energy sectors, infrastructure investments, reshoring trends, and the rising demand for high-grade materials in the telecommunication and defense industries.
- **Foundry decision-makers:** NFFS provides unparalleled access to the primary decision-makers within non-ferrous foundries, helping you maximize your limited promotional resources and increase visibility among key industry customers.
- **Industry impact:** Non-ferrous foundries are critical suppliers to a wide range of industries. In fact, more than 90% of durable goods contain at least one metal casting. Non-ferrous castings are particularly important in these industries:
 - Aerospace
 - Automotive
 - Construction
 - Defense
 - Energy
 - Industrial
 - Marine
 - Medical
 - Plumbing



Advertising Kit

For details, email Drew Jasinski - advertising@nffs.org



Newsletter Advertising



1 LEADERBOARD

UPCOMING EVENTS

Industry Networking Event & Foundry Tour

October 23, 2024 - Tour lost foam foundry American Foam Cast and network with industry colleagues at the Barber Vintage Motorsports Museum.

2025 Industry Executive Conference

October 21-23, 2025 - Join NFFS in New Orleans for three days of education and networking at the NFFS annual conference.

University of Wisconsin - Milwaukee

Ian Wiese: Innovating for a Sustainable Future

The UW-Milwaukee (UWM) Lubar Entrepreneurship Center is pleased to announce that Ian Wiese, President of Metcovery, a foundry in Menomonee Falls, Wisconsin, is bringing his expertise, curiosity, and passion to the UWM community as entrepreneur-in-residence.

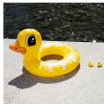


3 MIDDLE HORIZONTAL BANNERS

Harvard Business Review

4 Traps to Avoid as You Transition into a Leadership Role

Set yourself up for success in the first 90 days — and beyond.



3 MIDDLE HORIZONTAL BANNERS

Safety + Health Magazine

Corteva Agriscience receives 2024 Robert W. Campbell Award

Orlando, FL — Corteva Agriscience is the recipient of the 2024 Robert W. Campbell Award — a National Safety Council honor for organizations that successfully integrate environmental, health and...



EHS Today

Top Manufacturing Sector Offenders of Clean Air Act Compliance

The oil and chemical industries have the most violations.



3 MIDDLE HORIZONTAL BANNERS

LBV Magazine

The Oldest Villa in Fregellae, a City Destroyed by the Romans in 125 BC, Uncovered by Archaeologists

4 LOWER HORIZONTAL BANNERS

Safety+Health

Supporting the future of safety: NSC announces scholarship recipients

Orlando, FL — The National Safety Council, along with multiple sponsors, recognized 16 college students with seven different scholarship awards Tuesday at the National Awards Ceremony during the...



4 LOWER HORIZONTAL BANNERS

Safety+Health

Professional drivers receive recognition for being safe

Orlando, FL — The National Safety Council, during the 2024 NSC Safety Congress & Expo, honored 14 professional drivers who have helped make roads and communities safer.



4 LOWER HORIZONTAL BANNERS

5 SPONSORED CONTENT

600x150 image, Four URL's with up to 8 words max

6 SQUARE BANNERS

6 SQUARE BANNERS

2 LARGE HORIZONTAL BANNER

EHS Today

NSC Introduces Safety Maturity Index for Contractor Safety

The index focuses on risk management, enabling a comprehensive evaluation to verify a contractor's safety management system.



The Crucible Advertising

Stay front and center with the 1,800+ subscribers to the NFFS weekly newsletter. These non-ferrous metal casting professionals rely on *The Crucible* for the latest insights, trends, and expertise. These popular options are limited, so act quickly!

1 LEADERBOARD

600x150 px | LIMITED TO ONLY ONE SPONSOR

Non-Member: \$9,595 | Member: \$7,676

Full Year/12 Months

2 LARGE HORIZONTAL BANNER

600x250 px | LIMITED TO ONLY ONE SPONSOR

Non-Member: \$9,955 | Member: \$7,964

Full Year/12 Months

3 MIDDLE HORIZONTAL BANNERS

600x150 px | LIMITED TO ONLY THREE SPONSORS

Non-Member: \$8,395 | Member: \$6,716

Full Year/12 Months

4 LOWER HORIZONTAL BANNERS

600x150 px | LIMITED TO ONLY THREE SPONSORS

Non-Member: \$ 5,995 | Member: \$4,796

Full Year/12 Months

5 SPONSORED CONTENT

600x150 image, Four URL's with up to 8 words max

LIMITED TO ONLY THREE SPONSORS

Non-Member: \$8,395 | Member: \$6,716

Full Year/12 Months

6 SQUARE BANNERS

250x250 px | LIMITED TO ONLY FOUR SPONSORS

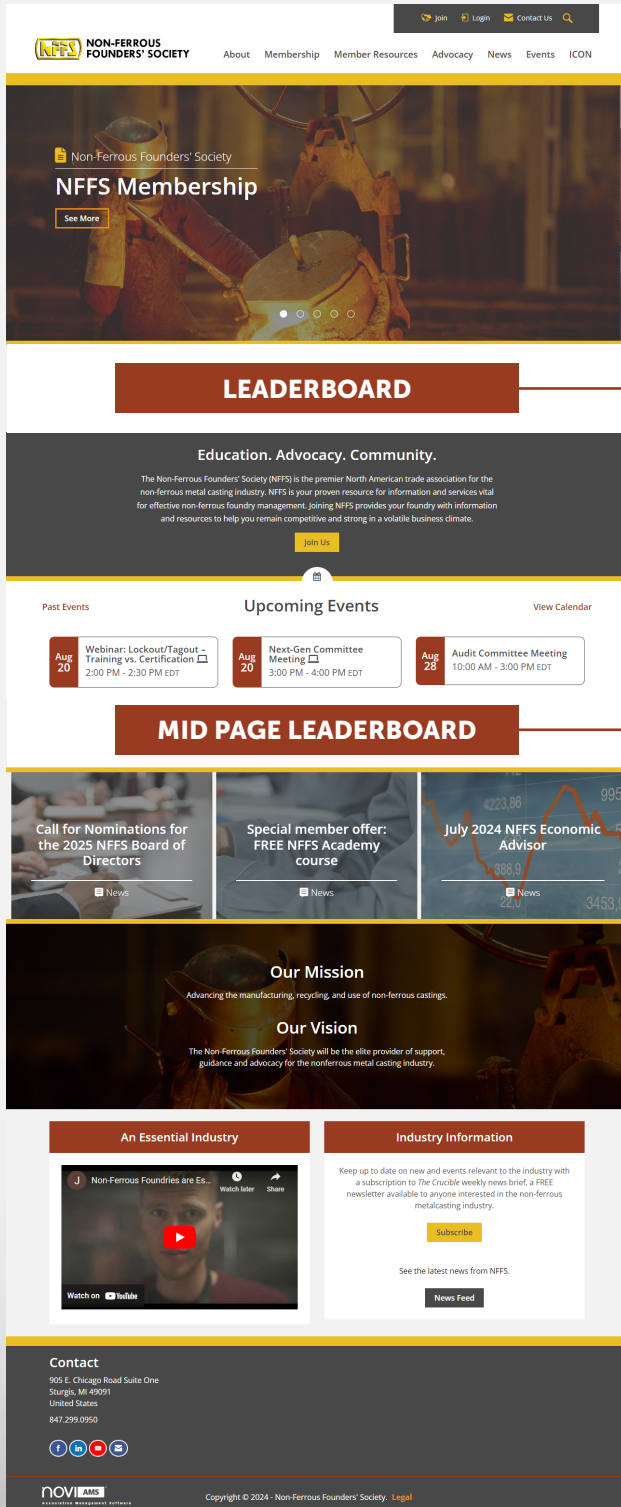
Non-Member: \$ 5,995 | Member: \$4,796

Full Year/12 Months

Graphic design services and shorter ad durations may also be available. Contact advertising@nffs.org to inquire.



Website Advertising



NFFS Website Advertising

Stay front and center with the thousands of visitors to the NFFS website. These prime exposure opportunities are limited to only six advertisers, so act quickly!

1 LEADERBOARD

728x90 px
LIMITED TO AND ROTATING BETWEEN THREE
Non-Member: \$4,795 | Member: \$3,836
Full year/12 months

2 MID PAGE LEADERBOARD

728x90 px
LIMITED TO AND ROTATING BETWEEN THREE
Non-Member: \$3,955 | Member: \$3,164
Full year/12 months

Graphic design services and shorter ad durations may also be available. Contact advertising@nffs.org to inquire.

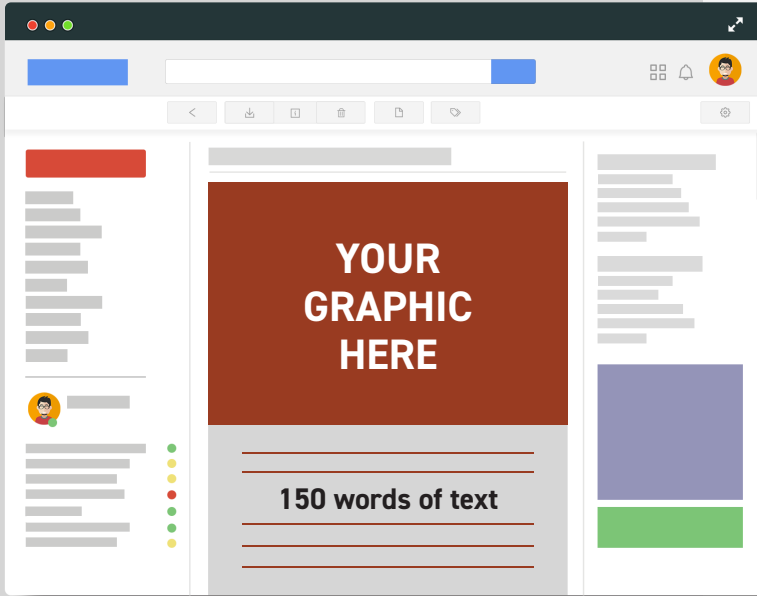


Email Advertising

NFFS Email Advertising

Reach a target rich audience of 1,800+ non-ferrous foundry industry professionals with detailed information about your company's products, services, and solutions!

You provide the content, and NFFS will ensure your message reaches our subscribers directly in their inbox in a way that will make a unique and long-lasting impression!



- 600 x 200 px graphic
- 150 words of text
- URL to a secure https landing page

of emails:

1-2x annually

Non-Member: \$3,600 | **Member: \$2,880**

Per dedicated email

3-5x annually

Non-Member: \$3,300 | **Member: \$2,640**

Per dedicated email

**LIMITED TO ONLY 1 PARTNER
EMAIL PER MONTH!**



Digital Retargeting

Showcase your ad on popular websites using
NFFS digital retargeting



...and thousands of other sites that display banners!



Retargeting Banner Placement

Show your ads to members of the NFFS audience in a real and relevant way in their everyday lives!

A screenshot of the ESPN website's Florida Gators page. The page features a navigation bar with ESPN and various sports categories. Below the navigation, there's a header for the Florida Gators with a 'FOLLOW' button and their record. The main content area is divided into a schedule table on the left and two photo galleries on the right. A large red rectangular placeholder with the text 'YOUR AD HERE' is positioned on the right side of the page, overlapping the photo galleries.

2023 Schedule	
REGULAR SEASON	
@ Utah	8/31 8:00 PM ESPN
vs McNeese	9/9 7:30 PM ESPN2
vs Tennessee	9/16 7:00 PM ESPN
vs Charlotte	9/23 7:00 PM ESPN
@ Kentucky	9/30 TBD
vs Vanderbilt	10/7 TBD
@ South Carolina	10/14 TBD
vs Georgia	10/28 3:30 PM CBS
vs Arkansas	11/4 TBD
@ LSU	11/11 TBD
@ Missouri	11/18 TBD
@ Florida St	11/25 TBD

A screenshot of The Weather Channel website showing a weather forecast for Miami, FL. The page includes a search bar, current weather conditions, and a detailed forecast for the day. A large red rectangular placeholder with the text 'YOUR AD HERE' is positioned on the right side of the page, overlapping the forecast details.

Miami, FL As of 5:05 pm EDT

84°
Partly Cloudy
Day 90° • Night 78°

⚠ Heat Advisory

Today's Forecast for Miami, FL

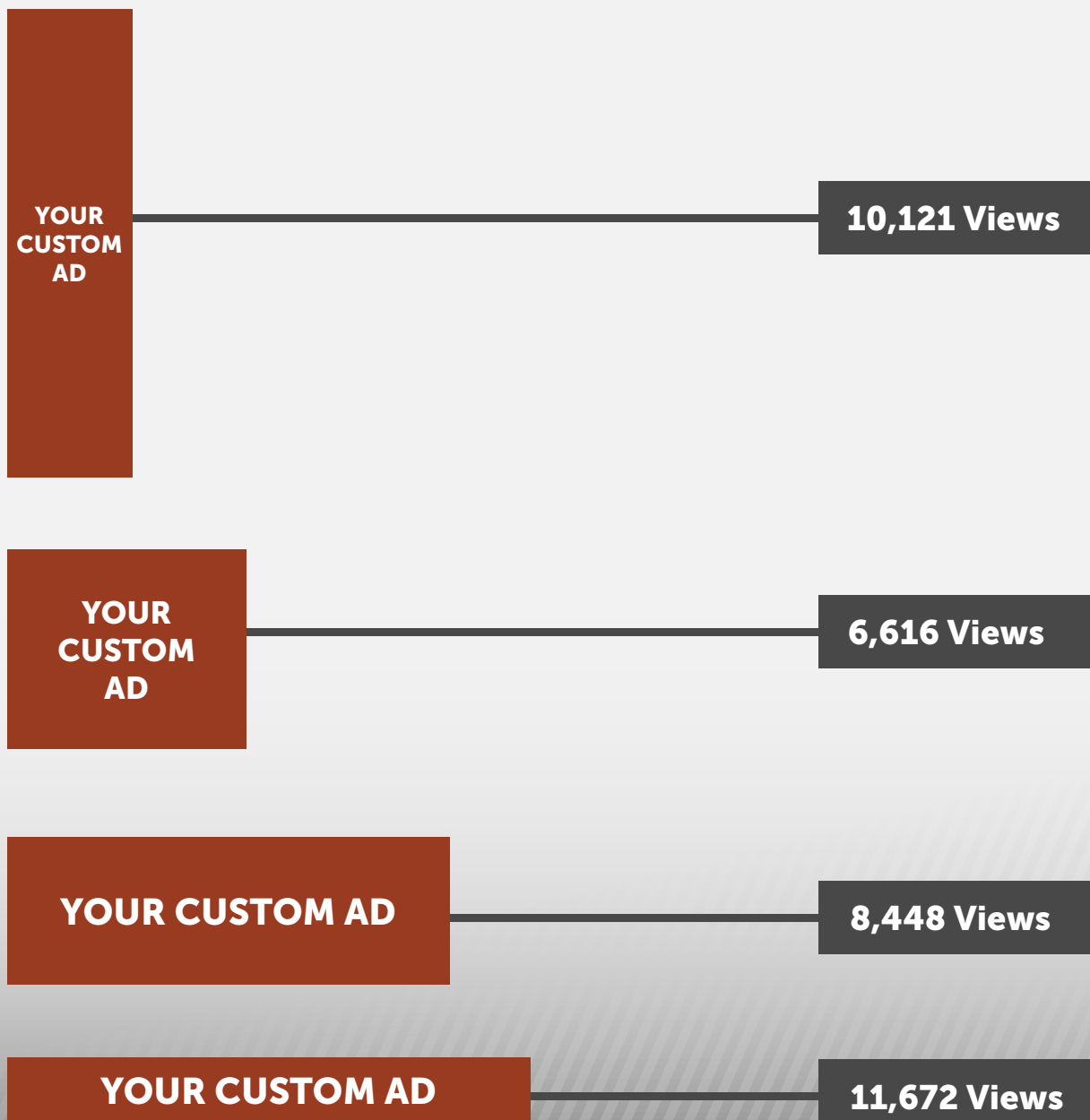
Time	Temperature	Weather	Precipitation
Morning	88°	Sunny	--
Afternoon	80°	Cloudy with rain	--
Evening	82°	Cloudy	8%
Overnight	80°	Cloudy	9%



Retargeting Campaign Reporting

Access real-time reporting

Total Annual Banner Views	Banner Views to Date
100,000	36,857





Retargeting Campaign Pricing

Choose your reach:

Annual Ad Views	Non-Member Price	Member Price
200,000	\$10,795	\$8,636
100,000	\$6,595	\$5,276
50,000	\$3,595	\$2,876

Ad sizes & specifications: Please submit all four ad sizes



Sizes shown are in pixels: width x height.
.png, .jpeg, .gif files accepted. No flash files accepted.

Don't have a set of four ads? Graphic design services are available. Please inquire.