



## 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

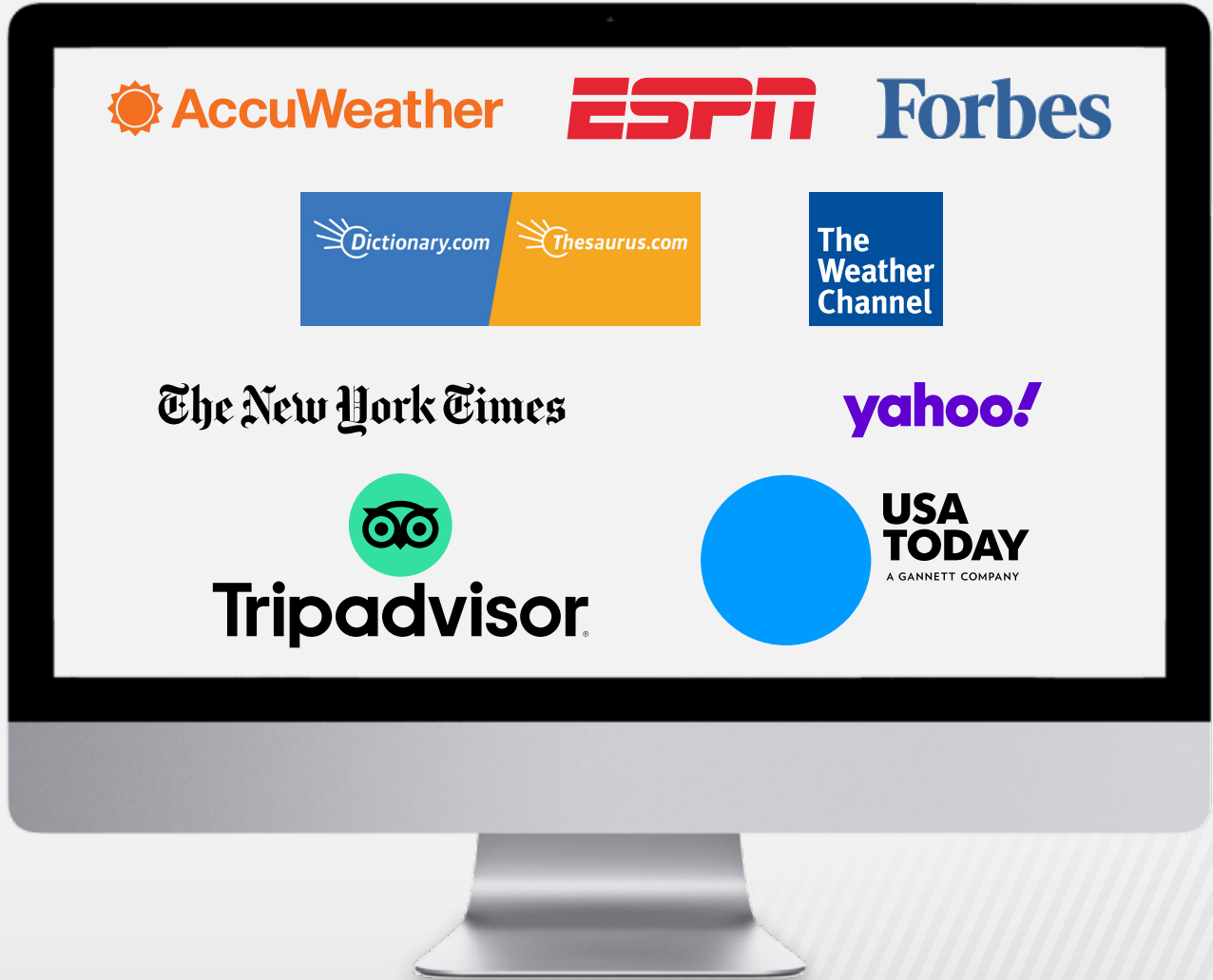


## Digital Retargeting Kit

For details, email Drew Jasinski - [advertising@nffs.org](mailto:advertising@nffs.org)



Showcase your ad on popular websites using NFFS Retargeting



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



# Banner Placement

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

The screenshot shows the ESPN website's page for the Florida Gators. The page includes a navigation bar with ESPN and various sports categories, a team header for Florida Gators, and a 2023 schedule table. A large red placeholder box with the text "YOUR AD HERE" is positioned on the right side of the page, overlapping the main content area.

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
@ 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

The screenshot shows The Weather Channel website displaying weather information for Miami, FL. The page includes a search bar, current weather conditions, and a forecast table. A large red placeholder box with the text "YOUR AD HERE" is positioned on the right side of the page, overlapping the main content area.

Miami, FL As of 5:05 pm EDT

**84°**  
Partly Cloudy  
Day 90° • Night 78°

Heat Advisory

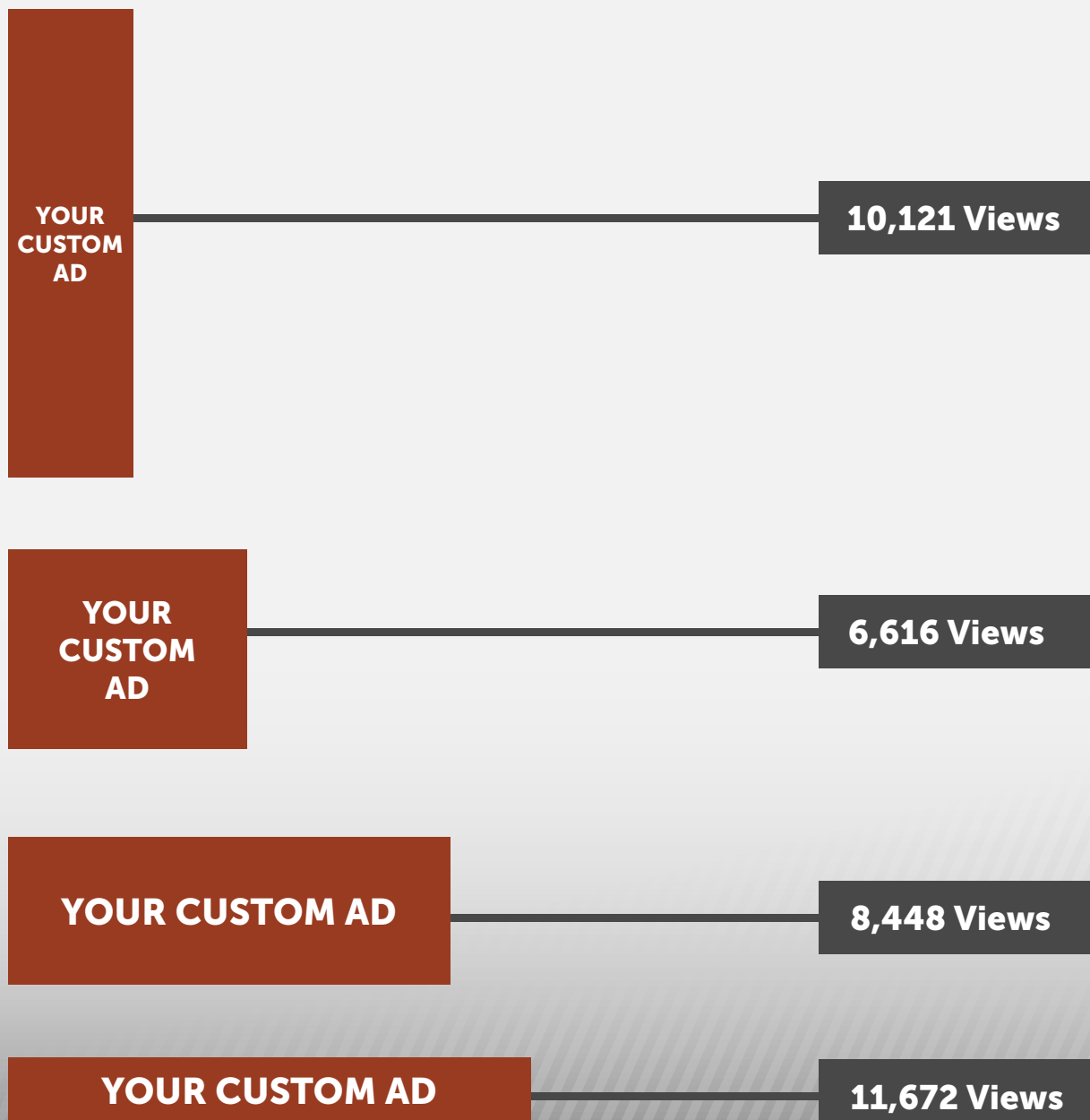
Today's Forecast for Miami, FL			
Morning	Afternoon	Evening	Overnight
88°	80°	82°	80°
--	--	8%	9%



# NFFS Digital Retargeting Campaign Reporting

## Access real-time reporting

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







# Choose Your Reach:

## Digital Retargeting Pricing

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.