



American Welding Society®



AWS Media Kit 2011

Ad Planning Schedule and Rates

WELDING JOURNAL

INSPECTION TRENDS

WELDING JOURNAL EN ESPAÑOL

WWW.AWS.ORG

WELDING MARKETPLACE

FABTECH ON-SITE GUIDE & DIRECTORY

WELDING BUYERS GUIDE

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Editorial Profile

For those engaged in welding-related activities, Welding Journal provides current news, features, research reports, practical data, and advertisements from industry leaders around the world. Also featured are welding-related metalworking activities such as design, testing and inspection, maintenance and repair, and training.

Other Editorial Features of Welding Journal

- News of the Industry
- New Products
- New Literature
- Aluminum Q&A
- Welding Workbook
- Washington Watchword
- Brazing Q&A
- Peer-Reviewed Welding Research
- Book Reviews
- Press Time News
- Society News
- Personnel
- Editorial
- Soldering Topics
- Stainless Steel Q&A
- Coming Events
- International Update
- Resistance Welding Q&A

		Editorial Deadline	Advertising Deadline
January	<ul style="list-style-type: none"> • 2010 FABTECH Recap • Electron Beam Welding 	November 19, 2010	December 2, 2010
February	<ul style="list-style-type: none"> • Better Weld Repair • Welding in the Shipbuilding Industry • Bonus: The American Welder 	December 20, 2010	January 2, 2011
March	<ul style="list-style-type: none"> • Brazing and Soldering Today • What's New in Electrodes? • Understanding Corrosion 	January 21	February 1
April	<ul style="list-style-type: none"> • Exploring Welding through YouTube • What Is Happening in Welding Education 	February 18	March 1
May	<ul style="list-style-type: none"> • Heating, Ventilation and Air Conditioning • Welding in the Automotive Industry • Bonus: The American Welder 	March 20	April 4
June	<ul style="list-style-type: none"> • Pipe and Tube • Small Firms with Longevity: What Are They Doing Right? 	April 21	May 1
July	<ul style="list-style-type: none"> • Causes and Cures of Weld Flaws • Welding for Your Everyday Life 	May 22	June 1
August	<ul style="list-style-type: none"> • Safety on the Job • Tips for Controlling Shop Costs • Bonus: The American Welder 	June 22	July 1
September	<ul style="list-style-type: none"> • Brazing and Soldering Today • Cutting and Weld Finishing Operations 	July 22	August 2
October	<ul style="list-style-type: none"> • 2011 FABTECH Preview 	August 19 Bonus Distribution at FABTECH	September 2
November	<ul style="list-style-type: none"> • Welding for High-Tech Applications • Weld Inspection • Bonus: The American Welder 	September 20	October 3
December	<ul style="list-style-type: none"> • Business Forecast for 2012 • The Latest Thermal Spraying Technology 	October 21	November 1

Welding Journal is the official monthly publication of the American Welding Society. More than 63,000 AWS members depend on it every month for news of products, technology and people in the welding/metalworking industry. This planner provides advertising rates for *Welding Journal*, *Inspection Trends* and other marketing opportunities offered by AWS. In addition to the monthly magazine, this includes literature and product reviews, the *Welding Journal EN ESPAÑOL*, the AWS website, and FABTECH advance program, show daily, and directory advertising.



A Quick Look at Welding Journal Readers

Some of the most active and influential buyers in the industry

Welding Journal readers have a long-term commitment to welding and metalworking: The average Welding Journal reader has been employed at the same location for 12 years, and 39% have been in the industry for more than 15 years. On average, one individual spends 33 minutes reading an issue of Welding Journal. The average number of readers per copy is 3.2 (2.2 pass-along + 1.0 for the subscriber), comprising a total potential reading audience of more than 142,000.

“What action(s) have you taken as a result of advertisements and/or articles in Welding Journal?”

Bought products or services advertised	30%
Recommended the purchase of these products	36%
Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue	44%
Discussed an ad/article with someone else in the company	51%
Requested additional information from a company, sales representative or distributor	28%
Visited advertiser’s website.....	42%

88% of all respondents reported having taken one or more of the above actions as a result of advertisements and/or articles in *Welding Journal*.

Based on Harvey Research Study.

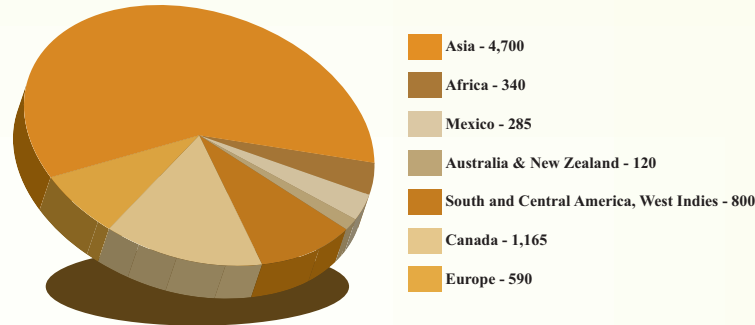
Product Category	% Purchase Involvement	Total Buyers/Specifiers Reached
Arc Welding Accessories other than power sources (welding guns, markers, gauges, cables, torches, clamps, contact tips, wire feeders, regulators, etc.)	60	26,305
Arc Welding Power Sources	50	22,292
Brazing & Soldering	28	12,484
Cleaning, Grinding & Finishing Equipment	43	19,171
Computer Programs & Software	27	12,038
Educational Services/Products	28	12,484
Fabricating Equipment (shears, press brakes, bending machines, punches, saws, nibblers, drills, beveling machines, etc.)	38	16,942
Heat-Treating & Stress-Relief Equipment	21	9,363
Inspection & Testing Equipment.....	49	21,846
Laser Cutting/Welding Equipment	22	9,808
Pipe & Tube Cutting/Welding Equipment	33	14,713
Plasma Cutting/Welding Equipment.....	40	17,834
Plate & Sheet Metal.....	36	16,050
Positioning Equipment	24	10,700
Resistance Welding Equipment & Controls	14	6,242
Robotic/Automated Welding-Related Equipment/Supplies	19	8,471
Safety Equipment (clothing, goggles, helmets, fume control, first aid supplies, protective curtains, etc.)	49	21,846
Welding Consumables, Excluding Gases (electrodes, rods, filler metals, fluxes for welding and brazing, powders, wires)....	60	26,750
Welding Gases.....	54	24,075

Base: Harvey Research Study of 1,100 domestic readers

Note: Total Buyers/Specifiers reached is calculated by multiplying the percent of readers with purchase involvement times the domestic circulation of the June issue.

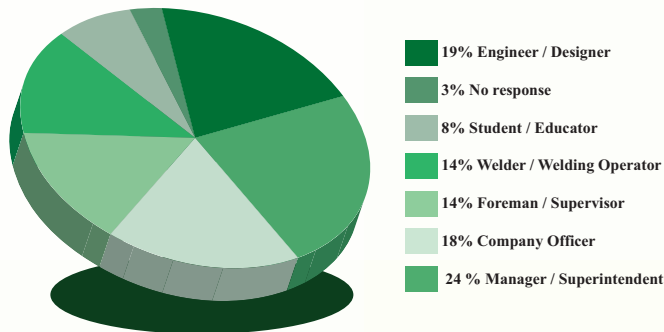
WJ readers span the globe:

You can reach 8,000 dedicated readers outside the United States with the Welding Journal. In fact, the Journal is the only U.S. welding publication with significant international circulation. We help you market your welding-related products and services around the world. Here's our non-domestic circulation breakdown:



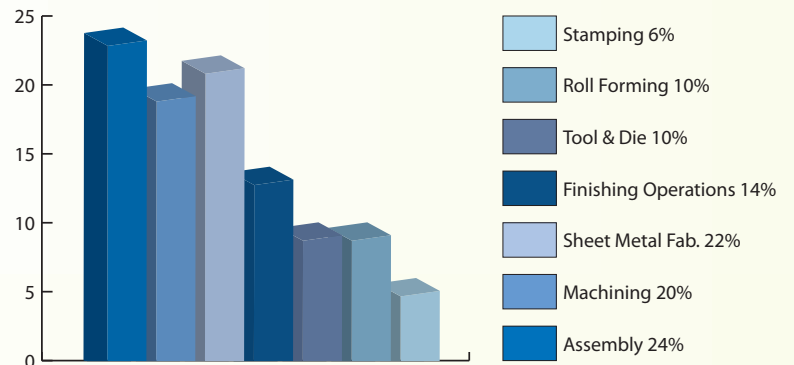
Data from June 2009 Welding Journal.

WJ readers have a high degree of responsibility in their jobs:



WJ readers purchase more than just welding-related goods and services:

Percentage of WJ Readers Who Buy, Specify or Recommend Equipment Purchases



WELDING JOURNAL

We were there through thick and thin

Nine decades as the authority in metal fabrication

The Welding Journal has been published since 1919 – an unmatched 92-year link to all types of metal fabrication and construction. We were publishing when welding was in its infancy, and we provided first-hand reporting of every technological development since. Our author list reads like a Who's Who in metal joining, and our articles are revered throughout the world for their technical depth and accuracy. The field of weld fabrication has many newcomers, but only one magazine has seen it all. We're the one you can count on.



Welding Journal Advertising Rates

CIRCULATION

Welding Journal reaches more than 63,000 readers around the world. Circulation is audited by BPA International.

2011 DISPLAY ADVERTISING RATES

Basic Ad Rates (AWS WEMCO and Sustaining Company Member rates are printed in blue bands*)

	1x		3x		6x		12x		18x		24x		36x	
Full page	\$5520	\$5250	\$5115	\$4850	\$4825	\$4580	\$4380	\$4150	\$4255	\$4040	\$4025	\$3835	\$3360	\$3190
2/3 page	3915	3720	3605	3425	3445	3270	3140	2980	3035	2880	2930	2780	2470	2350
1/2 island	3425	3190	3145	2990	2935	2790	2600	2460	2520	2390	2470	2350	2085	1975
1/2 page	3080	2935	2865	2710	2650	2515	2370	2245	2310	2195	2240	2125	1905	1800
1/3 page	2180	2070	2125	2020	1990	1885	1790	1700	1730	1640	1700	1615	1435	1360
1/4 page	1790	1700	1640	1555	1515	1435	1415	1350	1315	1240	1245	1185	1105	1055
1/6 page	1340	1245	1185	1120	1120	1065	970	920	940	895	915	875	765	725

*Call AWS for other available industry sector discounts.

Color Charges

For page or fraction, earned black-and-white rates plus:

Standard 2nd color (AAAA standard colors:

red, yellow, blue, and green)\$550

Matched 2nd color645

3-color: black and two standard colors945

3-color: black and two matched colors, or

one standard and one matched color1075

4-color process, first page or fraction.....1295

4-color process, succeeding pages885

Succeeding color page discounts apply only to a single company division. If the same company division runs a spread or a second color ad in a given issue of Welding Journal, the succeeding color page discount applies. Other divisions of a company running in the same issue of Welding Journal are not eligible for the succeeding page discount unless they run a second color ad in the same issue.

Cover Positions

No additional charge for color. Covers are sold only on a non-cancelable contract for either 6 or 12 insertions. AWS WEMCO and Sustaining Company Member rates in red:

	6X		12X	
COVER 2	\$7580	\$7145	\$7150	\$6790
COVER 3	6780	6440	6420	6095
COVER 4	7710	7335	7230	6875

Classified Advertising Rates

Rates per column inch, 1x 3x 6x
up to 4 inches \$140 \$130 \$120

Copy can be camera-ready or typeset by publisher. To estimate your copy, plan about 35 words (including heading) to a column inch.

Call for estimate.

Classified ads larger than 1/6 page or 4" are billed at standard B/W display rates and are commissionable at 15% of gross advertising to agencies. Publisher-set display and classified ads are subject to extra production charge.

Special Positions

Available on a first-come, first-served basis. Add 10% to black-and-white rates. General Conditions: All covers and special positions are sold on a non-cancelable contract basis for 6X and 12X insertions.

Frequency Rates and Discounts

Advertisers will receive the lowest frequency rate, based on the total advertising insertions during a 12-month period. Rates apply to advertising insertions during the 2010 calendar year. NOTE: Special high-frequency advertising packages are available; contact your Welding Journal advertising representative for more information.

* AWS Sustaining Company Members Save 5% Off Advertising Rates. For more information on Sustaining Membership, contact the AWS Membership Dept. at 800-443-9353, ext. 253.

Welding Journal/Inspection Trends Mechanical Requirements

Ad Size

SPACE UNIT	Width	Depth
1 Page	7"	9-5/8"
2/3 Page	4-1/2"	9-5/8"
1/2 Page island	4-1/2"	7-1/2"
1/2 Page vertical	3-1/4"	9-5/8"
1/2 Page horizontal	7"	4-3/4"
1/3 Page vertical	2-1/8"	9-5/8"
1/3 Page square	4-1/2"	4-3/4"
1/4 Page	3-1/4"	4-3/4"
1/6 Page vertical	2-1/8"	4-3/4"
1/6 Page horizontal	4-1/2"	2-1/2"

Trim Size

8-1/8" x 10-7/8"

Printing/Binding

Web Offset. *Welding Journal* is perfect bound; *Inspection Trends* and *Welding Journal EN ESPAÑOL* are saddle-stitched.

Bleed

SPACE UNIT	Width	Depth
1 Page Bleed	8-3/8"	11-1/8"
Spread Bleed	16-3/4"	11-1/8"

Keep live matter 1/4" in from gutter and trim edges.

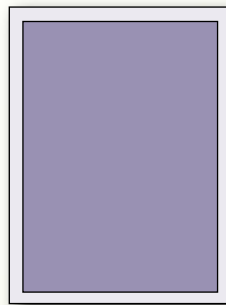
Production and Mail Requirements

All *Welding Journal* production material should be sent to:

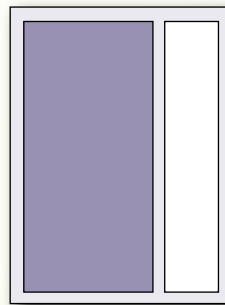
Frank Wilson
American Welding Society
550 NW LeJeune Road, Miami, FL 33126
Phone: 800-443-9353, ext. 465
Fax: 305-443-7404
Email: fwilson@aws.org



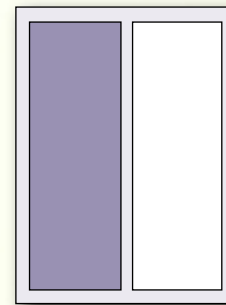
Spread
 Trim size: 16-1/4 x 10-7/8
 Non-bleed: 14 x 9-5/8
 Bleed: 16-5/8 x 11-1/8



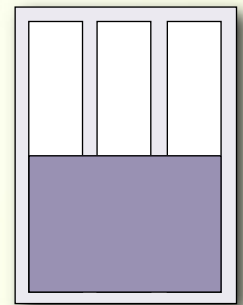
Full Page
 Trim size: 8-1/8 x 10-7/8
 Non-bleed: 7 x 9-5/8
 Bleed: 8-3/8 x 11-1/8



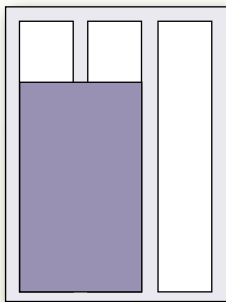
2/3 Page
 4-1/2 x 9-5/8



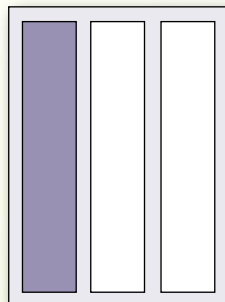
1/2 Page Vertical
 3-1/4 x 9-5/8



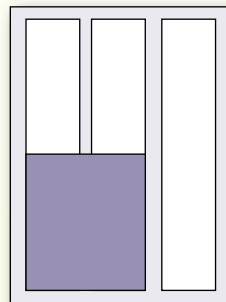
1/2 Page Horizontal
 7 x 4-3/4



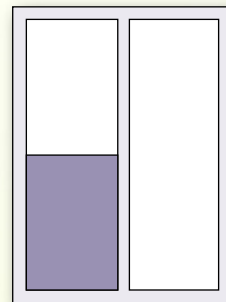
1/2 Page Island
 4-1/2 x 7-1/2



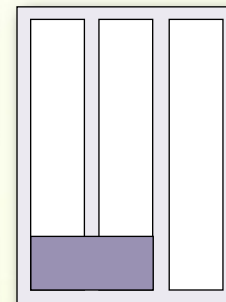
1/3 Page Vertical
 2-1/8 x 9-5/8



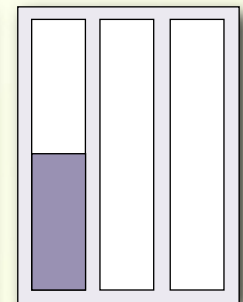
1/3 Page Square
 4-1/2 x 4-3/4



1/4 Page
 3-1/4 x 4-3/4



1/6 Page Horizontal
 4-1/2 x 2-1/2



1/6 Page Vertical
 2-1/8 x 4-3/4

General Policies

- Contracts may be cancelled by the advertiser or publisher 30 days before publication date, with the exception of cover ads.
- Rates are subject to change with 30 days' notice from publisher.
- Advertisers and their agencies assume liability for all contents of advertisements printed and assume responsibility for claims which may arise from their advertisements.
- Space orders should specify a definite schedule of insertions, issues, and sizes of space.
- If more or fewer insertions are used within one year than specified in order, charges will be adjusted in accordance with established rates.
- Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication is made and charged for upon the terms of the schedule in force without further notice.
- When change of copy, covered by an insertion order, is not received by the closing date, copy run in previous issue will be inserted.
- The publisher assumes no liability for error or omissions in key numbers, or its reader service section, or Advertiser Index.
- Requests for a specific position are considered, but no guarantee is made unless a position premium rate has been provided for in the contract.
- Any deliberate attempt to simulate Welding Journal format is not permitted, and the publisher reserves the right to place the word "ADVERTISEMENT" with copy which is not in keeping with the publication's standards.
- A 15% commission is allowed to recognized agencies on space, color, and position only.
- Terms: 30 days net.
- Publisher reserves the right to hold the advertiser and/or the advertising agency jointly and severally liable for money due and payable to the publisher.
- Materials will be destroyed in 24 months after last receipt, if the advertiser does not request their return.
- The American Welding Society reserves the right to reject any advertising that is deemed inaccurate, offensive, or misleading.

Issuance and Closing Dates

- Published monthly and issued the first of the month of publication.
- Insertion orders are due by the first of the month preceding the issue date.
- Disks and other reproduction materials are due on or before closing dates on editorial calendar.
- Changes and cancellations cannot be accepted after the closing date.

Inserts

1. Standard Inserts: When furnished ready for binding, inserts take earned black-and-white rate. A 25% discount applies to all supplied inserts. Keep live matter of ads 1/4" away from binding and trimming edges. Contact publication for quantity to be ordered and shipping information.
Single Sheet 8-1/2" wide X 11-3/4" deep
Paper Weight 80-100 pound
2. Non-Standard Inserts: A limited number of 24-page (or larger) outserts can be polybagged with individual issues of Welding Journal. Consult publication for rates and mechanical specifications.
3. Back-Up Charges: The noncommissionable back-up charge will be \$440 for a single page and \$530 for a spread.

Accepted Materials

All publications are printed computer to plate. The following is a guideline for submitting your advertisements electronically.

We accept the following applications:

- Quark Xpress 4.0 or higher
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

We accept the following disk formats:

- Compact Disk (CD)
- DVD

(Mac format preferred on all materials.)

- High-resolution PDF and TIFF files (min. 300 dpi). Fonts must be embedded and files flattened.

When supplying an ad on disk, please observe the following:

File formats

Live scan and artwork images should be provided in EPS, TIFF, or PDF file formats, with scans in CMYK mode. If extra working channels are used in Photoshop, these must be cleared out before saving the image. PICT, JPEG, GIF, and WMF (Windows Meta File) file formats cannot be supported and should not be used. LZW and JPEG compression should not be used on TIFF and EPS files, respectively. All application files must include fonts and images, PDF files must have fonts embedded. All files must be 300 dpi minimum resolution and flattened.

Collect for Output

When supplying a Quark file, run "Collect for Output." Be sure to supply copies of all screen and printer fonts used in page layout and within EPS supplied artwork files. Supply screen and printer fonts for any custom, modified or non-Adobe fonts used. Provide a complete listing of all fonts used to create the document or its included artwork. Supply the font name and manufacturer. We recommend that you use only PostScript Type 1 outline fonts in your jobs. TrueType or Multiple Master fonts cannot be supported and should not be used.

Scan Density

A four-color solid should not exceed the SWOP (Standard Web Offset Printing) specification of 300% total screen density. We suggest a rich black be constructed of 60% cyan and 100% black (a total density of 160%). Provide the proper resolution on high-resolution files.

Color

Color files must be in CMYK format with no RGB, LAB, or index color elements. Remove extra colors within the application files that are not being used, and make certain that the colors you have used are designated correctly for printing in spot or process mode.

Hard Copy Proofs

High-end digital proofs must accompany electronic files. Provide proofs at 100% size. If no high-end proof is supplied, we cannot guarantee the accuracy of color and resolution.

Return of Material

Artwork, proofs and other materials will be returned only upon written request.

Take this opportunity to reach the lucrative Mexican audience with your best products and services. Make history by advertising in the all-Spanish *Welding Journal EN ESPAÑOL*.

The debut of this international selling powerhouse was at the AWS Weldmex Exhibition in Mexico City, January 2008, where 5,000 show-goers received copies. In conjunction with this show, an additional 5,000 were mailed to a select list of key welding-related Mexican buying influences.

The AWS Weldmex Exhibition is now co-located with Fabtech Mexico and METALFORM Mexico making this event the largest annual metal fabricating exhibition in Latin America.

The *Welding Journal EN ESPAÑOL* has the best in features, departments, and news from prior *Welding Journals*, translated into Spanish. The editorial content is selected for its practicality and universal appeal to an audience of international fabricators.

The *Welding Journal EN ESPAÑOL* will be published four times in 2011: January, April, July, and October. The April issue will be the Show issue for the AWS Weldmex Exhibition, May 11-13, Monterrey, Mexico. Twenty-five hundred copies of the April issue will be distributed at the exhibition, and an additional 8,000 will be mailed to select key buying influences. The January, July, and October issues will be mailed to 10,000 past attendees of the AWS Weldmex who have indicated purchasing or recommendation authority for welding and related products.



2011 DISPLAY ADVERTISING RATES

Basic Ad Rates

(AWS WEMCO and Sustaining Company Member rates are printed in blue bands)

	1x	2x	3x	4x				
Full page	\$2700	\$2565	\$2560	\$2430	\$2430	\$2310	\$2180	\$2080
1/2 page	1700	1615	1620	1540	1540	1460	1385	1315
1/3 page	1200	1140	1140	1085	1085	1030	975	930
1/4 page	900	855	850	805	805	765	725	690

Color Charges

For page or fraction, earned black-and-white rates plus:
 Standard 2nd color (AAAA standard colors: red, yellow, blue, and green)\$350
 3-color: black and two standard colors550
 4-color process750

Cover Positions

No additional charge for color. Covers are sold only on a non-cancelable contract for 3 insertions. AWS WEMCO and Sustaining Company Member rates in red:

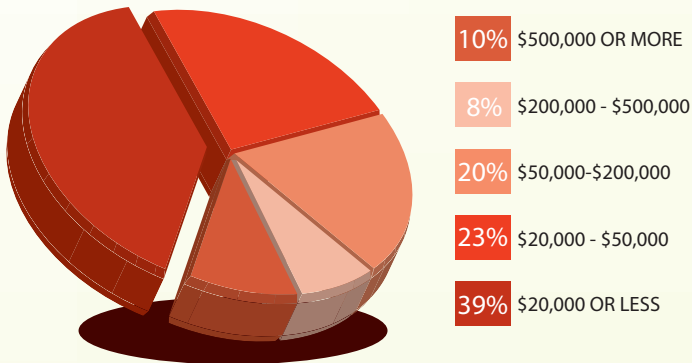
COVER 2	\$3800	\$3610
COVER 3	3600	3420
COVER 4	4300	4085

Special Positions

Available on a first-come, first-served basis. Add 10% to black-and-white rates. General Conditions: All covers and special positions are sold on a non-cancelable contract basis for 2 insertions.

Closing Dates and Terms

Closing dates for ad material are **December 1 for the January issue, March 3 for the April issue, June 2 for the July issue, and September 1 for the October issue.** A 15% commission is allowed to recognized agencies on space, color, and position. All ads must be provided in Spanish. Rates are subject to change with 30 days' notice from publisher. Terms: 30 days net.



WELDMEX ATTENDEES' WELDING PRODUCTS PURCHASING PLANS FOR THE NEXT 12 MONTHS

2011 “Showcase” Marketing Opportunities

AWS publishes four Welding Marketplace issues annually. Each showcase offers about 20,000 bonus distribution to prospects who have bought goods and services from AWS over the past three years, but may not be members, bringing total circulation to more than 80,000. They generate hundreds of productive sales leads. Additionally, a link to your ad will be placed on the AWS website, which averages 130,000 views a month.

A picture is worth a thousand words. Let pictures of your product in Welding Marketplace win your company thousands of new customers and increase sales. Your insertion is a full 1/6-page that reaches over **80,000** industry buyers and specifiers. Your cost: as little as 1.6¢ per prospect!

Issuance and Closing Dates

Welding Marketplace mails in January, April, July, and October

January issue closes November 14, 2010.

April issue closes February 15, 2011

July issue closes May 13, 2011.

October issue closes August 15, 2011

Welding Marketplace Ad Rates

	Rates Regular Gross 4-Color	AWS WEMCO and Sustaining Company Members*
First listing	\$.1,620	\$.1,535
Second listing	\$.1,320	\$.1,250
Third listing	\$.1,220	\$.1,155
Fourth listing	\$.1,120	\$.1,060

*Call AWS for other available industry sector discounts. (No additional charge for color.)

Note: Advertisers can buy a full page of listings at a special discount. Contact your Advertising Sales Representative. Rates above reflect continuity discounts.

Production and Mail Requirements

Send about 70 words of descriptive text, and a photograph of the product you want to feature, to:

Zaida Chavez
American Welding Society
550 NW LeJeune Road, Miami, FL 33126
Phone: 800-443-9353, ext. 265, or 305-443-9353
Fax: 305-443-7404
Email: zaida@aws.org

Welding Journal takes care of all the production and design details.

Return of Materials

Artwork, photographs, and other materials will be returned only upon written request.



New International Digital Welding Journal Ad Rates

AWS *Welding Journal* now offers a digital version of its magazine to about 6,000 international members of AWS and about 4,000 student members in the U.S. The electronic distribution is 10,000 in total.

This is your opportunity to take advantage of the latest digital capabilities to enhance the effectiveness of your print advertising in *Welding Journal*.

All rates are net rates and per issue.



Digital WJ Advertising Rates	Static	Animated
Full page ad adjacent to cover	\$500	\$800
Belly Bands	\$125	\$375
Pop Up (blow-in)	\$125	\$375
Star Bursts	\$125	\$375

Video Embedded into page	\$750
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	Full Page	Half Page	Fractional
Animation	\$650	\$450	\$375

	Sub-Head Lg-Ban	Sub-Head Sm-Ban	Column-Ban
Notification E-Newsletter Banners	\$250	\$100	\$200
	450 w x 60 h pixels	150 w x 60 h pixels	150 w x 360 h pixels

Premium Ad Lead Generation	\$750
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RFI (request for information) icon is placed in designated ads and when icon is clicked a form pops up. Subscribers who want more information from that advertiser fills in their name, email address and comments. The data is emailed to the advertiser immediately.



Circulation Breakdown

AFRICA	322
ASIA.....	4588
AUSTR. & N Z	102
CENT. AMER.....	32
EUROPE.....	531
S. AMERICA.....	529
W. INDIES.....	200
US (Students).....	4648
Total:	10,952

EDITORIAL FOCUS:

Metal examination and testing, and related issues. *Inspection Trends* assists and informs inspection professionals through reports on new technology, tips on inspection technique and interpretation, descriptions of new equipment, and practical methodology.

AUDIENCE:

The *Inspection Trends* audience is made up entirely of those involved in testing, including AWS Certified Welding Inspectors (CWI).

The AWS CWI is the world leader for proving capability in the principles and practices of welding inspection. Since the inception of the CWI program in 1976, AWS has certified more than 55,000 welding inspectors. Many states and other jurisdictional authorities now require AWS certification to perform welding inspections within their area of authority.

CIRCULATION:

Approximately 23,000 mailed domestically plus bonus distribution at AWS-sponsored shows and conferences. Another 7,400 are digitally delivered to an international audience worldwide.

YOUR CUSTOMERS NEED TO BE IN-THE-KNOW.

They need to be informed of the latest in welding inspection technology...the latest testing products. This is why they will turn to *Inspection Trends*, the publication geared specifically toward testing professionals, not to mention the perfect place to showcase your inspection products.

SEARCH HIGH AND LOW. YOU WON'T FIND A MORE PERFECT AUDIENCE.

Perfect because it's tailor-made for you and your needs. Be part of the premier publication for Certified Welding Inspectors

and others heavily involved in testing and

purchasing of testing equipment. Advertise in *Inspection Trends*, the exciting quarterly magazine from the publisher of the award-winning *Welding Journal*. *Inspection Trends* readers are weld examination and testing professionals...so your audience is already targeted for you. No need to worry about advertising to people who may never even need your products, much less use them.

Inspection Trends provides testing professionals with practical advice on welding inspection, tips on inspection techniques, and highlights of the latest equipment.

Winter (January)	<ul style="list-style-type: none"> • Update on Ultrasonic Phased Arrays • Using Weld Measurement Gauges 	Editorial, November 15, 2010; Advertising, December 10, 2010
Spring (April)	<ul style="list-style-type: none"> • Bridge Inspection • Radiographic Image Interpretation 	Editorial, February 21, 2011; Advertising, March 14, 2011
Summer (July)	<ul style="list-style-type: none"> • Writing Better Inspection Reports • Inspection Safety 	Editorial, May 16, 2011; Advertising, June 13, 2011
Fall (October)	<ul style="list-style-type: none"> • Pipeline Inspection • Best Practices in Visual Inspection 	Editorial, August 22, 2011; Advertising, September 12, 2011

What Interests Our Readers

Which of the following NDT methods do you utilize in your professional work?*	
NDT Method	%
Visual	96%
Penetrant	81%
Magnetic particle	74%
Ultrasonic	69%
Radiographic	61%
Leak testing	52%
Destructive testing	51%
Borescope	33%
Phased array ultrasound	22%
Alloy analyzer	21%
Eddy current	16%
Infrared and thermal	11%
Acoustic emission	4%

What are the business activities at location(s) where you do your inspection procedures?*	
Business activities	%
Construction	54%
Fabricated metal products	53%
Chemical and petroleum	41%
Pipeline	35%
Power gen	31%
Utilities	21%
Nuclear	13%
Marine or shipyard	11%
Military	11%
Pulp / paper	10%
Aerospace	9%
Railroad	8%
Pharmaceutical	4%
Automotive	3%

Which of the following NDT related products and services do you use in your job performance?*

NDT Products / Services	%
Flashlights	90%
Welding Measurement gauges	90%
Temperature sticks or thermometers	76%
Dye penetrant	75%
Liquid penetrant materials	70%
Magnifying glass	70%
Metal markers	69%
Magnetic particle materials	66%
Welding coupons / flaw specimens	60%
Calipers, sight glasses	59%
Cleaners / solvents	59%
Destructive testing	51%
Leak testing	49%
Ultrasonic flaw detection equipment	48%
Hardness testers	45%
Radiographic film and / or equipment	43%
Pipe inspection equipment	39%
Industrial X-ray	37%
NDT training classes	37%
Borescopes	34%
Alloy analyzers	22%
Phases array / eddy current systems	17%
NDT inspection plugs	15%
Microscopes	14%

*Source: E-survey, 2010, Olsen Research

2011 DISPLAY ADVERTISING RATES

Basic Ad Rates

(AWS WEMCO and Sustaining Company Member rates are printed in blue bands.)

	1x		2x		4x	
Full page	\$2685	\$2545	\$2495	\$2370	\$2310	\$2190
2/3 page	2010	1910	1875	1775	1725	1630
1/2 island	1830	1740	1710	1620	1575	1490
1/2 page	1695	1605	1575	1490	1455	1385
1/3 page	1120	1065	1060	1110	980	930
1/4 page	900	860	830	780	770	730
1/6 page	695	660	650	610	595	565

SPECIAL "CONTINUITY" DISCOUNT

Save money and expand your promotional budget by committing to our special "Continuity" discount. Advertise in all four issues during 2011 and receive 20% off the base space rate (color rates not affected).

OTHER DISCOUNTS

WEMCO Members and AWS Sustaining Members receive a 5% discount on base rates and cover rates.

Color Charges

Standard 2nd color (AAAA standard colors:

red, yellow, blue, and green)	\$435
Matched 2nd color	\$540
3-color: black and two standard colors	\$705
3-color: black and two matched colors, or one standard and one matched color	\$795
4-color process, first page or fraction	\$1005
4-color process, succeeding pages	\$795

		2X		4X
COVER 2	\$3800	\$3450	\$3265	\$3100
COVER 3	3500	3330	3145	2985
COVER 4	4200	3800	3640	3455

Covers are sold on a non-cancelable basis. Please see production and mail requirements on page 6. Classified advertising rates are the same as *Welding Journal* on page 5.





A highly qualified, highly targeted audience of buyers and decision-makers for as little as \$100 per month

- ✓ Choose your audience
- ✓ Select your advertising options
- ✓ Track your ad performance

Increase sales...advertise where welding professionals go for answers

When welding professionals need answers, the AWS website is where they go. It's the leading online resource for research, welding codes, safety guidelines, and peer discussions. It has an average of 130,000 views each month.

Whether you want to reach a broad audience, target a specialized audience, or reach out to customers within a specific region, the new AWS website has online advertising options for you. It is, by far, the most affordable way to reach highly qualified welding and joining professionals worldwide.

And once you've determined the audience you want to target, you can choose from additional options to enhance your advertising package, all offering a tremendous value and exposure.

A variety of cost-effective options are available to fit your specific advertising needs:

AWS Default Home Page

This is the very first page a member or visitor will see when they visit www.aws.org, giving maximum exposure for your advertisements.

AWS Interior Pages

This banner ad option is effective when your audience includes all members and visitors who view our interior departmental pages. Choose from Certification, Education, AWS Welding Show, Foundation, Membership, or *Welding Journal* pages.

AWS Welding Forum

Display a banner ad on the AWS Welding Forum, where welding professionals post hundreds of inquiries each week, looking for real-life solutions and equipment recommendations.

AWS Default Home Page

Single banner (120 x 60 pixels) \$990

AWS Interior Default Pages

(Certification; Education; Foundation; Membership; Welding Journal)
 Single banner (120 x 60 pixels) \$100
 Double banner (125 x 125 pixels) \$150

Forum Page

Single banner (120 x 60 pixels) \$850

Tracking Your Ads

Log into the AWS ad server with a password to see daily and monthly counts of ad views and clickthroughs for each of your ads. Our ad consultants will be happy to help you get the most from your advertising investment.



FABTECH Marketing Opportunities

FABTECH Education Conference Brochure

A separate publication containing advance information on technical sessions, conferences, symposiums, registration, and exhibitors is mailed to more than 100,000 prime prospects who have shown a historical interest in welding and related metal fabricating processes. Please call for rates.



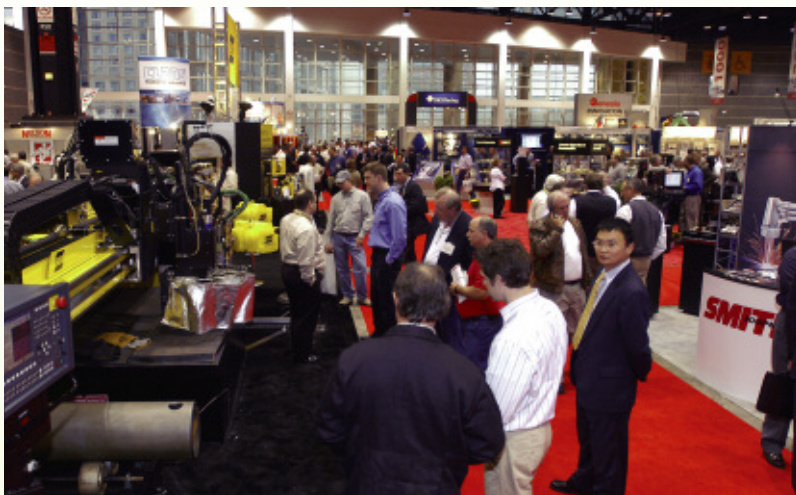
FABTECH On-Site Guide and Directory

We accept advertising in the FULL-SIZED (8 1/8" x 10 7/8") directory for FABTECH. The official On-Site Guide and Directory is a separate publication from *Welding Journal*. It can carry a variety of full and fractional-page ads. You may be able to run the same ad you ran in the Show Issue of the *Welding Journal*. Please call for rates.



Official Show Daily

The Official Show Daily is an easy-to-read tabloid newspaper distributed during the show and gives attendees the lowdown on all the day's events and offerings. Featuring an exhibitor list, schedule of events, new products and more, the Show Daily captures all the excitement of the show. Please call for rates.



AWS Welding Buyers Guide

Buyers can search for any welding or industrial product right from the home page of AWS. The AWS Welding Buyers Guide is a search engine to help buyers of more than \$5 billion worth of products quickly find the closest and most appropriate source for any need.

Basic listings are free. Enhanced listings are displayed more prominently. Users can instantly prepare online quote requests that are forwarded to your email box.

Enhanced listings are just \$395 per year. Banner and video options are also available.

Call Multiview at 1-800-816-6710 for a no-obligation tour of welding's largest online marketplace, or e-mail Carol Frank: cfrank@multiview.com

