

# The American Welding Society

## **AWS MEDIA KIT 2006** **AD PLANNING SCHEDULE AND RATES**

WELDING JOURNAL

INSPECTION TRENDS

AWS WEBSITE

WELDING MARKETPLACE

PRODUCT LITERATURE REVIEW

FABTECH INTERNATIONAL  
& AWS WELDING SHOW  
ON-SITE GUIDE & DIRECTORY



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*Welding Journal* is the official monthly publication of the American Welding Society. More than 48,000 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, they include, literature and product reviews, website, and the FABTECH International & AWS Welding Show directory advertising.





# Welding Journal Readers

## A Quick Look at Welding Journal Readers

*Some of the most active and influential buyers in industry*

*Welding Journal readers have a long-term commitment to welding and metalworking: The average Welding Journal reader has been in the welding and metalworking industry for 14 years, and 62% have been in the industry for more than 15 years. On average, one individual spends 45 minutes reading an issue of Welding Journal.*



## “What action(s) have you taken during the past year as a result of advertisements and/or articles in *Welding Journal*?”

Bought products or services advertised .....	29%
Recommended the purchase of these products .....	35%
Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue .....	43%
Discussed an ad/article with someone else in the company .....	52%
Requested additional information from a company, sales representative or distributor .....	29%
Used a Reader Service Card to request further information .....	24%
Visited advertiser's website .....	39%

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

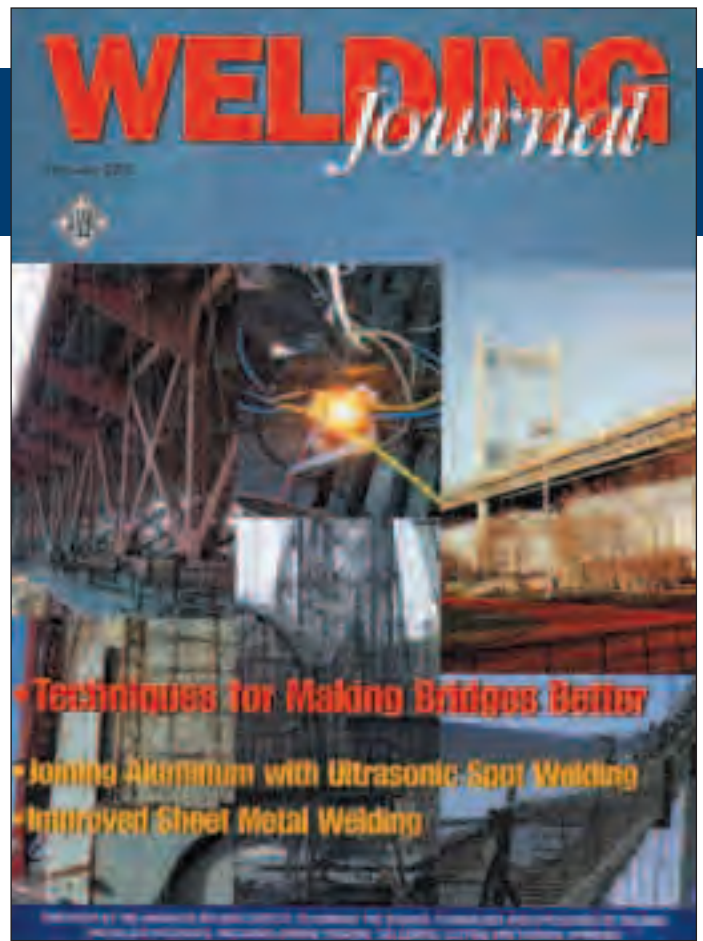
Based on Harvey Research Study performed on the October 2004 *Welding Journal*.

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.) .....	62	30,690
Arc Welding Power Sources .....	65	32,170
Brazing & Soldering .....	49	24,250
Cleaning, Grinding & Finishing Equipment .....	58	28,710
Computer Programs & Software .....	47	23,260
Educational Services/Products .....	58	28,710
Fabricating Equipment (shears, press brakes, bending machines, punches, saws, nibblers, drills, beveling machines, etc.) .....	53	26,230
Heat-Treating & Stress-Relief Equipment .....	41	20,290
Inspection & Testing Equipment .....	62	30,690
Laser Cutting/Welding Equipment .....	28	13,860
Pipe & Tube Cutting/Welding Equipment .....	54	26,730
Plasma Cutting/Welding Equipment .....	58	28,710
Plate & Sheet Metal .....	53	26,230
Positioning Equipment .....	40	19,800
Resistance Welding Equipment & Controls .....	28	13,860
Robotic/Automated Welding-Related Equipment/Supplies .....	25	12,370
Safety Equipment (clothing, goggles, helmets, fume control, first aid supplies, protective curtains, etc.) .....	72	35,640
Welding Consumables, Excluding Gases (electrodes, rods, filler metals, fluxes for welding and brazing, powders, wires) .....	78	38,610
Welding Gases .....	70	34,650

100% of all respondents reported having purchase influence in one or more of the above categories.

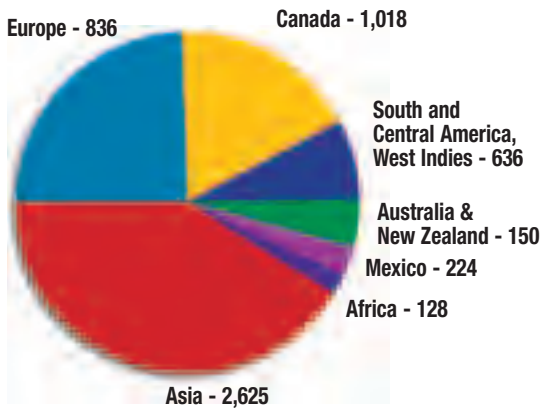
Base: Harvey Research Study of 100 readers, June 2004

Note: Total Buyers/Specifiers reached is calculated by multiplying the percent of readers with purchase involvement times the circulation of the June 2004 issue.



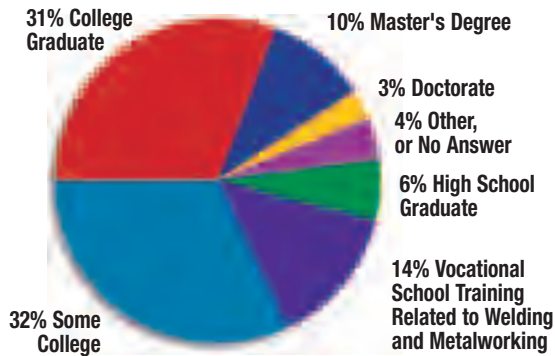
**WJ readers span the globe:**

You can reach nearly 6,000 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:



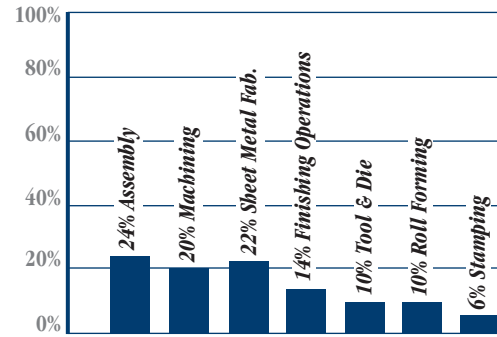
Data from June 2005 *Welding Journal* mailing.

**WJ readers are highly educated and well-placed:**



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

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



Source: Harvey Research Study

# WELDING JOURNAL

We Were There through Thick and Thin

**84 Years as the Authority in Metal Fabrication**

*The Welding Journal* has been published continually since 1922 – an unmatched 84-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 2006 Editorial Calendar

## 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
- Cybernotes

		Editorial Deadline	Advertising Deadline
<b>January</b>	<ul style="list-style-type: none"> <li>• Shipbuilding Takes to Welding</li> <li>• Welding in the Railroad Industry</li> </ul>	November 18, 2005	December 2, 2005
<b>February</b>	<ul style="list-style-type: none"> <li>• Creativity with Welding</li> <li>• Best Practices Series: Gas Metal Arc Welding</li> </ul>	December 18, 2005	January 2
<b>March</b>	<ul style="list-style-type: none"> <li>• Trends in Friction Stir Welding</li> <li>• Resistance Welding Developments</li> </ul>	January 18	February 1
<b>April</b>	<ul style="list-style-type: none"> <li>• What's New in Wire Feeders</li> <li>• Welding Aluminium Successfully</li> <li>• <b>Bonus:</b> The American Welder</li> </ul>	February 17	March 2
<b>May</b>	<ul style="list-style-type: none"> <li>• Thermal Spraying Applications</li> <li>• Best Practices Series: Shielded Metal Arc Welding</li> </ul>	March 20	April 3
<b>June</b>	<ul style="list-style-type: none"> <li>• Pipe and Tube Welding</li> <li>• Metal Cutting Update</li> <li>• Free Readership Survey for Advertisers</li> </ul>	April 19	May 1
<b>July</b>	<ul style="list-style-type: none"> <li>• What's New with Explosion Welding?</li> <li>• Hardfacing: Electrodes and Applications</li> </ul>	May 17	June 2
<b>August</b>	<ul style="list-style-type: none"> <li>• Welding in the Automotive Industry</li> <li>• Best Practices Series: Gas Tungsten Arc Welding</li> </ul>	June 19	July 3
<b>September</b>	<ul style="list-style-type: none"> <li>• Brazing and Soldering</li> <li>• Fighting Corrosion</li> <li>• <b>Bonus:</b> The American Welder</li> </ul>	July 19	August 2
<b>October</b>	<ul style="list-style-type: none"> <li>• FABTECH International &amp; AWS Welding Show Preview</li> </ul>	August 18	September 4
<b>November</b>	<ul style="list-style-type: none"> <li>• Cleaning the Air in the Workplace</li> <li>• Best Practices Series: Flux Cored Arc Welding</li> <li>• <b>Bonus Distribution:</b> FABTECH International &amp; AWS Welding Show</li> </ul>	September 18	October 2
<b>December</b>	<ul style="list-style-type: none"> <li>• Welding Racing Cars</li> <li>• Stud Welding Basics</li> </ul>	October 17	November 1

## Welding Journal Awards

*Honored by the Florida Magazine Association with more than 65 awards for:*

- Best Monthly Column
- Best Show or Theme Issue
- Best Feature Article
- Best In-Depth Reporting
- Best Overall Design
- Best Overall Magazine
- Best Service Article
- Best Editorial / Commentary

# Welding Journal Advertising Rates

## CIRCULATION

*Welding Journal* reaches more than 48,000 readers around the world. Circulation is audited by BPA International.

## 2006 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	\$5060	\$4800	\$4680	\$4440	\$4420	\$4190	\$4010	\$3800	\$3895	\$3695	\$3700	\$3515	\$3075	\$2920
2/3 page	3585	3405	3300	3135	3155	2995	2875	2730	2775	2635	2685	2550	2265	2150
1/2 island	3080	2920	2880	2735	2690	2555	2380	2255	2305	2190	2265	2150	1910	1810
1/2 page	2820	2685	2620	2480	2425	2300	2170	2055	2115	2010	2050	1945	1745	1650
1/3 page	1995	1895	1945	1845	1820	1730	1640	1555	1585	1505	1560	1480	1315	1250
1/4 page	1640	1555	1505	1425	1385	1315	1295	1235	1205	1135	1140	1085	1015	965
1/6 page	1205	1140	1085	1030	1030	975	890	845	865	820	840	800	705	665

\*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 color .....	645
3-color: black and two standard colors .....	945
3-color: black and two matched colors, or one standard and one matched color .....	1075
4-color process, first page or fraction .....	1295
4-color process, succeeding pages .....	885

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	\$7360	\$6935	\$6940	\$6590
COVER 3	6580	6255	6235	5920
COVER 4	7485	7120	7020	6675

### 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 1/6 page or larger ads 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 2006 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, contact the AWS Membership Dept. at 800-443-9353, ext. 253.**



# Welding Journal/Inspection Trends Advertising Policies

## 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, and/or reader service numbers, 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 use, 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 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

The *Welding Journal/Inspection Trends* is 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 (MAC platform only)
- Adobe Photoshop (MAC platform only)
- Adobe Illustrator (MAC platform only)

### We accept the following disk formats:

- 3.5 floppies (MAC format only)
- Zip Disks (MAC format only)
- Jaz Disks (MAC format only)
- Compact Disk (CD)

## 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. Images for all files must be 300 dpi or higher resolution.

### 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.

# 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/Perfect Bound

## Bleed

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

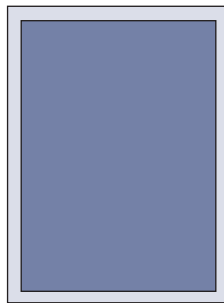
Keep live matter 1/4" in from gutter and trim edges for bleed ads.

## Production and Mail Requirements

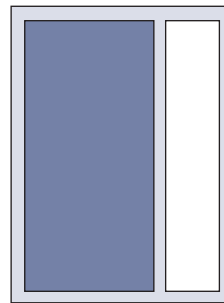
All *Welding Journal* production material should be sent to:  
 Frank Wilson  
 American Welding Society  
 550 NW LeJeune Road, Miami, FL 33126  
 Phone: 800-443-9353, ext. 465  
 Fax: 305-443-7404  
 Email: [fwilson@aws.org](mailto:fwilson@aws.org)



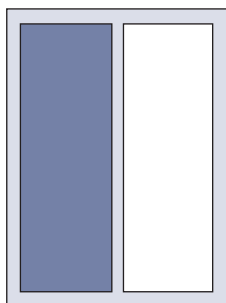
**Spread**  
 Trim size: 16-1/4 x 10-7/8  
 Non-bleed: 14 x 9-5/8  
 Bleed: 16-5/8 x 11-1/8



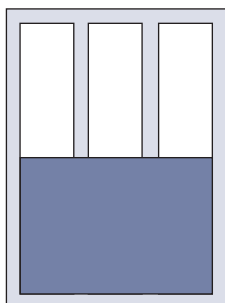
**Full Page**  
 Trim size: 8-1/8 x 10-7/8  
 Non-bleed: 7 x 9-5/8  
 Bleed: 8-3/8 x 11-1/8



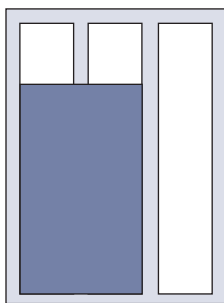
**2/3 Page**  
 4-1/2 x 9-5/8



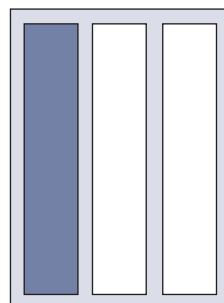
**1/2 Page Vertical**  
 3-1/4 x 9-5/8



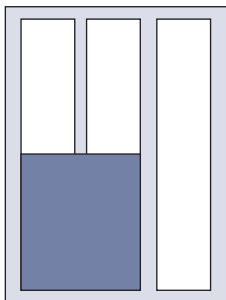
**1/2 Page Horizontal**  
 7 x 4-3/4



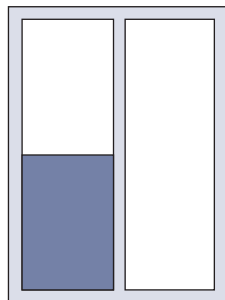
**1/2 Page Island**  
 4-1/2 x 7-1/2



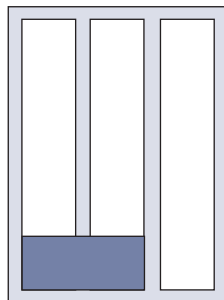
**1/3 Page Vertical**  
 2-1/8 x 9-5/8



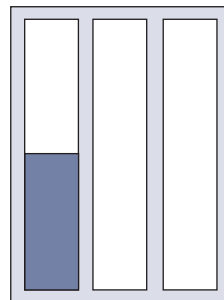
**1/3 Page Square**  
 4-1/2 x 4-3/4



**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



Quality through Knowledge  
 Protected Zone  
 Supply  
 Standardization

AMERICAN WELDING SOCIETY TO ADVANCE THE SCIENCE, TECHNOLOGY AND  
 PRACTICES, INCLUDING JOINING, BRAZING, SOLDERING, CUTTING, AND



# Showcase Opportunities: Welding Marketplace

## 2006 "Showcase" Marketing Opportunities

AWS publishes 12 "showcase" opportunities in four issues annually. They include two literature reviews (*Product Literature Review*), two product reviews (*Welding Marketplace*), two safety, two inspection, two Website Reviews, and two New Product Spotlight sections. 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 70,000. They generate hundreds of productive sales leads.



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 **70,000** industry buyers and specifiers. Your cost: as little as 1.6¢ per prospect!

### Issuance and Closing Dates

*Welding Marketplace* mails in January and July 2006.

January issue closes November 15, 2005.

July issue closes May 15, 2006.

### Welding Marketplace Ad Rates

*NOTE: We are holding our rates – no increase in 2006.*

	Rates Regular Gross	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 including participation in either WELDING MARKETPLACE or PRODUCT LITERATURE REVIEW.*

### 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](mailto: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.

## SPECIAL ADVERTISING SECTION - Inspection

Inspection is a special section in the January and July issues of *Welding Marketplace*. It features photos of your product, accompanied by 70 words of descriptive copy. It is an ideal way for you to familiarize customers with your inspection products.

**BONUS:** Advertise in both the *Welding Marketplace* and the Inspection section for the same month, and pay just **HALF PRICE** for the Inspection ad. This discount applies to the January and July editions of *Welding Marketplace*.

# Showcase Opportunities: Product Literature Review

## Put your sales literature to work.

Generate sales leads by showcasing your full-color catalog, product description, data sheet, or other sales literature. These 1/8-page insertions reach over **70,000** fully qualified buyers. Great responses at just pennies a contact.

## Issuance and Closing Dates

*Product Literature Review* mails in April and October 2006.

April issue closes February 15, 2006.

October issue closes August 15, 2006.

## Special Advertising Section — New Product Spotlight

New Product Spotlight is a special section in the April and October issues of *Product Literature Review*. It features product photos accompanied by 70 words of descriptive copy. It is an ideal way for exhibitors in the AWS Welding Show to get the word out on their booth at the show.

*Bonus: Advertise in both the Product Literature Review and the New Product Spotlight for the same month, and pay just HALF PRICE for the New Product Spotlight ad. This discount applies to the April and October editions of Product Literature Review.*

## Product Literature Review Ad Rates

*NOTE: We are holding our rates – no increase in 2006.*

	Rates Regular Gross	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, including participation in either Welding Marketplace or Product Literature Review.*

## Production and Mail Requirements

Send about 70 words of descriptive text, and a copy of the literature you want to appear, 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](mailto: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.





# www.aws.org

## AWS Website Advertising

**Each month AWS logs more than 150,000 visits, making AWS.org one of the most effective portals to the welding industry.**

### Why Advertise on AWS?

No single website represents or reaches such a full spectrum of industry professionals as the AWS site. Through integrated programs the AWS website (*www.aws.org*) delivers the information and opportunities of welding to an evolving global community. Our distinctive position affords insightful representation of the industry with special focus on meeting its varied and changing needs.

### A Rich On-line Environment

AWS combines the best of content with technology, product, and service to deliver a complete industry package. Visitors to the AWS website have use of the newest technologies for enhanced education, communication, and professional development. It's a rare combination of resources, news, and events of interest to thousands of visitors each month.

120 x 60 pixels

234 x 60 pixels

360 x 60 pixels

120 x 120 pixels

120 x 310 pixels

### Ad Rate and Size Models

A variety of rates and flexible programs makes AWS.org a best buy for smart campaigns. For ads on the home page, the small banner size is available for a flat rate of \$960 per month. For all other screens, the rates are established on a cost-per-thousand-visits (CPT) basis as listed below. A comprehensive selection of sizes allows for as much or as little space as you need to convey your advertising message.

### Available Ad Sizes and Rates

Display Ad	Size	CPT
Small Banner	120 x 60 pixels	\$42
Medium Banner	234 x 60 pixels	\$53
Large Banner	360 x 60 pixels	\$64
120 Block Small	120 x 120 pixels	\$53
120 Block Large	120 x 310 pixels	\$64

Determine monthly advertising rates by multiplying the ad CPT by the visitor six-month average.

### Ad Location Chart

Following are our Top Ten AWS.org destinations\*

Page Name	Location	Visits per Month
AWS Home Page	aws.org	72,500
JobFind	aws.org/jobfind	12,300
Certification	aws.org/certification	9,500
Education	aws.org/education	7,200
<i>Welding Journal</i>	aws.org/wj	4,500
Forums	aws.org/forums	4,000
Publications	aws.org/publications.html	3,000
Membership	aws.org/membership	2,900
Expo	aws.org/expo	2,900
Services	aws.org/services.html	2,000

\*Six month average 10/05

### Technical Specifications

- Image resolution to be 72 dpi; max file size 15K.
- MAP files not accepted.
- Animated ads in GIF only.
- URLs that are redirects and do not allow the browser's back button to work correctly will not be accepted.

# Inspection Trends

## 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.

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 52,000 welding inspectors. Many states and other jurisdictional authorities now require AWS certification to perform welding inspections within their area of authority.

## CIRCULATION:

Approximately 18,000 mailed plus bonus distribution at AWS-sponsored shows and conferences.

## 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 first-ever 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.

## 2006 Editorial Calendar

Season (Month)	Topics	Closing Dates
Winter (January)	• Bridge Inspection • Eddy Current Testing	Editorial, November 14; Advertising, December 12
Spring (April)	• Back to Basics: Hydrotesting • Inspector Ethics & Responsibilities	Editorial, February 17; Advertising, March 13
Summer (July)	• Structural Steel Weld Inspection	Editorial, May 15; Advertising, June 12
Fall (October)	• Understanding API 1104 • Inspection of Pipe & Tubing	Editorial, August 18; Advertising, September 11

## What Interests Our Readers

Which of the following NDT methods do you utilize in your professional work?*		
NDT Method	Total	%
None	1	0%
Visual	268	97%
Acoustic emission	29	11%
Eddy current	57	21%
Magnetic particle	188	68%
Penetrant	217	79%
Radiographic	158	57%
Ultrasonic	181	66%
Infrared	42	15%

\*Source: E-survey, July 2004, The Litchfield Group

Which of the following NDT related products and services do you use in your job performance either regularly or from time to time?*		
NDT Method	Total	%
Alloy analyzers	79	29%
Boiler tubes/heat exchangers	81	29%
Borescopes	117	43%
Cleaners	116	42%
Dye penetrant material	216	79%
Flashlights	250	91%
Hardness testers	151	55%
Industrial x-ray	128	47%
Leak testing	152	55%
Liquid penetrant materials	202	73%
Magnetic particle materials	180	65%
Magnifying glass	197	72%
Metal markers	187	68%
NDT inspection plugs	60	22%
NDT training classes	130	47%
Phased array and eddy current systems	41	15%
Pipe inspection equipment	121	44%
Radiographic film and/or equipment	131	48%
Ultrasonic flaw detection equipment	145	53%
Welding coupons and flaw specimens	189	69%
Welding measurement gauges	236	86%

Which of the following represent your technical interests?*		
Technical Interests	Total	%
Aerospace	31	11%
Aluminum	98	36%
Arc welding	222	82%
Automation/robotics	38	14%
Automotive	23	8%
Bending and shearing	71	26%
Brazing and soldering	73	27%
Ceramics	17	6%
Computerization of welding	53	19%
Cutting	132	49%
Ferrous metals	164	60%
High energy beam processes	20	7%
Machinery	66	24%
Marine	24	9%
NDT	209	77%
Piping & tubing	163	60%
Pressure vessels and tanks	165	61%
Resistance welding	48	18%
Roll forming	39	14%
Safety and health	117	43%
Sheet metal	69	25%
Stamping and punching	29	11%
Structures	130	48%
Thermal spray	30	11%
Visual inspection	235	86%

# Inspection Trends Advertising Rates

## 2006 DISPLAY ADVERTISING RATES

### Basic Ad Rates

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

	1x		2x		4x	
Full page	\$2530	\$2400	\$2355	\$2235	\$2180	\$2070
2/3 page	1895	1800	1765	1675	1625	1540
1/2 island	1730	1640	1610	1530	1485	1410
1/2 page	1595	1515	1485	1410	1375	1305
1/3 page	1060	1005	1000	950	930	880
1/4 page	855	810	780	740	730	690
1/6 page	655	620	610	580	565	535

### Color Charges

Standard 2nd color (AAAA standard colors:

red, yellow, blue, and green)

Matched 2nd color

3-color: black and two standard colors

3-color: black and two matched colors, or

one standard and one matched color

4-color process, first page or fraction

4-color process, succeeding pages

		2X	4X
\$435	COVER 2	\$3635	\$3450
540	COVER 3	3510	3330
705	COVER 4	4005	3800
795		3265	3100
1005		3145	2985
795		3640	3455

Covers are sold on a non-cancelable basis. Please see production and mail requirements on page 9.

### SPECIAL "CONTINUITY" DISCOUNT

Save money and expand your promotional budget by committing to our special "Continuity" discount. Advertise in all four issues during 2006 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 (red column).

## Additional Advertising Opportunities

### FABTECH International & AWS Welding Show 2006 Advance Program

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. The rates for this full-sized publication (8 1/8" x 10 7/8") are the same as *Welding Journal*.

### FABTECH International & AWS Welding Show 2006 On-Site Guide & Directory

We accept advertising in the FULL-SIZED (8 1/8" x 10 7/8") directory of the FABTECH International & AWS Welding Show. The official On-Site Guide & Directory is a separate publication from *Welding Journal*. It can carry a variety of full and fractional-page ads. **No need to create special ads** — you can run the same ad you ran in the Show Issue of the *Welding Journal*.

Earned frequencies in *Welding Journal* do not apply to the Directory. Reader Service numbers are not assigned. Ads in the Directory are agency commissionable.

### Closing Date:

September 1, 2006

Unit B&W	Rates
Full Page	\$3300
2/3 Page	2605
1/2 Page	1950
1/3 Page	1700
1/4 Page	950

Cover Pages (call for rates).

**Note:** The annual FABTECH International & AWS Welding Show will take place Oct. 31-Nov. 2, 2006, in Atlanta, GA. We expect some 20,000 visitors. They will see about 650 exhibits covering more than 185,000 net square feet, displaying and operating the largest array of welding and metal fabricating equipment seen at any show.

