

asnt.org Advertising

Advertising Supervisor

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Extend Your Reach

ASNT's Web site is an efficient, cost-effective marketing vehicle that offers you an affordable way to deliver your message and capture the attention of thousands of NDT professionals in a content-rich, NDT industry based site.



ASNT'S WEB SITE — WWW.ASNT.ORG *Connect with influential customers in the NDT marketplace.*

Online Advertising Opportunities

ASNT's Web site is a powerful online resource that helps marketing executives connect with influential customers in the NDT marketplace. So why do they come to our site?

Information. ASNT.org provides industry information and training material, certification details, a calendar of events and NDT content that is eagerly sought by our audience.

Assessment. ASNT.org delivers up to the minute news and features original, insightful reporting focused on definitive issues the market cares about and needs to understand.

Community. ASNT.org is there for the entire NDT community to use. For example, the *Materials Evaluation NDT Buyers Guide*, which includes the entire NDT community by company name, geographical location and testing method, is posted online for a year and is available to anyone, anytime, for free.

Unique, repeat users. Targeted traffic. Reach. Frequency. Impressions. Results.

- ❑ Over 250,000 page views per month
- ❑ Unique visitors per month: 100,000

Banners and Buttons

ASNT's Web site offers a high quality, uncluttered environment for your online advertising campaign. Two standard ad configurations are available — rotation throughout site or fixed position. Some forms of rich media are also available.

Banners and buttons are offered throughout ASNT's Web site. You can strategically place a linked electronic advertisement in one of our many key directories or subdirectories.

Each ad runs on a monthly basis, with quarterly rates available upon request. Each Web site ad will be linked to your company home page or specific e-mail address.

Lead time for posting: two full business days for standard media and five full business days for Flash files and rich media.

Production Information

- ❑ Add transparent background if banner corners are rounded; all banner ads require a border.
- ❑ Provide linking URL, alternative text and rotation instructions for each ad unit.
- ❑ All ads, including third-party ads, MUST be tested for approval.
- ❑ All artwork must be accompanied by alternative text; alternative text should be no more than 50 characters (spaces included).
- ❑ If using Flash, provide your site's or ad server's HTML click tag when sending the ad.
- ❑ Send back-up GIF ad(s) when sending Flash ads or any type or rich media ads as some browsers cannot accept Shockwave Flash or will ask for plug-ins that require HTML sniffer code. We will serve the back-up GIF with the Flash Ad. ASNT will not approve ads with HTML sniffer code, so users are not prompted to download a plug-in.
- ❑ Supply your own click code tracking in URLs for tracking ad click stream data or give us the HTML ad code to put on our site to serve back to your ad server when sending in your production information and ad insertion.

Technical Specifications

Maximum file size: 9 kb button, 20 kb banner, 50 kb Flash file.

File types and size: Buttons and banners need to have a resolution of 72 dpi and can be submitted as either GIF or JPEG files. Submit rich media as HTML, JavaScript, Flash, or CGI; there are no restrictions on looping. Enliven, page wrappers, interstitials, pop-ups and pop-underers will not be accepted.

Looping restrictions: none.

Available Advertising Locations

ASNT Home Page <www.asnt.org>
Marketplace <www.asnt.org/marketplace/marketplace.htm>
 Online Buyers Guide < www.asnt.org/marketplace/buyersguide/buyersguide.htm>
 (Plus 14 Testing Method Subcategories)
 Online NDT Professional Services Guide < www.asnt.org/marketplace/proservices/proservices.cfm>
 (Plus Interior Pages by State and Country)
 Help Wanted< www.asnt.org/marketplace/helpwanted/helpwanted.htm>
 Positions Wanted < www.asnt.org/marketplace/positionswanted/positionswanted.htm>
Certification <www.asnt.org/certification/certification.htm>
 (Plus 11 Interior Pages)
Publications <www.asnt.org/publications/publications.htm>
 Materials Evaluation Page < www.asnt.org/publications/materialseval/materialseval.htm>
 TNT Page < www.asnt.org/publications/tnt/tnt.htm>
Meetings and Events <www.asnt.org/events/events.htm>
 (Plus Nine Interior Pages)
What's New <www.asnt.org/whatsnew.htm>
Learning <www.asnt.org/learning/index.htm>
 Other Courses < www.asnt.org/learning/courses.htm>
 Directory of Educational Institutions < www.asnt.org/links/educational.htm>
Search <www.asnt.org/search/search.cfm>



Home Page Banner

RATE

\$1,200 fixed position
Size: 135 × 270 pixels



BANNER

RATE

\$700 run of site
\$800 fixed position
Size: 468 × 60 pixels



Button

RATE

\$500 run of site
\$650 fixed position
Size: 120 × 60 pixels

Help Wanted Ads

You'll reach thousands of qualified NDT personnel when your job opening is posted in ASNT's Employment: Help Wanted section at < www.asnt.org/marketplace/helpwanted/helpwanted.htm> . Job openings are posted on ASNT's Web site within 48 hours of receipt of your materials. A blind box for replies can be added upon request.

ASNT offers a quicker solution to posting jobs online. Simply fill out the form and receive a confirmation e-mail with further directions. Visit < www.asnt.org/marketplace/helpwanted/adsubmission.ihtml> for information.

Dimensions for online classified advertisements are 5" (12.7 cm) wide by 7" (17.8 cm) deep, with no more than 275 words (1500 characters). Your company's logo or trademark can be added, but no additional graphics are permitted.

Advertisements exceeding 275 words will be billed on a prorated basis. Contact the advertising supervisor for more information.

Rates

\$290 (275 words)
Add \$45 for each additional 50 words

Online NDT Buyers Guide

Take part in the *Materials Evaluation NDT Buyers Guide* and your listings will appear in ASNT's online version for free for a year. Enhance both your print and online listing by including your company logo for only \$275. If you didn't participate in the *Materials Evaluation NDT Buyers Guide*, we will post your company's listing in our online version for a nominal fee.

Rates

Free (ran in *M.E.*)
\$85 (did not run in *M.E.*)
\$300 (did not run in *M.E.* and with a logo)

Animated Advertising

To add greater value to your online advertisement, we also offer animated advertising to our clients. Some restrictions apply; the animation must complement ASNT's Web page format and the animated message must be congruent to your company's logo, products or services. Animation is not permitted on ASNT's home page.