



ASME 2023 Media Kit

Branding & Awareness | Thought Leadership | Lead Generation



ASME – Who Are We

ASME helps the global engineering community develop solutions to real world challenges. Founded in 1880 as the American Society of Mechanical Engineers, ASME is a not-for-profit professional organization that enables collaboration, knowledge sharing and skill development across all engineering disciplines, while promoting the vital role of the engineer in society. ASME codes and standards, publications, conferences, continuing education, and professional development programs provide a foundation for advancing technical knowledge and a safer world.

In 2020, ASME formed the International Society of Interdisciplinary Engineers (ISIE) LLC, a new for-profit subsidiary to house business ventures that will bring new and innovative products, services, and technologies to the engineering community, and later established the holding company, Global Knowledge Solutions LLC.

In 2021, ASME launched a second for-profit subsidiary, Metrix Connect LLC, an industry events and content platform to accelerate digital transformation in the engineering community.

ASME STRATEGY

MISSION

Advance engineering
for the benefit
of humanity

VISION

The premier resource
for the engineering
community globally

ASPIRATIONS

are to address these global challenges:

Sustainable Solutions
Clean Energy
Efficient Housing
Clean Water

Efficient Transportation
Public Safety
Public Healthcare

WE WILL SERVE THOSE ASPIRATIONS THROUGH THESE STRATEGIC TECHNOLOGIES GLOBALLY:

ADVANCED MANUFACTURING

Additive Manufacturing
Industry 4.0

BIOENGINEERING

Cellular Manufacturing
Biologics
Tissue Engineering

PRESSURE TECHNOLOGY

Design | Materials
Fab Inspection
Operation Commissioning
Maintenance

CYBERSECURITY

SUSTAINABILITY

INTERNET OF THINGS

DESIGN ENGINEERING

BIG DATA ANALYTICS

NANO TECHNOLOGY

MATERIALS

ARTIFICIAL INTELLIGENCE

CLEAN ENERGY

Solar | Wind |
Biomass Storage | Nuclear

ROBOTICS

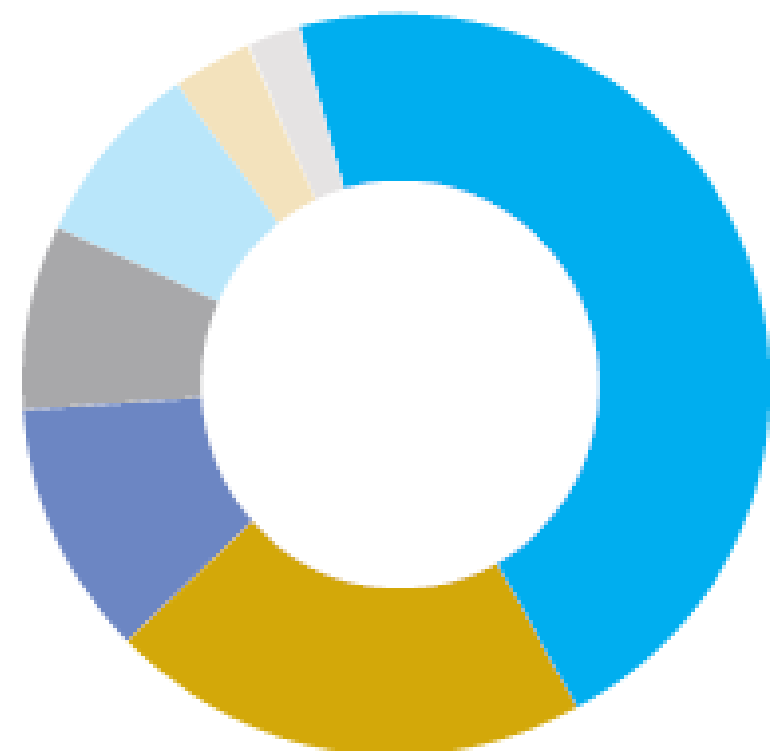
Industrial Automation | UAVs
Field | Mobile | Autonomous

Exclusive Access to ASME members

The American Society of Mechanical Engineers (ASME) works with the global engineering community to develop solutions to real world challenges facing all people globally. We actively enable inspired collaboration, knowledge sharing and skills development across all engineering disciplines throughout the world, while promoting the vital role of the engineer in society

Key ASME member outreach includes *Mechanical Engineering* Magazine, ME Today, ASME News, Tech Reboot and Tech Design e-Newsletters, plus popular webinars, podcasts, and features crafted by our editors.

Professional Role



- Engineer 46%
- Management 21%
- Consultant 11%
- Executive Management 8%
- Educator 8%
- C-Level 4%
- Other 2%

Source: ASME Mechanical Engineering Reader Profile Survey - Harvey Research, 2020

38%

purchase \$1,000,000+ annually in engineering products/services

Who We Connect You With

- Role in purchasing
- Select/Specify
- Approve




ASME Audience

Unlock the power of 90K+ ASME membership in a comprehensive range of technologies and industries

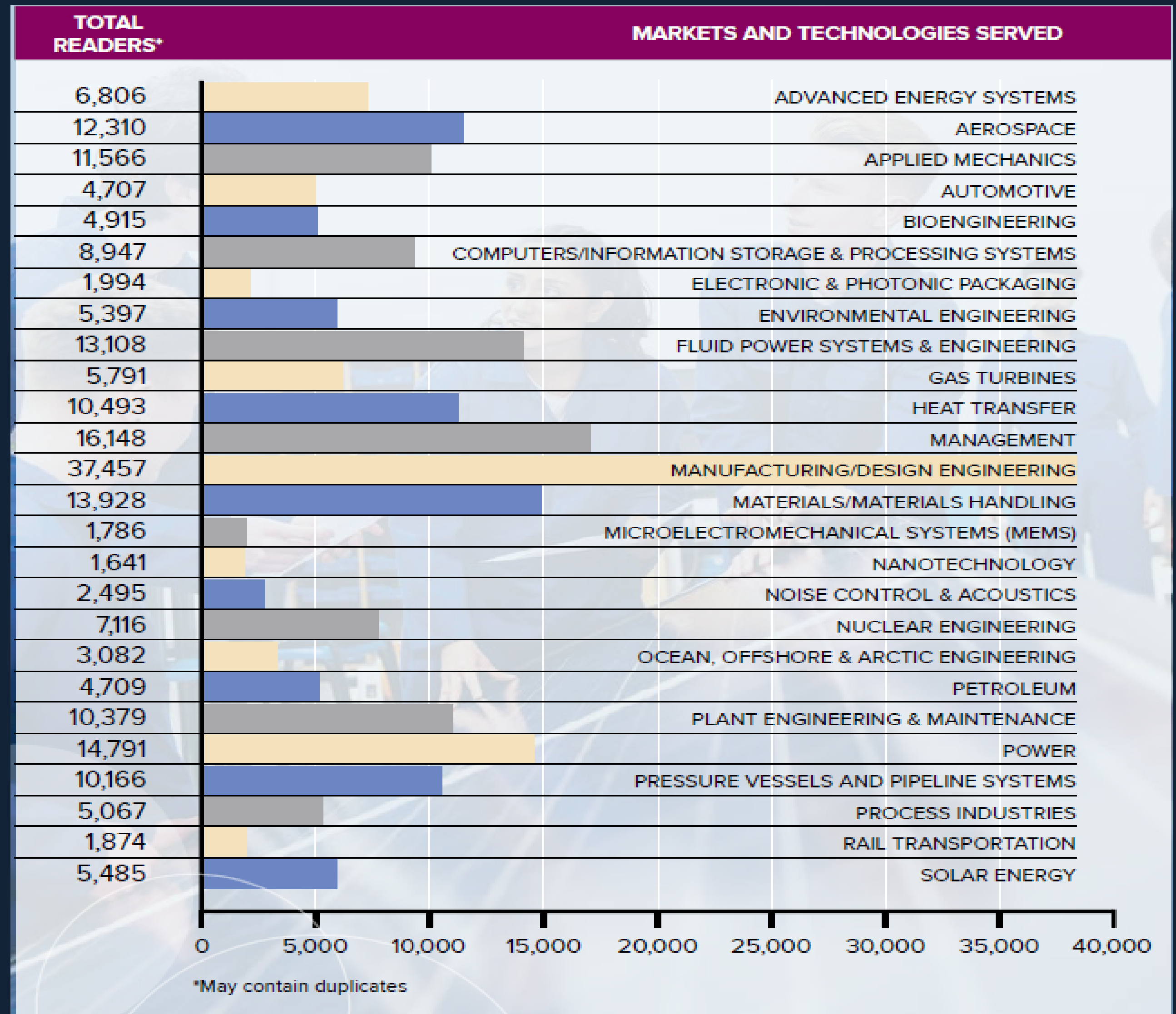
Social Media Reach*

 **Twitter:**
29,313 followers

 **Facebook:**
257,875 likes

 **LinkedIn:**
224,563 members

*May contain duplicates



Lead Generation Programs

White Paper Program

- Introduce emerging technologies, expand on research results or explain a complex topic. This content type is useful for driving prospects through the consideration phase and accelerating purchase decisions. Get your content into the hands of design and mechanical engineers worldwide.
- Promotions occur over a three-month period and include a mix of dedicated emails, newsletter banners and social media.
- White Papers are hosted here - <https://resources.asme.org/me-mag-resource-library>

Specs:

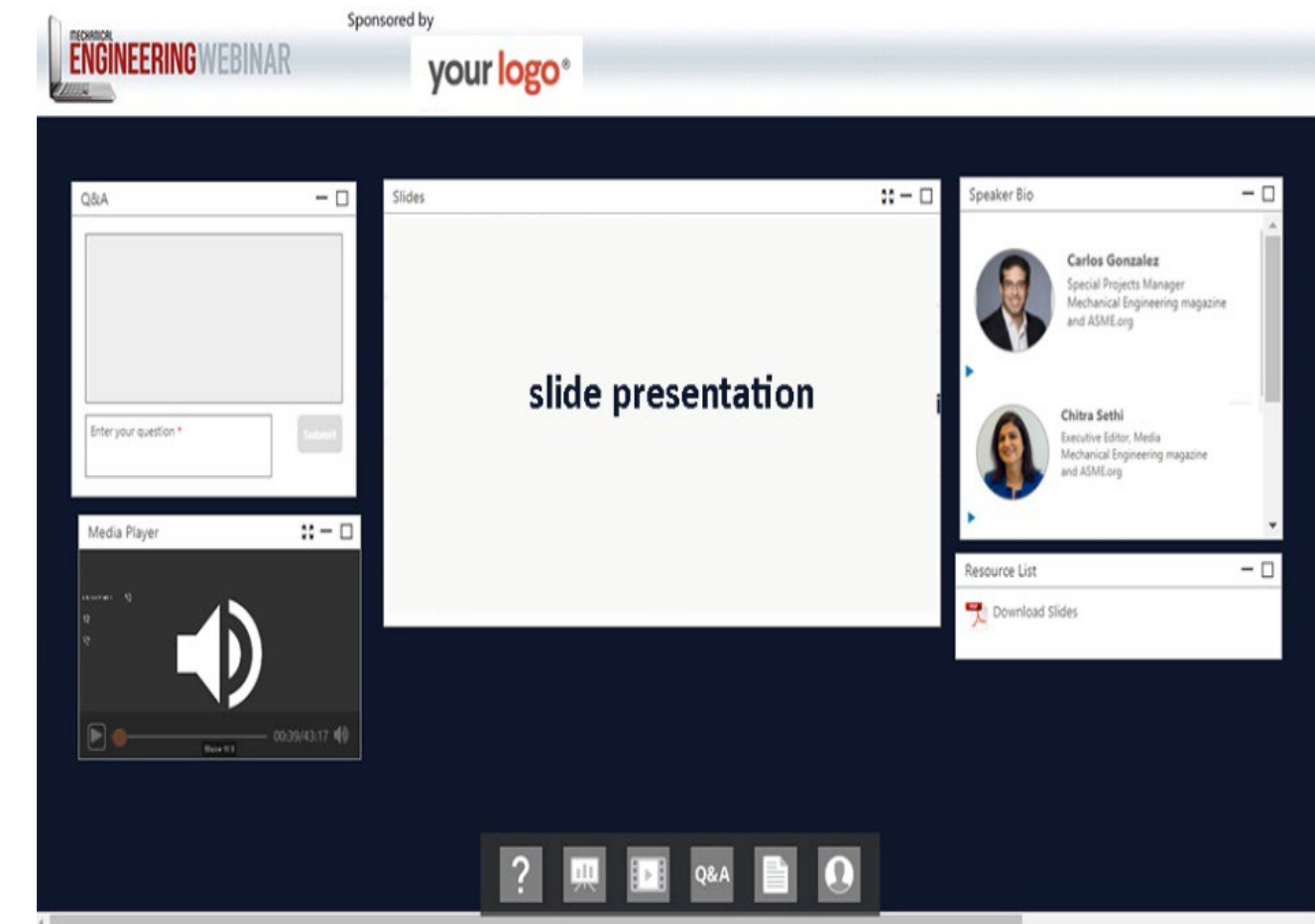
- PDF of the asset
- Headline and description for registration page (ideally 1-2 paragraphs and 3-4 bullet points)
- Brief description of company's products/services

White Paper Best Practices:

- Know your audience
- Set the right tone
- Solve the right problem
- Use third-party facts
- Design - choose the right visuals - incorporate graphs, charts & infographics
- Don't over promote your asset – fresh content is critical

Custom Webinars

- Engage with an audience who has demonstrated interest in your product segment or brand. Your content and speaker(s) can help to educate industry professionals worldwide about emerging areas of research, technology applications, best practices and issues impacting the engineering community.
- Sponsor chooses their own topic and presents educational material related to that topic.
- ASME will assign a moderator (or Sponsor may provide one) along with a technical coordinator who will manage promotions and produce the live event.
- Promotions include a mix of dedicated emails, newsletters, social media and inclusion on ASME's calendar of events.
- Sponsors receive full registrant contact information and interactivity details including minutes viewed, questions asked, poll responses, etc. as well as an MP4 file of the recording.
- All webinars are recorded and available for on-demand viewing.



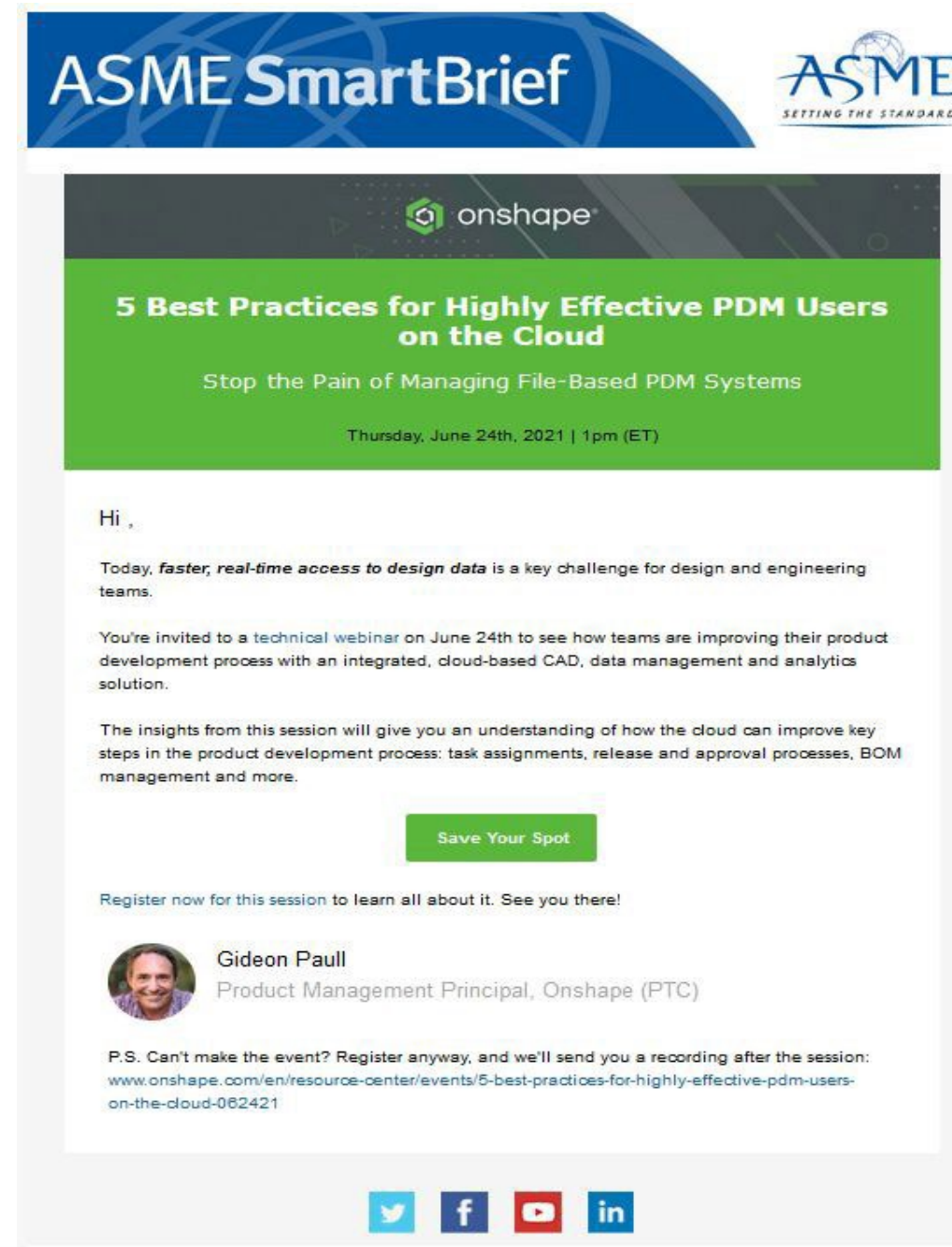
ASME SmartBrief Emails

The “Dedicated Send” email sponsorship gives you the unique opportunity to send an exclusive, 100% ad-content email which can be used for lead generation, important announcements and/or branding.

- 100% SOV
- Deployed Tuesdays and/or Thursdays to approx. 22,000 opt-in ASME members
- Average open rate of 29.7%

Requirements:

- HTML Code
- Subject Line
- Preheader Text (Optional)



Editorial Multimedia Programs

Editorial Multimedia Sponsorship

Encourage users to learn more about your brand with interactive applications where the viewer becomes an active participant. Sponsorship positions your Company's logo prominently along side relevant editorial.

Infographics

Turn your data into compelling visuals that grab the audience's attention. Great for building top-of-funnel interest and educating prospects.

Quizzes & Challenges

Generate interactions with a target audience by testing their knowledge on a range of topics. A related content module, on the results page, leads to high engagement with your company and messaging.

Polls & Surveys

Connect with, engage, and grow your audience and build awareness. People enjoy expressing opinions and their responses help you to guide content, test concepts or pulse-check a certain topic. Instant results are shared with respondents featuring your brand.

Podcasts - ASME TechCast

- ASME's TechCast is a podcast series hosted by the editors of *Mechanical Engineering* magazine and features innovators and innovations in design, additive manufacturing, robotics and automation, digital engineering, energy transformation, bioengineering, workforce, and more.
- The biweekly podcasts feature insightful discussions with industry experts on how emerging technologies within these fields impact engineers and their careers.
- Distributed on ASME.org and through all podcast channels and promoted in ASME newsletters and social media channels.
- Sponsorship Opportunity - 2 Episode Sponsorship – Each Episode Includes
 - Pre-roll: “Sponsored by” voice-over callout of brand and 10 second sponsor description
 - Post-roll: Sponsor thank you with 10-second spot and call to action
 - Sponsor logo and link on podcast page during month of sponsorship
 - Sponsor mention in show notes of each episode



ASME**TechCast**



Mechanical Engineering Special Reports

Mechanical Engineering Special Reports are an award-winning documentary-style video that takes a deep dive into the impact of emerging technologies and how they are transforming industries and the workforce.

The video features highlight latest trends and interviews with experts on how technology trends are impacting the engineering industry.

The Special Report videos cover topics including robotics, energy transformation, digital engineering, additive manufacturing, autonomous technology, engineering workforce, and more.

The special report sponsorship includes:

- Designation of “Exclusive Sponsor”
- Branding opportunities within the video and the content page
- Promotional opportunities via ASME Tech newsletters and social media
- Example -<https://www.asme.org/topics-resources/content/video-the-use-of-artificial-intelligence-in-medical-diagnostics-and-therapeutics>



Thought Leadership & Branding

Sponsored Content Program

Sponsored Content creates a strong connection with readers by placing your authoritative content prominently in their information journey.

- Your content appears as a **Sponsored Post** on ASME.org – each piece of content has its own detail page with Sponsor’s logo, byline, full content, and a related promotional link.
- Your post is featured in multiple **Sponsored Content Placements** on the ASME.org homepage, the Topic & Resources main section page, and the content listing page – which is our centralized repository for content and resources. Your content will appear there for a guaranteed time period (varies by placement).
- Your content is promoted on ASME-branded newsletters and social media channels.
- Each post offers multiple options for linking back to your site – creating inbound demand for your products and services.

Sponsored Content is subject to review and must adhere to Sponsored Content Guidelines. Content may not be overtly promotional. Content will be labeled “Sponsored Content.”

Sponsor Post Page

Sponsored Content Placements link to a detail page featuring the sponsor’s full post (article, video, etc.)

INCLUDES

- “Provided by” label with the sponsor’s logo
- Author/company attribution in byline
- Promotional link(s) with call to action



Byline with Name of Sponsor’s Author/Contributor (Author Description with name, title, and company also appears at end of article)

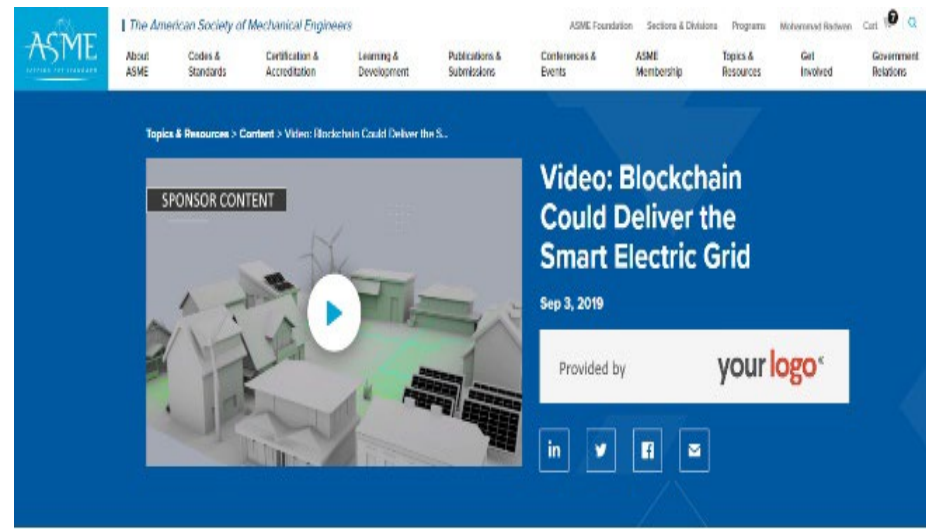
“Provided by” label with sponsor’s logo (88x31)

“Sponsor Content” label

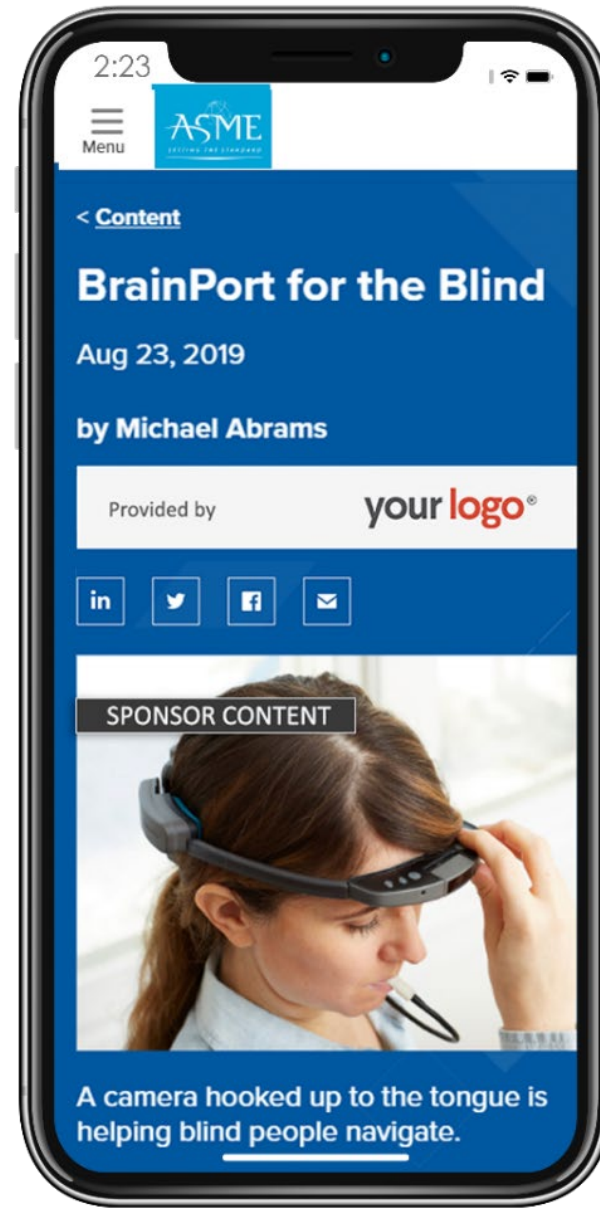
Mid-article promotions linking to other Posts from the sponsor (up to two)*

* If multiple are purchased. Only available while that additional content is on the website, otherwise it defaults to ASME Editorial Content.





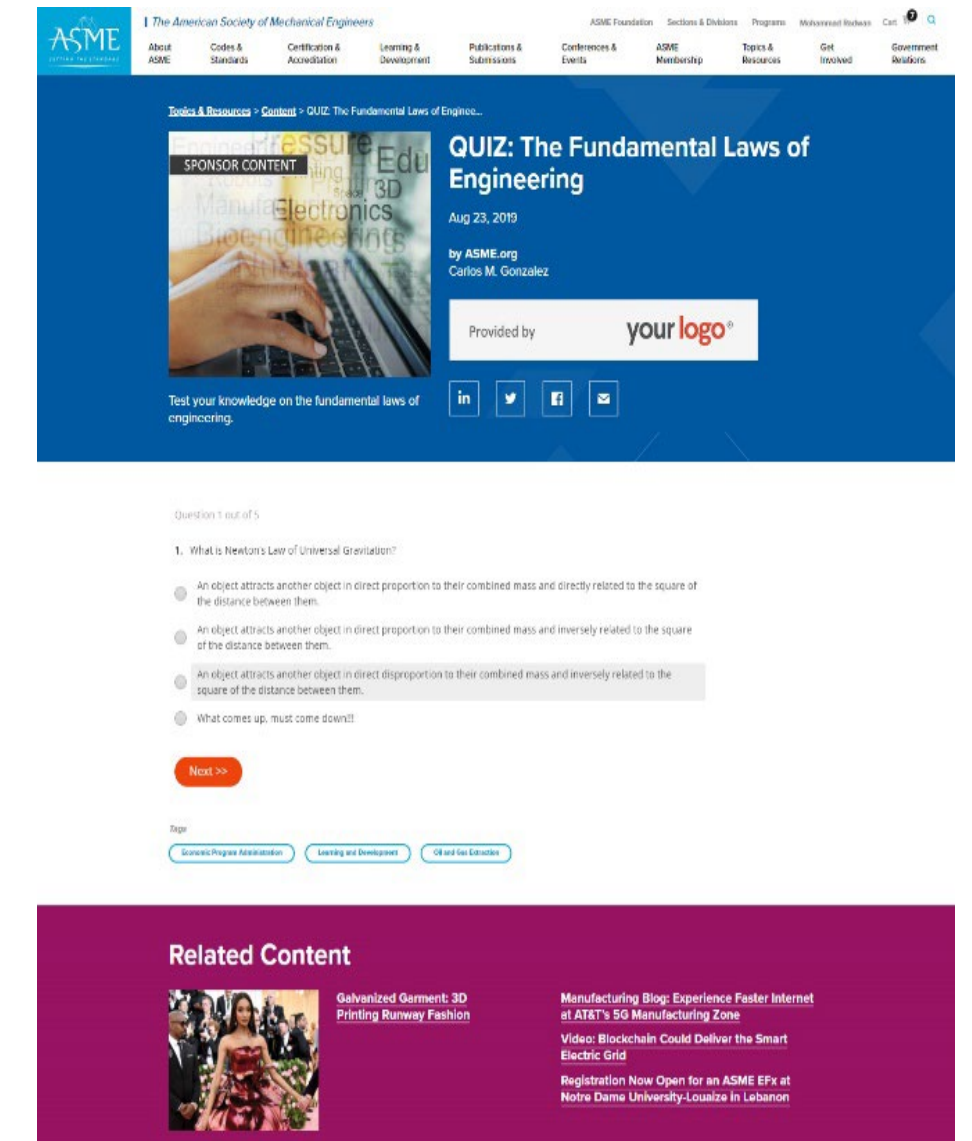
Video Post



Article Mobile View



Infographic Post



Sponsored Quiz Post

Sponsored Content Placements link to a detail page featuring the sponsor's full post.

Sponsor Post Page – Additional Formats

ASME Newsletters

Align your sponsored content to assert thought leadership or advertise in well-read publications to generate awareness.

Daily

ASME SmartBrief

Curated, up-to-the minute daily digest of top stories and important news for engineering and technology professionals. Deployed Monday - Friday

AUDIENCE: 23,700

Weekly

TechDesign Newsletter

Insights into engineering design and workforce, focusing on advanced manufacturing, automation, and more. Deployed on Tuesdays.

AUDIENCE: 30,000

TechReboot Newsletter

Curated tech news and insights into energy, bioengineering, robotics, and digital engineering. Deployed on Thursdays.

AUDIENCE: 40,000

ASME News (Bi-weekly)

Updates and news about the Society, key activities and its members.

AUDIENCE: 41,000

Monthly

ME Today (Bi-monthly)

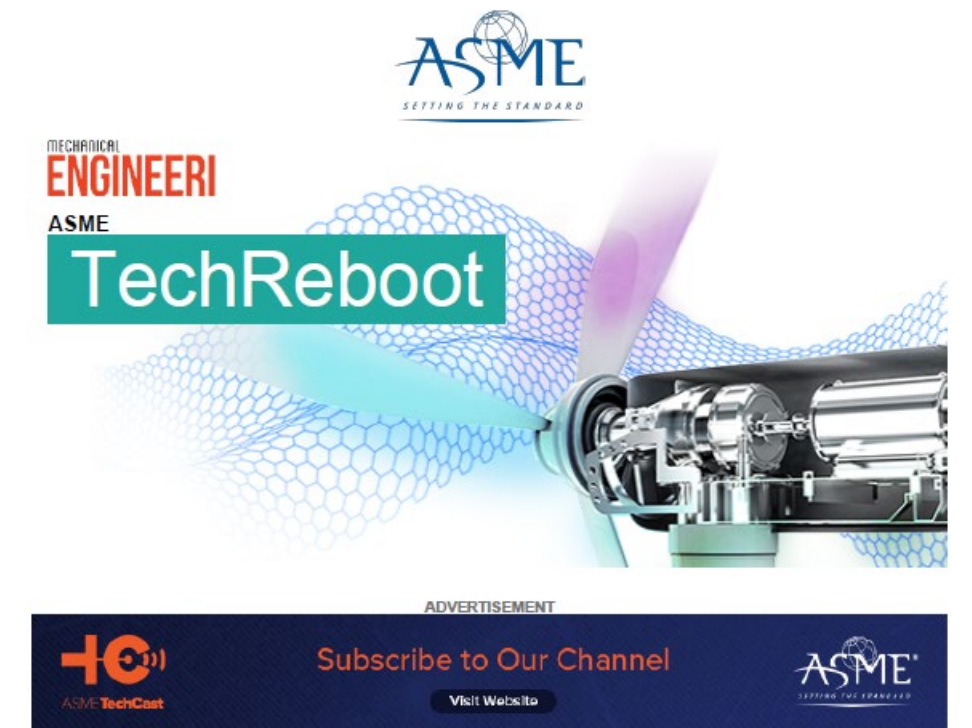
Assists early career engineers with professional awareness and understanding engineering practice and business.

AUDIENCE: 39,000

Ad Specs

ASME TechDesign + TechReboot	
Leaderboard	728 x 90 px
Text	Up to 30 character headline, 250 character copy, logo, and (optional) 250 x 250 px image
Medium Rectangle	300 x 250 px
Large Rectangle	Up to 600 x 600 px

ASME News + ME Today	
Banner	728 x 90 px
Text	Up to 30 character headline, 250 character copy, logo, and (optional) 250 x 250 px image



ASME
SETTING THE STANDARD

ASME NEWS

ASME News is a resource for those who want to learn about the Society and the many interesting activities the organization and its members are involved in each year. ASME News contains news about Society-related events and programs, as well as special features and the Newsmakers section.

Infographic: Three Charts about the Aviation Industry

The world virtually stopped flying in the first stages of the pandemic. Airlines have struggled to regain their former level of service. As vaccination rates increase, travel has gone up, but the road to recovery will be long.

[Learn More —](#)

ASME Launches a New Subsidiary, Metrix Connect LLC

The American Society of Mechanical Engineers (ASME) announced it has formed a new subsidiary, Metrix Connect LLC, to accelerate digital transformation in engineering for a variety of industries. Metrix, an ASME Company, will host an integrated events and content platform for engineers and technical professionals in additive manufacturing/3D printing, digital engineering, energy transformation, and robotics who work in industries from aerospace and automotive to medical and more.

[Read More —](#)

ADVERTISEMENT

ENGINEERING WEBINAR


HOW TO FOSTER THE ELECTRIC AND AUTONOMOUS VEHICLE INDUSTRY

September 28, 2021

Ad Specs

ASME SmartBrief Newsletter	
Billboard	970 x 250 px
Leaderboard	728 x 90 px
Text	Up to 50 character headline, 300 character copy, 120 x 60 px logo, and (optional) 180 x 150 px image

September 24, 2021

ASME SmartBrief  SETTING THE STANDARD

Essential news for the global engineering community [SIGN UP](#) · [SHARE](#)

ADVERTISEMENT

Billboard 970x250 px

ASME QUIZ

Quiz: Test your knowledge of the petroleum industry's history

Petroleum was used in China, Mesopotamia, and elsewhere for thousands of years, but in the 19th century, oil for lamps and lubrication primarily came from an organic source. What was it?

- Pressed olive fruit
- Pyrolyzed birch and linden bark
- Boiled whale blubber
- Crushed palm seeds

[Next](#)


Full Story: ASME (9/24)

[in](#) [t](#) [f](#) [v](#)

Up to 50 character headline

180 x 150 px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sed interdum turpis. Nullam eget pulvinar elit. Nullam lacinia sollicitudin blandit. Etiam consequat fermentum metus, ac dapibus purus dictum et. Vivamus sit amet nulla consequat, rhoncus arcu et, vehicula sem. Phasellus quis lectus ipsum. [Get more information.](#)

ADVERTISEMENT: 

Display Advertising

MECHANICAL ENGINEERING MAGAZINE

The award-winning flagship publication, exclusive to ASME members, is published 6x annually and is at the core of ASME's content strategy and ecosystem. Its in-depth features, columns, and editorial help engineers understand and solve challenges in a constantly evolving technology landscape. ME magazine is mailed to the homes of approximately 60,000 members.



Mechanical Engineering 2023 Editorial Calendar

FEBRUARY/MARCH

APRIL/MAY

JUNE/JULY

AUGUST/SEPTEMBER

OCTOBER/NOVEMBER

DECEMBER/JANUARY



Spotlight:
Infrastructure in
Space

Spotlight:
Intelligent
Manufacturing

Spotlight:
Advanced Nuclear
Power

Spotlight:
Defense in the 21st
Century

Spotlight:
Digital Engineering

Spotlight:
The State of
Engineering 2024

Automotive,
Autonomous
Technology,
Robotics

Energy, Additive
Manufacturing,
Digital Engineering

Robotics,
Autonomous
Technology

Digital
Engineering,
Additive
Manufacturing,
Aerospace

Medical Devices,
Robotics, Energy

Additive
Manufacturing,
Energy

Additive
Manufacturing
Digital Engineering
Energy
Transformation

Energy
Transformation,
Digital
Engineering,
Robotics

Additive
Manufacturing
Robotics
Digital Twins

Digital
Engineering,
Robotics, Digital
Twins

Additive
Manufacturing
Digital Twin
Energy
Transformation

Additive
Manufacturing
Digital Engineering
Energy
Transformation

Ad Close

Thursday 12/15

Monday 02/20

Monday 04/17

Monday 06/12

Monday 08/14

Monday 10/16

Materials Due

Monday 12/19

Thursday 02/23

Thursday 04/20

Thursday 06/15

Thursday 08/17

Thursday 10/19

Industry Watch Series

Collaborate with *Mechanical Engineering* to discuss your company's expertise, market position, product innovation, and strategy within/around select industries chosen by our editorial team. Your company's CEO and/or Chief/Product Engineer can be featured in a custom thought-leadership article to help the *Mechanical Engineering* audience gain a deeper understanding of your company's personnel, philosophy, process, and performance.

Benefits include:

- **Credibility** – Amplify your company's expertise using *Mechanical Engineering*, the dedicated print media source for members of ASME (The American Society of Mechanical Engineers).
- **Distribution** – Increase visibility of your company by reaching our engaged audience of over 90,000+ paid members in print and digital editions.
- **Leadership** – Raise awareness around your company's strategies, personnel, philosophy, process, and performance. Hi-res headshot of interviewee or product image will appear in the article.
- **Turnkey** – The editors of ME Magazine will conduct an interview with your featured expert, as well as write, edit, and design a Q&A article uniquely positioned to inform our audience of engineers.
- **Effective** – A hi-res PDF of the Q&A will be provided. Re-purpose as a collateral piece with key contact information included.

Industry Watch

Industry Watch Pricing

Options for participation include:

- Single Page Q&A Interview – approx. 600 words - \$7500 net
- Single Page Q&A Interview Opposite a Full Page 4C Ad - \$10k net
- Two-Page Q&A Interview – longer format Q&A interview (approx. 1200 words) - \$12,500 net

INDUSTRY WATCH

Deploying Robots via the Cloud

To deploy robots in the field, companies will be required to implement an intricate cloud-based control platform. For example, in the oil and gas industry, robots are being used to monitor safety and perform inspections. By completing the tasks autonomously, companies are able to perform these tasks safely and remove humans from harm's way. Marc Dassler is the CEO and co-founder of Energy Robotics. The company's software cloud platform allows for the management of fleets of autonomous robots for inspection and maintenance in several different remote and hazardous locations. He explains how their platform functions and how it evolves the engineering industry.

M.E: What are the current capabilities of your robotics management cloud platform, and in which areas is it currently deployed?

Marc Dassler: Our hardware-agnostic software platform enables mobile robots to carry out autonomous inspections such as reading analog devices, capturing thermal patterns, monitoring machinery and surroundings for anomalies and much more. The robots can be deployed in dangerous environments (such as ATEX and IECEx zones 1) and controlled remotely to capture high-quality data, deliver actionable information, and integrate seamlessly into existing operations management systems. All that while being cost-effective and easy to onboard.

M.E: How are autonomous robots making the inspection process easier for humans?

M.D: Manual inspections in brownfield facilities are riddled with many challenges surrounding remoteness of locations, dangerous work environments, and rising deployment costs. Our end-to-end autonomous inspection solution prevents humans from being deployed in hazardous



Photo: Energy Robotics

environments and performs inspections consistently with high accuracy. In our solution, state-of-the-art AI complements reliable robot hardware to deliver critical, high-quality information to the operator's fingertips, keeping her out of harm's way and allowing her to concentrate on other essential tasks.

M.E: Which industries currently benefit the most from your technology or product solutions?

M.D: Capital-intensive industries such as oil and gas, chemical, and energy are the prime beneficiaries from our autonomous inspection solution. As these industries move towards Industry 4.0, the automation of inspections will play a key role in not only accelerating this process of digitalization but also in making operations more efficient, cost-effective, and safer at the same time. With our solution, these industries can effortlessly onboard and operate a heterogeneous fleet of robots whose inspection capabilities are tailored to their specific needs.

M.E: What is the outlook for robots controlled under cloud-enabled software platforms?

M.D: We are incorporating "Click and Inspect," through which operators will be

able to train robots to inspect different points of interest by just clicking on them in the digital twin of the plant. We are also opening our platform for third-party developers and customers to add their own AI applications through our "Skill Store." In addition to mobile robots, we will also be integrating drones into our platform. Thus, industries will manage a truly mixed fleet of robots and drones through one single platform.

M.E: What will Energy Robotics discuss at the upcoming Robotics for Inspection & Maintenance Summit?

M.D: In the upcoming RFIM summit, we will focus on the importance of having a mixed fleet of robots for different inspection tasks and surroundings. Given the expansive scope of inspections in different environments, industries are in need of a mixed fleet of specialist robots that are tailored to these conditions. At the summit, we will present a live demo of autonomous inspections through a mixed fleet of robots and delve into how these robots can be equipped with extensible sensors and skills that match your inspection needs. ■

JOHN GRIMES is business development manager for Metrix.

Magazine Specs

Space	Orientation	Width x Depth (in inches)
1 page	Full Page	8 3/8 x 11 1/8
2/3 page	Vertical	4 3/8 x 10
1/2 page	Island	4 3/8 x 7 3/16
1/2 page	Vertical	3 3/8 x 10
1/2 page	Horizontal	7 x 4 7/16
1/3 page	Vertical	2 1/8 x 10
1/3 page	Square	4 7/16 x 4 7/8
1/4 page	Vertical	3 1/4 x 4 7/8
1/6 page	Vertical	2 1/4 x 4 7/8

For FULL-PAGE BLEED ADS trim size is 8 1/8" x 10 7/8".

Design ads at trim size and add an extra 1/8" bleed beyond the trim on each side; keep live matter at least 1/2" from binding edge and 1/4" from outside trim edges.

WEIGHT: If using stock heavier than 80 lb. submit sample for approval.

METHOD OF PRINTING: Web offset

METHOD OF BINDING: Perfect

