

Aerospace  
Automotive  
Medical  
Energy  
Manufacturing

# Heat Treat Today

Established 2016

Technology, Tips & News for Manufacturers with In-House Heat Treat

**NEW  
for 2025!**

We're increasing from  
8 to 12 print editions.  
See pages 8-11 inside.

## 2025 Media Planner

North America's  
Information Leader for  
In-House Heat Treat  
Decision Makers

Includes these popular brands...

**Heat Treat Radio**  
a podcast of Heat Treat Today

**Heat Treat Daily**  
a product of Heat Treat Today

**Heat Treat Shop**  
a product of Heat Treat Today

... and many more

**Heat Treat Boot Camp**  
an event of Heat Treat Today

**Heat Treat Green**  
Sustainable Technologies  
for the North American Heat Treat Industry

**Heat Treat Buyers Guide**  
a service of Heat Treat Today

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# Letter From the Publisher

## We're Growing: Here Are the Numbers

Since our founding in 2016, **Heat Treat Today** has grown rapidly and is now the leading heat treat media brand in North America.

Over the past **8** years...

- We've grown from a 1-man operation to **12** full-time, part-time, or contract employees & partners.
- We've grown from fewer than 20 advertisers to over **200**.
- We've grown from publishing ONE print magazine annually to **12** per year with a total of **41** print editions since 2016.
- We've produced and released over **110** **Heat Treat Radio** podcast episodes (now with video).
- We've recognized over **240** young leaders in the North American heat treat industry by means of **Heat Treat Today's 40 Under 40** award.
- We are the official media partner of **Furnaces North America** and the **Metal Treating Institute**.
- Our content is now being published worldwide by at least **4** thermal processing magazines in England, Germany, Brazil, and China.

Thanks to many of you, we've grown because we've stuck to these basic principles:

- 1 Great Content:** We invest heavily in content and deliver it on a variety of platforms including our website, e-newsletters, magazines, seminars, podcasts, and videos.
- 2 Great Audience:** Because of this great content, we've built a great audience — manufacturers with their own in-house heat treat capabilities.
- 3 Great Products:** Once we have the great audience because of the great content, then we develop great products like our website, print & digital magazines, e-newsletters, and podcasts, to mention a few. These great products present that great content in ways that are meaningful and helpful to our readers/viewers.

**Thanks for considering us for your 2025 marketing program.** We will be helpful, easy to work with, innovative, and politely aggressive.

**I hope we can be helpful to you in 2025.**



**Doug Glenn**  
Founder/Owner/Publisher  
**Heat Treat Today**

**We believe  
people are happier  
and make better  
decisions when  
they are well  
informed.**

**Heat Treat Today** is a publication of the  
Doug Glenn Company, a family-owned business.

# The Heat Treat Today Team



**Michelle Ritenour**  
Sales

[michelle@heattreattoday.com](mailto:michelle@heattreattoday.com)

724.967.2568

You may be surprised to know that I taught English conversation classes in Japan.

**Why contact Michelle?**

Michelle can supply you with advertising options to help you sell your products and/or services.



**Ellen (Glenn) Porter**  
Buyers Guide Manager/  
Administration

[ellen@heattreattoday.com](mailto:ellen@heattreattoday.com)

412.915.3785

You may be surprised to know that I am Doug's oldest daughter and Evelyn (Glenn) Thompson's sister.

**Why contact Ellen?**

Call Ellen for anything. She is the company funnel; but she specializes in [HeatTreatBuyersGuide.com](http://HeatTreatBuyersGuide.com), classified advertising sales, and [Heat Treat Boot Camp](http://HeatTreat Boot Camp) sponsorships.



**Bethany Leone**  
Managing Editor

[bethany@heattreattoday.com](mailto:bethany@heattreattoday.com)

**Favorite saying:** "It's always the last place you look" – saying by my "belle-mère" (because why would you keep on looking if you found it?)

**Why contact Bethany?**

To share your percolating technical ideas you want to hear on [Heat Treat Radio](http://HeatTreat Radio) or read on [Heat Treat Today](http://HeatTreat Today).



**Laura Miller**  
Associate Editor

[laura@heattreattoday.com](mailto:laura@heattreattoday.com)

**Favorite saying:** "By perseverance, the snail reached the ark."

**Why contact Laura?**

Share news about your company, recent sales, personnel changes, or other newsworthy accomplishments (with images).



**Evelyn (Glenn) Thompson**  
Assistant Editor

[evelyn@heattreattoday.com](mailto:evelyn@heattreattoday.com)

You may be surprised to know that I once kissed a giraffe on the lips!

**Why contact Evelyn?**

Contact Evelyn if you have an event that should be included on the [heattreattoday.com](http://heattreattoday.com) industry calendar.



**Jayna McGowan**  
Proofer

[jayna@heattreattoday.com](mailto:jayna@heattreattoday.com)

**Favorite saying:** "When in doubt, don't!"

**Why contact Jayna?**

If you have any questions about nominating someone for [Heat Treat Today's 40 Under 40 Class of 2025!](http://HeatTreat Today's 40 Under 40 Class of 2025!)



**Aubrey Fort**  
Production Manager

[aubrey@heattreattoday.com](mailto:aubrey@heattreattoday.com)

**Favorite saying:** "Well done is better than well said." – Benjamin Franklin

**Why contact Aubrey?**

Call Aubrey with any ad questions other than actually purchasing an ad — placement, specifications, deadline dates, etc.



**Brandon Glenn**  
Art/Web Designer

[brandon@heattreattoday.com](mailto:brandon@heattreattoday.com)

You may be surprised to know that I have a master's degree in counseling.

**Why contact Brandon?**

Email Brandon with any print, website, or e-newsletter art or design questions.



**Karen Gantzer**  
Editor in Chief/  
Associate Publisher

[karen@heattreattoday.com](mailto:karen@heattreattoday.com)

760.420.0979

You may be surprised to know that for a season, I was the stadium announcer for the Grove City College Wolverine football games.

**Why contact Karen?**

Call Karen if you have editorial content the industry needs to hear about and any suggestions of how we can be helpful to you.



**Doug Glenn**  
Founder/Owner/Publisher

[doug@heattreattoday.com](mailto:doug@heattreattoday.com)

724.923.8089

**Favorite Sayings:**

"It's not about you." & "Go help somebody."

**Why contact Doug?**

Call Doug for ANYTHING. If he can't fix it, he knows who can!

## Sending Files To Us

Use [www.wetransfer.com](http://www.wetransfer.com) or similar web-based file transfer services to send large ad files. Send files to [aubrey@heattreattoday.com](mailto:aubrey@heattreattoday.com)

## Need Help with Ad Design?

[Heat Treat Today](http://HeatTreat Today) can create your print/digital ad for a nominal fee. Email [aubrey@heattreattoday.com](mailto:aubrey@heattreattoday.com)

# Building & Maintaining Great Content

We develop Great Content in a way that is innovative and forward-looking. Our content is timely and helpful.

## Compelling Original Content

Most trade journals publish articles submitted by experts and advertisers. **Heat Treat Today** does that and more. We proactively look for compelling topics of interest to our audience then we go out and either research and write the article ourselves or we find experts to help. Bottom line, our audience has come to expect compelling, timely, and provocative content.

## Partnerships with Global Thermal Processing Magazines

Magazines in Europe, Asia, and South America have partnered with **Heat Treat Today** in content sharing agreements. **heat processing**, a Vulcan Verlag publication from Germany, **Furnaces International**, a Quartz Media publication from the UK, Industrial Heating China, and Industrial Heating Brazil have joined forces with **Heat Treat Today** to provide the best heat treating technical content available worldwide.

## Every Tuesday is “Technical Tuesday”

Every Tuesday is “Technical Tuesday” at **Heat Treat Today**. Our editors, working with our **Heat Treat Consultants** and a variety of other industry experts, provide a non-commercial technical article that helps manufacturers with in-house heat treat departments improve their operations. We often republish these “Technical Tuesday” articles in our e-newsletters and print magazines.

## Heat Treat Radio

We deliver content in ways that are meaningful and available in a variety of media to meet our audience where they are. Only **Heat Treat Today** provides **Heat Treat Radio** (available on Apple Podcasts, Spotify, and YouTube or simply by Googling “heat treat radio”). We release content every month and we’ve produced more than 110 episodes so far.



heat  
processing

FURNACES  
INTERNATIONAL  
FURNACE TECHNOLOGY FOR THERMAL PROCESSING OF METALS, GLASS & MATERIALS

Industrial Heating  
新钢文化 | 商业热处理大会及热处理论坛会刊

Aquecimento  
Industrial  
Revista Brasileira da Tecnologia Térmica  
By  
Heat Treat Today

Heat Treat Radio  
a podcast of Heat Treat Today

Available: Video, Audio, Transcribed Text

Available on

YouTube

vimeo

PodBean

Spotify

iHeart  
RADIO

Podcast Analytics  
Soundcloud

Listen on  
Apple Podcasts

# Consultants & Regular Contributors

## Our Content is Technical, Timely, and Helpful

The reason our audience — your customers and prospects — connect and stay engaged with us is because our content is technical, timely, and helpful. One reason we provide this type of content is because we partner with many heat treat industry consultants. These consultants help to keep us abreast of the trends and latest technologies in the industry. They write articles for us and vet some of the content we provide.

## Meet some of our heat treat industry consultants & regular contributors



**Dan Herring**  
The Heat Treat Doctor®,  
The HERRING GROUP, Inc.,  
editorial strategic planning,  
periodic articles and web posts



**Mike Mouilleseaux**  
Erie Steel Treating,  
editorial strategic  
planning, periodic  
articles and web posts



**Thomas Wingers**  
Wingers International  
Industry Consultancy,  
periodic guidance and  
advice on market and  
commercial topics

## Meet the **Heat Treat Today** Editorial Team



**Bethany Leone**  
Managing Editor



**Laura Miller**  
Associate Editor



**Evelyn (Glenn) Thompson**  
Assistant Editor



**Jayna McGowan**  
Proofer



**Karen Gantzer**  
Editor in Chief/  
Associate Publisher



**Doug Glenn**  
Founder/Owner/Publisher

# Building & Maintaining a Great Audience

## – Your Customers & Prospects

### Audience Profile - 25,000+ Total Audience

(all numbers approximate as of July 2024 - numbers change daily)



Note: Publisher's Data. Due to overlapping subscriptions, the above numbers do not necessarily add up to 25,000.

	January (NEW! for 2025)	February	March	April (NEW! for 2025)	May	June
<b>Issue Name</b>	<b>2025 Technologies &amp; Products to Watch</b>	<b>Air/Atmosphere Furnace Systems</b>	<b>Aerospace Heat Treating</b>	<b>Induction Heating &amp; Melting</b>	<b>Sustainable Technologies</b>	<b>5th Annual Heat Treat Buyers Guide (print &amp; online)</b>
<b>Focus Topics*</b>	HIP, 3D Printing & AM	Air/Atmosphere Heat Treating	Vacuum Heat Treating & Surface Modification	Materials Characterization & Testing	Alloys, Materials & Fixtures	All Heat Treating Products & Services
	Sintering & Powder Metallurgy	Nonferrous Melting & Processing	Ceramics, Refractories & Insulation	Parts Washing & Cleaning	Industrial Gases & Combustion	
	Parts Washing & Cleaning	Industrial Gases & Combustion	Controls & Instrumentation	Standards, Compliance & Pyrometry	Nonferrous Melting & Processing	
	Laser Heat Treating	Alloys, Materials & Fixtures	Quenching, Quenchants & Cooling	Induction Heating & Melting	Air/Atmosphere Heat Treating	
<b>Supplemental Topics**</b>	Cooling Systems	Atmosphere Generators	Graphite & Composite Materials	Induction Coils & Tooling	Compliance Software	
	Power Supplies & SCRs	Insulating Materials	High Temperature Alloys	Material Handling Systems	Vacuum Pumps & Hot Zones	
<b>NEW Product Locator(s) brought to you by Heat Treat Buyers Guide</b>	Parts Washing & Cleaning Equipment	Burners, Combustion Controls, & Flame Safety	Vacuum Pumps Vacuum Gauges	Induction Power Supplies & Transformers	Compliance Software Enterprise Software SCADA Systems Analyzers	All heat treating products & services.
<b>Advertiser Bonus</b>	FREE Technology Spotlight for All Advertisers (BOGO offer)	FREE Medium Rectangle or Sponsored Content Ad in Upcoming 2025 Medical Heat Treat or Energy Heat Treat Quarterly E-newsletter (limited availability)	FREE Social Media Post or Repost in March or April 2025	Tax Rebate Issue: 50% Off All Ads for Companies Who Haven't Advertised in 3+ Years	FREE Sustainability Spotlight for All Advertisers (BOGO offer)	\$195.00 <b>Heat Treat Buyers Guide</b> Advertiser Premium Online Listing & Print Upgrades for All Advertisers
	<b>Quick Start REMINDER:</b> 2.5% Off and a \$125 Program Credit for All 2025 Programs Booked in January					
	(Equivalent space to highlight your company's best heat treating technology, product, or service.)	Bonus Distribution: TMS Show, March 23-27, Las Vegas, NV	Bonus Distribution: Rapid+TCT, April 8-10, Detroit, MI Ceramics Expo 2025, April 29-30, Novi, MI CastExpo 2025, April 12-15, Atlanta, GA	Bonus Distribution: AISTech 2025, May 5-8, Nashville, TN Interwire 2025, May 13-15, Atlanta, GA	Bonus Distribution: Fastener Fair 2025, May 28-29, Nashville, TN Aluminum USA 2025, May 28-29, Nashville, TN PowderMet2025/ AMPM2025, June 15-18, Phoenix, AZ	Bonus Distribution @ all shows listed on this calendar from July 2024 through June 2025.
<b>Ad Closing Materials Due</b>	<b>Dec 6</b> Dec 13	<b>Jan 10</b> Jan 17	<b>Feb 7</b> Feb 14	<b>Mar 7</b> Mar 14	<b>Apr 4</b> Apr 11	<b>May 2</b> May 9

\* Topics being covered assuming space and content is available.

\*\* Supplemental topics being covered if space and content is available.



July (NEW! for 2025)	August	September	October (NEW! for 2025)	November	December
<b>Heat Treat Super Brands</b>	<b>Automotive Heat Treating &amp; ASM Heat Treat Pre-Show Issue</b>	<b>People of Heat Treat &amp; ASM Heat Treat Show Issue</b>	<b>Nonferrous Heat Treatments &amp; Mill Processing</b>	<b>Vacuum Heat Treating</b>	<b>Medical Heat Treating &amp; Energy Heat Treating</b>
Vacuum Heat Treating & Surface Modification	Induction Heating & Melting	40 Under 40	Air/Atmosphere Heat Treating	Vacuum Heat Treating & Surface Modification	Alloys, Materials & Fixtures
Ceramics, Refractories & Insulation	Materials Characterization & Testing	Heat Treat Legends	Nonferrous Melting & Processing	Ceramics, Refractories & Insulation	Materials Characterization & Testing
Controls & Instrumentation	Parts Washing & Cleaning		Industrial Gases & Combustion	Controls & Instrumentation	Parts Washing & Cleaning
Quenching, Quenchants & Cooling	Standards, Compliance & Pyrometry		Induction Heating & Melting	Quenching, Quenchants & Cooling	Standards, Compliance & Pyrometry
Induction Power Supplies & Tooling	Fans & Motors		Hardness Testers	Heat & Corrosion Resistant Alloys	MES, QMS, CMS, & Simulation Software
Vacuum Pump Oils	Flowmeters & Instrumentation		Sensors & Probes	Cooling Systems	Heat Treat Kids & Endings (Obituaries)
Quenching Fluids Controllers & Recorders	Materials Testing Equipment		Refractories & Insulation	Hot Zones, Replacements, & Repairs Heating Elements Alloy Fabrications & Fixtures	Thermocouples & Sensors
FREE Super Brand Write Up Ad for All Advertisers (BOGO offer)	Maximum 15% Off August Published Rates if in Both August & September.  FREE Product ALERT in August Heat Treat Shop E-newsletter for Companies Who Haven't Advertised in 3+ years	FREE ASM Heat Treat Show Booth Description for All Advertisers	Special Section: FREE 1/6-Page Promotion of Your Website in Print Edition for All Advertisers – Highlight Anything from Your Website  <b>Quick Start REMINDER:</b> 15% Off and a \$1,000 Program Credit for All 2026 Programs Booked in October	FREE 60-second Social Media Video Produced and Distributed by <b>Heat Treat Today</b>  <b>Quick Start REMINDER:</b> 10% Off and a \$500 Program Credit for All 2026 Programs Booked in November	FREE 1/2-Page Executive Forecast for Advertisers  <b>Quick Start REMINDER:</b> 5% Off and a \$250 Program Credit for All 2026 Programs Booked in December
(Equivalent space to highlight your company's most famous heat treating technology, product, or service.)	Bonus Distribution @ ASM HT Show, October 21-23, Detroit, MI Fabtech 2025, September 8-11, Chicago, IL	Bonus Distribution @ ASM HT Show, October 21-23, Detroit, MI Materials Science & Technology (MS&T25) (AIST), September 28-October 1, Columbus, OH			
<b>Jun 6</b> Jun 13	<b>Jul 11</b> Jul 18	<b>Aug 1</b> Aug 8	<b>Sep 5</b> Sep 12	<b>Oct 3</b> Oct 10	<b>Nov 7</b> Nov 14

Publisher reserves the right to change content with or without notice.

# Print & Digital Editions

In 2025, **Heat Treat Today** will publish 12 high-impact, special interest, digital & print magazines! Each of these special focus issues happens only ONCE each year, so don't miss the ones that are important to you.

## January (NEW! for 2025) Technologies & Products to Watch

This new Special Focus Digital Edition will highlight technologies and products to watch in 2025. Advertisers get equivalent space to talk about their latest technology and/or product. Don't miss this issue.

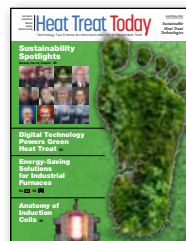
[www.heatreattoday.com/2025January](http://www.heatreattoday.com/2025January)



## May Sustainable Heat Treat Technologies

If your heat treating equipment and technology is sustainable, you'll want to be in this special annual edition which hones in on sustainable heat treating technologies.

[www.heatreattoday.com/2025May](http://www.heatreattoday.com/2025May)



## September People of Heat Treat | ASM Heat Treat Show Issue

This is the BIGGIE! If you're going to ASM's Heat Treat Show, then this is the issue you'll want to be in. This issue will also highlight **Heat Treat Today's** 40 Under 40 Class of 2025.

[www.heatreattoday.com/2025September](http://www.heatreattoday.com/2025September)



## February Annual Air & Atmosphere Heat Treating

This annual equipment edition focuses on air or atmosphere heat treating systems. Whether you manufacture batch or continuous systems or supplies, components, or sub-systems to these furnaces, this is an issue you will NOT want to miss.

[www.heatreattoday.com/2025February](http://www.heatreattoday.com/2025February)



## June 5th Annual Buyers Guide

**Heat Treat Today** brings you North America's best annual buying resources. This is a no-miss issue regardless of the heat treat product or service you supply.

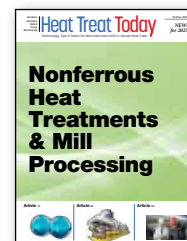
[www.heatreattoday.com/2025June](http://www.heatreattoday.com/2025June)



## October (NEW! for 2025) Nonferrous Heat Treatments & Mill Processing

This new print & digital edition will highlight nonferrous heat treatments (and melting) as well as steel & nonferrous mill processing. If you make furnaces or equipment for aluminum or steel mill processes, don't miss this issue.

[www.heatreattoday.com/2025October](http://www.heatreattoday.com/2025October)



## March Annual Aerospace Heat Treating

This annual industry issue focuses on the aerospace industry and is one of our largest issues of the year. Whether it be aerostructures or aerospace engine components, this is the issue for you.

[www.heatreattoday.com/2025March](http://www.heatreattoday.com/2025March)



## July (NEW! for 2025) Heat Treat Super Brands

This new Special Focus Digital Edition will be the industry's most comprehensive compilation of industry brand names, descriptions, and company affiliations. If you have a brand name you'd like to promote, this is your month.

[www.heatreattoday.com/2025July](http://www.heatreattoday.com/2025July)



## November Annual Vacuum Heat Treating

Everyone that uses a vacuum furnace for heat treating will find this issue helpful and you can reach all of them with your ad in this issue. If it has anything to do with vacuum, this is your issue.

[www.heatreattoday.com/2025November](http://www.heatreattoday.com/2025November)



## April (NEW! for 2025) Induction Heating & Melting

This new print & digital edition will hone in on induction heating & melting technologies as well as materials testing & characterization, part cleaning, and standards compliance. Don't miss this issue.

[www.heatreattoday.com/2025April](http://www.heatreattoday.com/2025April)



## August Annual Automotive Heat Treating & ASM Heat Treat Pre-Show Issue

This special issue focuses on the automotive industry. If you're looking to reach the automotive market, this issue is for you. This is also the ASM Heat Treat Pre-Show edition. Don't miss this issue.

[www.heatreattoday.com/2025August](http://www.heatreattoday.com/2025August)



## December Annual Medical & Energy Heat Treating

If your product or service is used in the medical or energy (nuclear, oil & gas, coal, wind, solar, etc.) sectors, this is an issue you'll not want to miss.

[www.heatreattoday.com/2025December](http://www.heatreattoday.com/2025December)



### Sending Files To Us

Use [www.wetransfer.com](http://www.wetransfer.com) or similar web-based file transfer services to send large ad files. Send files to [aubrey@heatreattoday.com](mailto:aubrey@heatreattoday.com)

### Need Help with Ad Design?

**Heat Treat Today** can create your print/digital ad for a nominal fee.  
Email [aubrey@heatreattoday.com](mailto:aubrey@heatreattoday.com)

### Need Help?

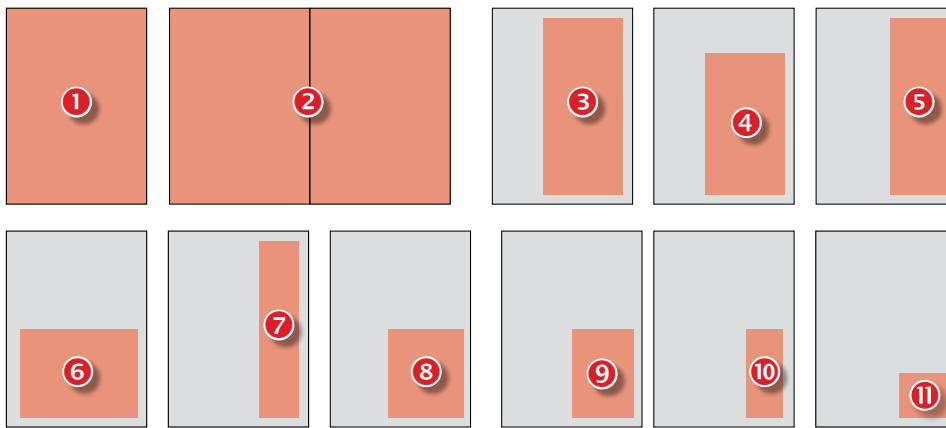
Contact **Michelle Ritenour**  
[michelle@heatreattoday.com](mailto:michelle@heatreattoday.com)  
724.967.2568

# Print & Digital Editions

## – Advertising Rates & Specifications\*

Ad Position	Position	Size (in)	Size (mm)	Bleed
Full Page includes: Back Cover, Inside Front Cover, Inside Back Cover, 1-Page (inside)	①	8.125 x 10.75 (includes bleed)	206 x 273	Yes
2-Page Spread	②	16 x 10.75 (includes bleed)	406 x 273	Yes
2/3-Page	③	4.5 x 9.5	114 x 241	No
1/2-Page Island	④	4.5 x 7.5	114 x 190	No
1/2-Page Vertical	⑤	3.3125 x 9.5	84 x 241	No
1/2-Page Horizontal	⑥	6.875 x 4.625	175 x 117	No
1/3-Page Vertical	⑦	2.125 x 9.5	54 x 241	No
1/3-Page Square	⑧	4.5 x 4.625	114 x 117	No
1/4-Page Square	⑨	3.3125 x 4.625	84 x 117	No
1/6-Page Vertical	⑩	2.125 x 4.625	54 x 117	No
1/6-Page Square	⑪	3.3125 x 2.833	84 x 72	No

### Ad Locations:



Ad Position	Ad Rate*
1-Page (inside)	\$3,325
2/3-Page	\$3,150
1/2-Page Island	\$2,950
1/2-Page	\$2,650
1/3-Page	\$2,125
1/4-Page	\$1,750
1/6-Page	\$1,550
Back Cover	\$4,150
Inside Front Cover	\$3,950
Inside Back Cover	\$3,750
2-Page Spread	\$5,400

### Other Helpful Information

- Publication Trim Size: 7.875" x 10.5"
- Keep live matter at least 0.5" (13mm) from trim edge for all bleed ad sizes.
- Digital Ad File Format: High-resolution PDF files are preferred. 300 dpi minimum.
- CMYK PDF document: PDF/X-1a setting. Please embed all fonts and graphic files. Please provide only high resolution graphics (minimum 300 dpi). Please provide the PDF as a composite 4-color document (no color separations please).

### \* Advertising Rate Notes

- Rates are net after agency commission.
- Publisher can change ad rates at any time without notice.
- Billed quarterly, semi-annually, or annually (your choice).

#### Sending Files To Us

Use [www.wetransfer.com](http://www.wetransfer.com) or similar web-based file transfer services to send large ad files. Send files to [aubrey@heattreattoday.com](mailto:aubrey@heattreattoday.com)

#### Need Help with Ad Design?

Heat Treat Today can create your print/digital ad for a nominal fee. Email [aubrey@heattreattoday.com](mailto:aubrey@heattreattoday.com)

#### Need Help?

Contact **Michelle Ritenour**  
[michelle@heattreattoday.com](mailto:michelle@heattreattoday.com)  
 724.967.2568

# Industry Focused E-Newsletters

If you're looking to reach key markets, we have four industry-specific e-newsletters that will be of interest. No one else in the industry is offering these industry-specific e-newsletters.

## Aerospace Heat Treat

- Distribution:** 6,000 aerospace industry contacts
- Content:** Aerospace-related news and heat treat technology
- Months:** January, March, May, July, September, November
- Advertising Opportunities:**
  - 3 medium rectangle ads
  - 2 sponsored content ads



## Medical Heat Treat

- Distribution:** 2,500 medical industry contacts
- Content:** Medical-related news and heat treat technology
- Months:** January, April, July, October
- Advertising Opportunities:**
  - 3 medium rectangle ads
  - 2 sponsored content ads



## Automotive Heat Treat

- Distribution:** 6,000 automotive industry contacts
- Content:** Automotive-related news and heat treat technology
- Months:** February, April, June, August, October, December
- Advertising Opportunities:**
  - 3 medium rectangle ads
  - 2 sponsored content ads



## Energy Heat Treat

- Distribution:** 3,000 energy industry contacts
- Content:** Energy-related news and heat treat technology
- Months:** March, June, September, December
- Advertising Opportunities:**
  - 3 medium rectangle ads
  - 2 sponsored content ads



Deployment Date Materials Due Dates	Deployment & Materials Due Dates											
	Jan 14 Jan 7	Feb 11 Feb 4	Mar 11 Mar 4	Apr 8 Apr 1	May 13 May 6	Jun 10 Jun 3	Jul 8 Jul 1	Aug 12 Aug 5	Sep 9 Sep 2	Oct 14 Oct 7	Nov 11 Nov 4	Dec 9 Dec 2
<b>Aerospace Heat Treat</b>												
<b>Automotive Heat Treat</b>												
<b>Medical Heat Treat</b>												
<b>Energy Heat Treat</b>												

# Industry Focused E-Newsletters

## – Advertising Rates & Specifications\*

Ad Type	Position	Ad Rate*	Size	Format	Animation
Medium Rectangle	①	\$945	164x140 pixels	jpg, gif, png	Yes**
Medium Rectangle	②	\$745	164x140 pixels	jpg, gif, png	Yes**
Medium Rectangle	③	\$645	164x140 pixels	jpg, gif, png	Yes**
Sponsored Content	④	\$945	For Sponsored Content, please provide... <ul style="list-style-type: none"> <li>• one compelling, high-resolution .jpg or .png (520 x 260 pixels)</li> <li>• a brief headline</li> <li>• 30-word compelling description</li> <li>• a URL link</li> </ul> * <b>Heat Treat Today</b> will format the above content. Please provide the images separately.		
Sponsored Content	⑤	\$545			

### Other Helpful Information

- RGB colorspace, 72ppi, saved with web optimization.

\*\* Animated GIFs may be used, but not all email applications will display animation. Design first frame of animation with a message that is meaningful, in case animation is disabled.

### Fine Print:

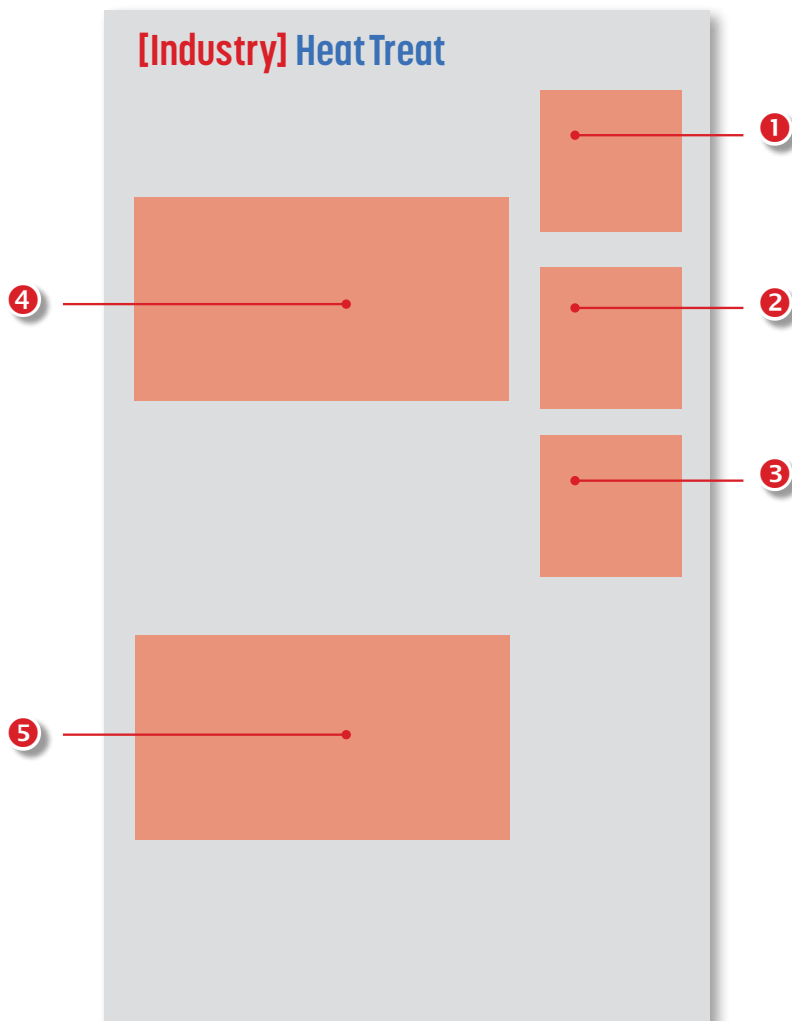
- 3 month minimum

### \* Advertising Rate Notes

- Rates are net after agency commission.
- Publisher can change ad rates at any time without notice.
- Billed quarterly, semi-annually, or annually (your choice).

### Need Help?

Contact **Michelle Ritenour**  
[michelle@heattreattoday.com](mailto:michelle@heattreattoday.com)  
 724.967.2568



# Heat Treat Shop E-Newsletter

Here's another industry first! An attractively priced heat treat industry product, tabloid-type e-newsletter. If you have a heat treat product, component, service, or supply, this e-newsletter is right up your alley. It's simple: provide us with a compelling image that will capture the readers' attention, up to 50 words of text, and a URL where you want to link an interested reader, and then we'll take care of the rest.

Ad Type	Position	Max. # /yr.	Rate
Hot Product of the Month	1	4	\$895
Product ALERT	2	24	\$499

## Materials Needed

- Hot Product of the Month**  
 Brief headline, up to 50-words body text, one gripping image, a link-to URL.
- Product ALERT**  
 Brief headline, up to 30-words body text, one gripping image, a link-to URL.
- Images**  
 RGB colorspace, 72ppi, saved with web optimization.
- Promotion Copy**  
 Word document or Text File.
- Heat Treat Today** will format the above content.

## Need Help?

Contact **Michelle Ritenour**  
[michelle@heattreattoday.com](mailto:michelle@heattreattoday.com)  
 724.967.2568



The screenshot shows the layout of the Heat Treat Shop e-newsletter. At the top is the logo 'Heat Treat Shop' with the tagline 'a product of Heat Treat Today' and the date 'June 2024'. Below the logo is the 'Hot Product of the Month' section, featuring a headline 'Meet Industry Standards for Temperature Uniformity Surveys with Super Systems' Portable Data Logger', a sub-headline, a paragraph of text, and an image of a furnace. A red callout box labeled '1' points to this section. Below this is the 'Product ALERTS' section, which contains several smaller articles. A red callout box labeled '2' points to this section. The articles include: 'Thermocouples — Same Day Shipment', 'GO DIGITAL! You'll Love This SCR', 'Hot/Cold Furnace Inspection', 'American Made Ceramic Fiber', 'A Long-Term Partner You Can Trust', and 'Aerospace Compliance Software: Now Available'. Each article has a headline, a brief description, and a 'Read More' link.

## Heat Treat Shop Deployment & Materials Due Dates

Deployment Date	Jan 16	Feb 20	Mar 20	Apr 17	May 15	Jun 19	Jul 17	Aug 21	Sep 18	Oct 16	Nov 20	Dec 18
Materials Due Dates	Jan 9	Feb 13	Mar 13	Apr 10	May 8	Jun 12	Jul 10	Aug 14	Sep 11	Oct 9	Nov 13	Dec 11

# Heat Treat Daily E-Newsletter

This quick hitting daily e-newsletter is the way to continually stay in front of the heat treat industry. With a loyal and engaged audience, this e-newsletter presents one feature story and one supplemental story each weekday.

Ad Type	Position	1 Day/Week Rate	2 Days/Week Rate	Size	Format	Animation
Leaderboard	1	\$790	\$1,750	600x74 pixels	jpg, gif, png	Yes**
Medium Rectangle	2	\$600	\$1,315	164x140 pixels	jpg, gif, png	Yes**
Skyscraper	3	\$555	\$1,210	300x600 pixels	jpg, gif, png	Yes**

## Fine Print

- 3 month minimum
- 2 days/week maximum per company

## Other Helpful Information

- RGB colorspace, 72ppi, saved with web optimization

\*\* Animated GIFs may be used, but not all email applications will display animation. Design first frame of animation with a message that is meaningful, in case animation is disabled.

## Need Help?

Contact **Michelle Ritenour**  
[michelle@heattreattoday.com](mailto:michelle@heattreattoday.com)  
 724.967.2568



The screenshot shows the layout of the Heat Treat Daily e-newsletter. At the top right, the date is July 9, 2024. The main header includes the logo and categories: Aerospace, Automotive, Medical, Energy, Manufacturing. Below this is a large banner for 'SBS BUILT IN THE U.S.A.' with subtext 'QUENCH AIR®. QUENCH OIL COOLERS'. The main article is titled 'Thermal Loop Solutions, Part 2: A Path to a Sustainable Future in Heat Treatment' by Peter Nierwin. To the right of the article are two smaller ads: 'NEW FLUID CONTROLLERS' and 'AIR PRODUCTS'. Below the article is a section for 'MET & HTS 2024 Announce Online Registration' with a large graphic for the event. At the bottom, there is a sign-up call to action for the MET 2024 and HTS 2024 event in Mumbai, India.

Heat Treat Daily Deployment & Materials Due Dates												
Deployment Date	Jan Daily	Feb Daily	Mar Daily	Apr Daily	May Daily	Jun Daily	Jul Daily	Aug Daily	Sep Daily	Oct Daily	Nov Daily	Dec Daily
Materials Due Dates	Dec 20, 2024	Jan 24	Feb 21	Mar 21	Apr 18	May 23	Jun 20	Jul 18	Aug 22	Sep 19	Oct 24	Nov 21

# Heat Treat Green E-Newsletter

Everyone is thinking “green” and **Heat Treat Today** is here to help you tell the North American heat treat market about your sustainable technology or service. With a digital circulation of approximately 13,000 to manufacturers with their own in-house heat treat operations, especially in aerospace, automotive, medical, and energy as well as general manufacturing, this is YOUR BEST OPTION to shout loudly about your sustainable/green technology/service to the North American heat treat industry.

## Sample Sustainable Topics...

- Induction Heating Equipment
  - Electric Furnaces & Ovens, Including Vacuum
  - High-Efficiency Gas-Fired Equipment
  - High-Efficiency Burners
  - Efficiency-Maximizing Control Systems
  - Energy-Saving Insulating Materials
  - Emission Control or Capture
  - Eco-Friendly Quench Media
  - Economizing Cooling Systems
  - Industrial Gas Economizing Systems
  - High-Efficiency Radiant Tubes
  - High-Efficiency Heating Elements
- Plus many more...

Ad Type	1-2 per year Rate	3+ per year Rate
Green Eco-Block	\$1,595 each	\$1,095 each

## Materials Needed

- One (1) compelling image. Image will appear no more than 360 pixels wide.
- A compelling, attention-grabbing headline. Attempt to limit to no more than 8 words. Shorter is better.
- Compelling body copy of up to 75 words. 30-50 words is ideal.
- A URL where interested viewers can click to receive more information on the advertiser’s website.
- Optional: Contact name, phone number, and/or email address.

### Need Help?

Contact **Michelle Ritenour**  
[michelle@heattreattoday.com](mailto:michelle@heattreattoday.com)  
 724.967.2568



For the North American Heat Treat Industry

April/May/June 2024

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**INEX Finned Tubes Increase Combustion Efficiency**

Only INEX has been able to create a tube with internally spiraled fins capable of operating temperatures up to 2450°F. Our finned tubes expand the operation of our composite, long-life tubes. By stirring up the gas flame and simultaneously increasing the surface area to capture heat, these finned tubes increase combustion efficiency.

For more information contact Michael Rumbold at [mrumbold@inex.com](mailto:mrumbold@inex.com)

[Learn More](#)

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**Greener, Cleaner & Leaner Operation of Belt Furnaces with Lubricant Burner Technology**

TAT Technologies' Lubricant Burner Technology (LBT) is the most effective and efficient way to operate any belt conveyor furnace used for Annealing, Baking, Blistering and other Heat Treat processes. It helps in:

1. Increasing throughput up to 50%.
2. Cleaner processed parts.
3. Saves energy up to 30%.
4. Lower Maintenance cost.
5. Overall, "Greener" and Environmentally Friendly Operation.

For more information contact Kyle Pond at [kyle.pond@tat-tech.com](mailto:kyle.pond@tat-tech.com)

[Learn More](#)

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**US DOE Strategy Affects Heat Treaters**

Green Technical Content

As heat treaters strive for a sustainable future, pressure mounts to make the right choices while running commercially viable operations. This guide outlines by Michael Moudonwan, general manager at Erie Steel, Ltd., explores how and why heat treat operations are now coming under the focus of the U.S. Department of Energy.

[Read More](#)

---

**Surface Combustion Knows Energy: Electric Heating is Always an Option**

Opt for electric heating with our ERT® and Prolectric® systems on your new furnace or convert your gas furnace with innovative radiant tube technology.

We have been in the business for over 100 years. With that experience, comes significant knowledge on the best practices for energy use. In our business, energy is the driving force for a healthy heat treat facility. Call us, we can help.

Surface strong for over 100 years.

Want to know more? Contact Surface Combustion at 1-800-537-8980.

[Learn More](#)

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**Industrial Heating Decarbonization SUMMIT**

October 28 - 30 | Indianapolis, IN

**Forge a Sustainable Path for Industrial Heating**

The Industrial Heating Decarbonization SUMMIT is designed to be your gateway to the future of manufacturing heating processes, leveraging the energy and carbon connections, and sustainable environmental stewardship.

Heat Treat Green Deployment & Materials Due Dates				
Deployment Date	Feb 4	May 6	Aug 5	Nov 4
Materials Due Dates	Jan 28	Apr 29	Jul 29	Oct 28



# HeatTreatToday.com

Heat Treat Today's website is one of the most popular sites in the industry. Ranking high on many key organic search terms, HeatTreatToday.com is one of your best opportunities to reach the searching heat treat public. The site is updated daily with heat treat industry news and technology and is one of the highest ranking sites available.

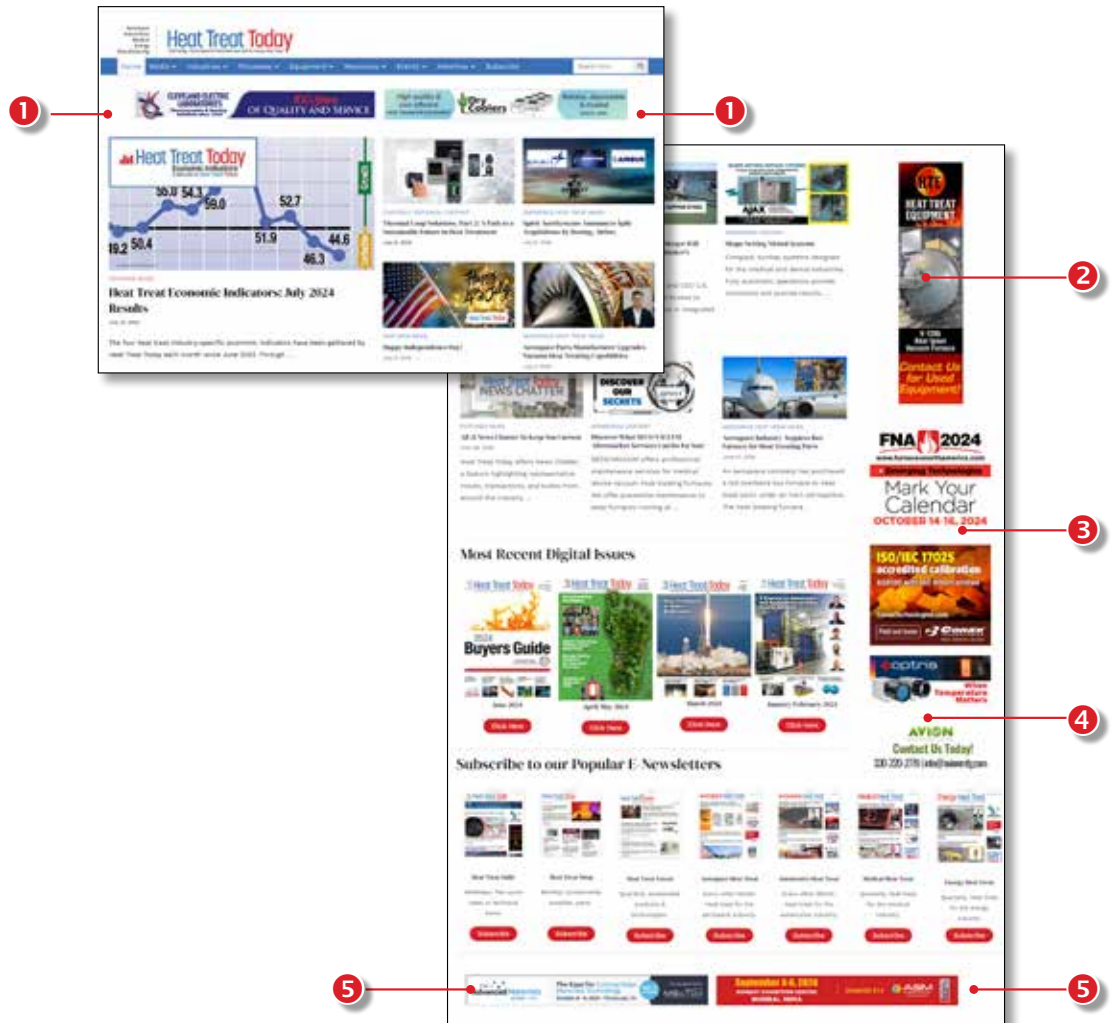
Ad Type	Position	Size	Format	Animation	10-12 Months Per Year Rate	7-9 Months Per Year Rate	3-6 Months Per Year Rate
Leaderboard	1	728x90 pixels	jpg, gif, png	Yes	\$1,150 / month	\$1,350 / month	\$1,550 / month
Skyscraper	2	300x600 pixels	jpg, gif, png	Yes	\$950 / month	\$1,150 / month	\$1,350 / month
Medium Rectangle	3	300x250 pixels	jpg, gif, png	Yes	\$750 / month	\$950 / month	\$1,150 / month
Tile Ads	4	300x125 pixels	jpg, gif, png	Yes	\$299 / month	\$399 / month	\$499 / month
Footerboard	5	728x90 pixels	jpg, gif, png	Yes	\$550 / month	\$650 / month	\$750 / month

## Fine Print

- 3 month minimum.

## Other Helpful Information

- RGB colorspace, 72ppi, saved with web optimization.
- Animated GIFs may be used.



## Need Help?

Contact **Michelle Ritenour**  
[michelle@heattreattoday.com](mailto:michelle@heattreattoday.com)  
 724.967.2568



Heat Treat Today.com Deployment & Materials Due Dates												
Deployment Date	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Materials Due Dates	Dec 20, 2024	Jan 24	Feb 21	Mar 21	Apr 17	May 22	Jun 20	Jul 18	Aug 22	Sep 19	Oct 17	Nov 21

# Heat Treat Radio

Released monthly with over 17,000 listens in the last several years, **Heat Treat Radio** is the industry’s leading podcast with over 105 episodes in circulation. **Heat Treat Radio** is available on Apple Podcasts, Soundcloud, iHeart Radio, Spotify, and many other podcast platforms. Episodes are available in video, audio, and transcribed article versions.

## Basic Sponsorship: \$1,495

(\$895 if episode content is provided by **Heat Treat Today**)

### Includes:

- Sponsor for one episode (not guaranteed exclusive)
- 2 sponsor mentions (beginning and end of episode) during the episode with website and one graphic on the screen
- Sponsor logo throughout the course of the interview (located in upper-left corner)
- HTD E-Newsletter Announcement as the featured story
- Appear on Home Page for 1 week
- HTT Social Media Announcement
- Video, Audio, Transcript on shareable HTT website page
- Promotional Videos: 2 video shorts in 2 different sizes to use however the sponsor wants
- Episode promotional media graphic

## Basic PLUS Sponsorship: \$2,495

(\$1,995 if episode content is provided by **Heat Treat Today**)

### Includes:

- All Basic Sponsorship, PLUS...
- Guaranteed exclusive sponsorship
- 1-minute promotion at intermission
- Promotional Videos: 3 video shorts in 3 different sizes designed for social media and any other platform
- 1 Homepage Featured Spot announcing the episode for 1 MONTH following the episode being posted

## Fine Print

- Episode sponsorship includes 3 “mentions” or “spots” per episode, beginning, middle, end.
- Exclusive Episode includes educational content developed exclusively with the company to demonstrate their position as an industry expert. No other commercial sponsors will be mentioned during the episode.
- Episode sponsorship spots will be developed cooperatively between the publisher and the commercial sponsor.

## Sponsorship Opportunities

Contact **Michelle Ritenour**  
[michelle@heattreattoday.com](mailto:michelle@heattreattoday.com)  
 724.967.2568

## Episode Content Ideas

Contact **Bethany Leone**  
[bethany@heattreattoday.com](mailto:bethany@heattreattoday.com)  
 301.814.2249

Heat Treat Radio  
a podcast of Heat Treat Today
#106

**Heat Treat Legend**  
**Doug Peters**

Guest: Doug Peters, Founder & CEO, Peters' Heat Treating

Heat Treat Radio  
a podcast of Heat Treat Today
#105

**Lunch & Learn: Batch IQ Vs. Continuous Pusher, Part 2**

Guest: Michael Mouilleseaux, General Manager, Erie Steel

Heat Treat Radio  
a podcast of Heat Treat Today
#104

**How to Bring the Brains to Thermal Loop? A Discussion with CEO Rob Gilmore**

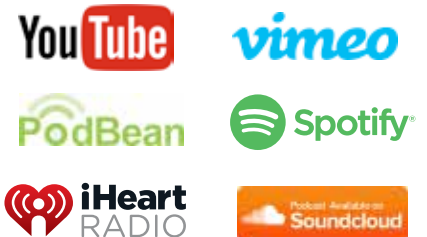
Guest: Rob Gilmore, CEO, Watlow, and host Doug Glenn Heat Treat Today

# Heat Treat Radio

a podcast of Heat Treat Today

Available: Video, Audio, Transcribed Text

Available on



Heat Treat Radio Episode Deployment & Materials Due Dates												
Deployment Date	Jan 16	Feb 20	Mar 20	Apr 17	May 15	Jun 19	Jul 17	Aug 21	Sep 18	Oct 16	Nov 20	Dec 18
Materials Due Dates	Nov 15	Dec 20	Jan 17	Feb 14	Mar 20	Apr 17	May 15	Jun 19	Jul 17	Aug 21	Sep 18	Oct 16

# Heat Treat Buyers Guide

## North America's Premier Heat Treat Buyers Guide

Heat Treat Today teamed up with the country's leading buyers guide platform providers, Brilliant Directories, to provide the North American heat treat industry with the most modern, sleek, and intuitively-operated buyers guide. This is a no-miss directory regardless of what heat treating equipment or service you supply.

June Print & Digital Edition

Find heat treating equipment & commercial heat treating services online & in print.

**By the numbers**

- 500+** equipment or service suppliers
- 350+** equipment or service categories
- ≈100** print pages of detailed company & product listings
- 24/7/365** — online data updated continuously
- Every 12** months — print/digital edition is updated
- ≈15,000** heat treat professionals receive a digital or print edition of the directory each year



The best way to be found by buyers of heat treat equipment or services is to have a listing in the 24/7/365 online buyers guide.

heattreatbuyersguide.com

**For More Information**

Contact **Ellen (Glenn) Porter**  
[ellen@heatreattoday.com](mailto:ellen@heatreattoday.com)  
 412.915.3785



June Print Edition		24/7/365 Online Edition	
<u>Ad Closing</u>	May 2	<u>Update</u>	April 11
Mat. Due	May 9	<u>Deadline</u>	

# Heat Treat Classified Advertising

You can advertise in **Heat Treat Today's** classified section if you meet any of the following criteria:

- You'd like to place a "Help Wanted" or "Position Wanted" ad.
- You have Previously Sold Equipment you'd like to sell.
- You have Aftermarket Parts or Services you'd like to promote.\*

Ad Name	Ad Rate*	Size (in)	Size (mm)
Full-Page Bleed	\$1,499	8.125 x 10.75 * includes 1/8" bleed	206 x 273
Full-Page	\$1,299	7.125 x 9.1875	181 x 233
2/3-Page Vertical	\$999	4.6875 x 9.1875	119 x 233
2/3-Page Horizontal	\$999	6.875 x 6.125	175 x 156
1/2-Page Horizontal	\$899	7.125 x 5.75	181 x 146
1/3-Page Vertical	\$599	2.3125 x 9.1875	59 x 233
1/3-Page Horizontal	\$599	7.125 x 3.1875	181 x 81
1/3-Page Square	\$599	4.6875 x 4.5	119 x 114
1/6-Page Vertical	\$375	2.3125 x 4.5	59 x 114
1/12-Page Vertical	\$269	1.6875 x 2.75	43 x 70

## Fine Print

The following items will not be included in the classified section:

- Advertisements for new or previously unsold equipment
- Advertisements for equipment related services, temperature calibration, combustion tuning, energy conversion, etc.

\* Aftermarket ad sizes limited to no more than 1/6-page vertical.

The publisher reserves the right to refuse any classified ad for any reason.

If you're uncertain about whether your product or service would be eligible for the Classified Advertising section, please contact Ellen Porter.

### For More Information

Contact **Ellen (Glenn) Porter**  
[ellen@heattreattoday.com](mailto:ellen@heattreattoday.com)  
 412.915.3785



## Heat Treat Classifieds

a service of Heat Treat Today

In this section you will find classified advertisements for Used Equipment, Employment, and Aftermarket products and services. Employment/Help Wanted ads are toward the front of the section and Used Equipment ads are toward the back with Aftermarket sprinkled throughout.

Need to promote employment needs, sell aftermarket parts/services, or advertise used equipment? Contact Ellen Porter at (412) 915-3785 or [ellen@heattreattoday.com](mailto:ellen@heattreattoday.com) for pricing and availability. All classified ads in the print magazines are also listed online at no extra charge. See the latest at [www.heattreattoday.com/classifieds](http://www.heattreattoday.com/classifieds).

**Ellen Porter**  
[ellen@heattreattoday.com](mailto:ellen@heattreattoday.com)  
 (412) 915-3785

Aftermarket

**AVION**  
MANUFACTURING

Furnace Transfer Chains

Looking to replace an Ipsen, Surface, Williams, or BeaverMatic batch integral quench transfer chain? We can help.

CALL/EMAIL US FOR A QUOTE:  
 330-226-2779 or  
[mark@avionmfg.com](mailto:mark@avionmfg.com)

See what else we supply at [www.avionmfg.com](http://www.avionmfg.com) | Medina, OH  
 Shop-Of Parts | Furnace Parts  
 Radiant Tubes | Alloy Casting & more

Aftermarket

**GASBARRE**  
THERMAL PROCESSING SYSTEMS

YOUR SINGLE SOURCE FOR THERMAL PROCESSING EQUIPMENT

AUXILIARY EQUIPMENT  
REPLACEMENT PARTS & SERVICE  
ALLOY FABRICATIONS

ISO 17025

[www.gasbarre.com](http://www.gasbarre.com)

Aftermarket

**CAN-ENG**

MAKE THE MOST OF YOUR SUMMER SHUTDOWN

Can-Eng specializes in providing standard and custom designed replacement parts for all thermal processing equipment.

Can-Eng Technicians are trained to provide equipment inspection, burner tuning and equipment training to OEM Standards.

To explore how the CAN-ENG Team can help you with your individual needs, visit us online at [www.can-eng.com](http://www.can-eng.com) or email us at [service@can-eng.com](mailto:service@can-eng.com).

Aftermarket

**Noble**  
INDUSTRIAL FURNACE

Service and Repair

- All Brands

Spare Parts | Preventative Maintenance | Rebuild and Repair  
 Troubleshoot | Burner Tuning | Refractor, Reinsulate  
 Training | Controls and Wiring Upgrade

[noblefurnace.com](http://noblefurnace.com)
[info@noblefurnace.com](mailto:info@noblefurnace.com)
860-623-9256

Have Equipment To Sell?

Heat Treat Today's classified advertising section is the place to start. With North America's largest collection of used heat treat equipment, you're sure to reach the right people AND... everything you list is also listed ONLINE at no extra charge.

Contact Ellen Porter at (412) 915-3785 or email: [ellen@heattreattoday.com](mailto:ellen@heattreattoday.com) for pricing and availability.  
[www.heattreattoday.com/classified](http://www.heattreattoday.com/classified)

heattreattoday.com June 2024 107

# Heat Treat Boot Camp

## An In-Person Event

If you're looking to cram 2 years of heat treat industry knowledge into the minds of your new-hires or emerging leaders from within your company, **Heat Treat Boot Camp** is for you. This intensive 2-day seminar will cover the Players, Products, Processes, Markets, and Materials that make up the North American heat treat marketplace. Attendees will walk away with a comprehensive resource book and a head swirling with information that will put them at the forefront of your company. If they don't know it by the end of this course, it's not important!



### For More Information

Contact **Doug Glenn**  
[doug@heattreattoday.com](mailto:doug@heattreattoday.com)  
 724.923.8089

### For Sponsorship Information

Contact **Ellen (Glenn) Porter**  
[ellen@heattreattoday.com](mailto:ellen@heattreattoday.com)  
 412.915.3785



## Heat Treat Boot Camp

an event of Heat Treat Today

Check [www.heattreatbootcamp.com](http://www.heattreatbootcamp.com) for details on where and when the next Heat Treat Boot Camp will be held.

# Heat Treat Custom E-blasts

## Reach our audience with your exclusive content

Custom e-blasts are designed by you and deployed by us.

- Pricing: **\$2,495 each**
- Limit: 1 per quarter/company

\*Note: **Heat Treat Today** reserves the right to limit the total number of custom email deployments each month. This may result in limited availability of custom email deployment dates.

### Need Help?

Contact **Michelle Ritenour**  
[michelle@heattreattoday.com](mailto:michelle@heattreattoday.com)  
 724.967.2568



# Heat Treat Webinars, Seminars & Special Events

If your event is important to you, let us help you make it a success!

Heat Treat Today is here to help you promote your company's webinars, seminars, or other special events. Take a look at these excellent packages.

## Grandiose Plan \$8,990

Let's throw everything at it...

- Three (3) dedicated e-blasts to our entire or segmented list – 2 weeks out, 1 week out, day before.
- Up to two (2) quarter-page print ads promoting the event.
- Website medium rectangle ad for two months prior to the event.
- Up to three (3) Heat Treat Daily Story 2 mentions – one, two, and three weeks before the event.



## Really Big Plan \$6,500

Let's throw a lot at it...

- Two (2) dedicated e-blasts to our entire or segmented list – 2 weeks out & 1 week out.
- One (1) quarter-page print ad promoting the event.
- Website medium rectangle ad one month prior to the event.
- Up to two (2) Heat Treat Daily Story 2 mentions – one and two weeks before the event.



## The Big Plan \$4,000

Let's throw a good bit at it...

- One (1) dedicated e-blast to our entire or segmented list – 1 week out.
- One (1) quarter-page print ad promoting the event.
- Website medium rectangle ad one month prior to the event.
- One (1) Heat Treat Daily Story 2 mention – one week before the event.



# Heat Treat ebooks

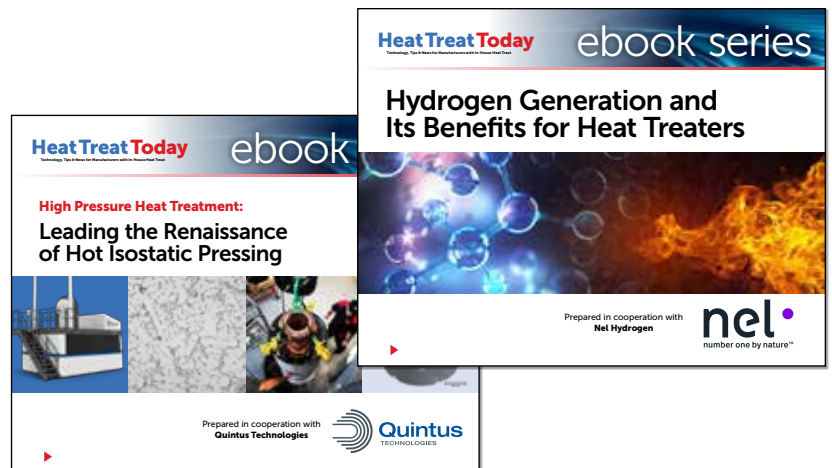
## Ebooks – Lead Generating

Work together with Heat Treat Today to create a lead-generating technical ebook.

Investment: \$2,500-\$5,000 depending on the number of leads generated.

### For More Information

Contact **Michelle Ritenour**  
[michelle@heattreattoday.com](mailto:michelle@heattreattoday.com)  
 724.967.2568



# Heat Treat Today Year-At-A-Glance

2025 Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul	August	Sept	Oct	Nov	Dec
<b>Print &amp; Digital Editions</b>												
2025 Technologies & Products to Watch	Dec 6 Dec 13											
Air/Atmosphere Furnace Systems		Jan 10 Jan 17										
Aerospace Heat Treating			Feb 7 Feb 14									
Induction Heating & Melting				Mar 7 Mar 14								
Sustainable Technologies					Apr 4 Apr 11							
5th Annual Heat Treat Buyers Guide (print & online)						May 2 May 9						
Heat Treat Super Brands							Jun 6 Jun 13					
Automotive Heat Treating & ASM Heat Treat Pre-Show Issue								Jul 11 Jul 18				
People of Heat Treat & ASM Heat Treat Show Issue									Aug 1 Aug 8			
Nonferrous Heat Treatments & Mill Processing										Sep 5 Sep 12		
Vacuum Heat Treating											Oct 3 Oct 10	
Medical & Energy Heat Treating												Nov 7 Nov 14

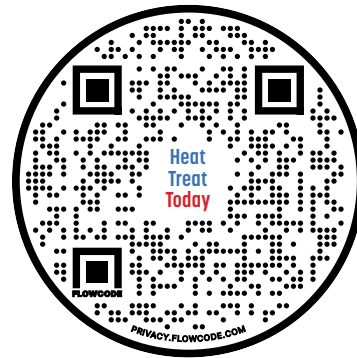
	<b>E-Newsletters</b>											
<b>Aerospace Heat Treat</b>	Jan 14 Jan 7		Mar 11 Mar 4		May 13 May 6		Jul 8 Jul 1		Sep 9 Sep 2		Nov 11 Nov 4	
<b>Automotive Heat Treat</b>		Feb 11 Feb 4		Apr 8 Apr 1		Jun 10 Jun 3		Aug 12 Aug 5		Oct 14 Oct 7		Dec 9 Dec 2
<b>Medical Heat Treat</b>	Jan 21 Jan 14			Apr 15 Apr 8			Jul 15 Jul 8			Oct 21 Oct 14		
<b>Energy Heat Treat</b>			Mar 18 Mar 11			Jun 17 Jun 10			Sep 16 Sep 9			Dec 16 Dec 9
<b>Heat Treat Green</b>		Feb 4 Jan 28			May 6 Apr 29			Aug 5 Jul 29			Nov 4 Oct 28	
<b>Heat Treat Shop</b>	Jan 16 Jan 9	Feb 20 Feb 13	Mar 20 Mar 13	Apr 17 Apr 10	May 15 May 8	Jun 19 Jun 12	Jul 17 Jul 10	Aug 21 Aug 14	Sep 18 Sep 11	Oct 16 Oct 9	Nov 20 Nov 13	Dec 18 Dec 11
<b>Heat Treat Daily</b>	Jan Daily Dec 20, 2024	Feb Daily Jan 24	Mar Daily Feb 21	Apr Daily Mar 21	May Daily Apr 18	Jun Daily May 23	Jul Daily Jun 20	Aug Daily Jul 18	Sep Daily Aug 22	Oct Daily Sep 19	Nov Daily Oct 24	Dec Daily Nov 21

	<b>Podcasts</b>											
<b>Heat Treat Radio</b>	Jan 16 Nov 15	Feb 20 Dec 20	Mar 20 Jan 17	Apr 17 Feb 14	May 15 Mar 20	Jun 19 Apr 17	Jul 17 May 15	Aug 21 Jun 19	Sep 18 Jul 17	Oct 16 Aug 21	Nov 20 Sep 18	Dec 18 Oct 16

	<b>Website</b>											
<b>Heat Treat Today.com</b>	Jan Dec 20, 2024	Feb Jan 24	Mar Feb 21	Apr Mar 21	May Apr 17	Jun May 22	Jul Jun 20	Aug Jul 18	Sep Aug 22	Oct Sep 19	Nov Oct 17	Dec Nov 21

Print & Digital Editions: Ad Closing Materials Due      E-Newsletters: Deployment Date Materials Due      Podcasts & Website: Deployment Date Materials Due

We believe  
people are happier  
and make better  
decisions when  
they are well  
informed.



# Heat Treat Today

Aerospace | Automotive | Medical | Energy | Manufacturing

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*"In everything give thanks, for this is God's will for you in Christ Jesus." 1 Thessalonians 5:17, Bible*