

## ASNT RECOGNIZES SUPPORTERS

Clients who meet or exceed advertising spending levels of \$55,000 (The Platinum Advertiser Program) or \$25,000 (The Gold Advertiser Program) are eligible for the Advertiser Incentive Program. Special incentives also have been developed for first time advertisers and advertisers with limited budgets; these incentives are listed below under "Special Offers."

### PLATINUM ADVERTISER PROGRAM

Spend \$55,000 or more during calendar year 2010 by advertising in ASNT's periodicals and on the ASNT Web site and receive the following:

- One free ad placement in *Materials Evaluation*, one free *NDTMarketplace* display advertisement and one free *NDTMarketplace* Quick Fact ad\*
- One free banner ad for one quarter on ASNT's Web site (location to be approved by ASNT)
- A complimentary logo listing in the *Materials Evaluation* print and online versions of the annual NDT Buyers Guide
- A negotiated number of copies of *Materials Evaluation* for booth distribution at the spring Research Symposium, Fall Conference and at any one ASNT topical
- A bold listing in the Advertiser Index in *Materials Evaluation*
- Up to 40% off your earned rate for insert or outsert advertising\*\*
- Two complimentary copies of *Materials Evaluation*, *NDTMarketplace* and *The NDT Technician* newsletter for 12 months.

\* Advertisers must complete advertising frequency commitments to qualify for a free ad of equal size and color.

\*\* Excluding additional postal charges if applicable. Commitment may not be honored until following calendar year.

### GOLD ADVERTISER PROGRAM

Spend \$25,000 or more during the 2010 calendar year by advertising in ASNT's periodicals and on the ASNT Web site and receive the following:

- One free display ad placement in either *Materials Evaluation* or *NDTMarketplace*†
- Up to 30% off your earned rate for insert or outsert advertising††
- Your choice of one of the following advertising opportunities:
  - One free online banner ad on the ASNT Web site for one month (location to be approved by ASNT)
  - One free three-inch classified advertisement to appear in print in *Materials Evaluation* and online for one month
  - 50% off one *Materials Evaluation* Service Directory Card (12 month listing)
- A negotiated number of copies of *Materials Evaluation* for booth distribution at the spring Research Symposium or Fall Conference
- A bold listing in the Advertiser Index in *Materials Evaluation*.

† Advertisers must complete advertising frequency commitments to qualify for a free ad of equal size and color.

†† Excluding additional postal charges if applicable. Commitment may not be honored until following calendar year.

### SPECIAL OFFERS‡

- Use the same ad in *Materials Evaluation*, *NDTMarketplace* and *The NDT Technician* newsletter and receive a 10% discount off your next *Materials Evaluation* insertion
- First time advertisers committing to three consecutive placements of the same size ad receive a 20% discount off the third placement
- First time advertisers committing to a full year's placement receive a 25% discount off the twelve-time rate
- First time advertisers committing to all four issues of *TNT* receive 10% off rate

‡ Advertisers must complete advertising frequency commitments to qualify for discounts.



## ADVERTISER INCENTIVE PROGRAM

ADVERTISING SUPERVISOR  
GARRA LIMING

800.222.2768 OR 614.274.6003 X209

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