



FONDERIE

# TECH NEWS

# MEDIAKIT 2021

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A PUBLICATION OF



## Advertising on the digital magazine

In addition to the foundrymen, readers of the "TECH News Foundry" digital magazine are also the actors from the Research Offices, R&D, industrialization and the purchasers working, among others, for the following sectors :

- Manufacturers and suppliers
- Automobiles
- Agricultural machinery
- Public Works Equipment
- Railway equipment
- Mining equipment
- Cement works
- Drilling
- Mechanical construction
- Aeronautics and Space
- Faucets
- Nuclear
- Armament

as well as Education, Environment, Ministries, Banks and Institutions.

**7 magazines** per year

### Increased visibility

Digital distribution to more than 6,000 subscribers per issue without counting the **viral diffusion of the web** thanks to the sharing functions.

### Your interactive ads

More efficiency ads by inserting links to your website or the landing page of your choice or videos!

### Readable on all displays

Desktop, tablet or smartphone, the magazine is readable everywhere. Members can access the articles independently of each other and can print them.

### INFORMATIONS

For further information please contact the advertising department of "TECH News Fonderie":

G rard LEBON and Fernand ECHAPPE  
regiepubtnf@atf-asso.com

**+33 (0)6 19 98 17 72 et +33 (0)1 71 16 12 08**

### PRICE AND AD PLACEMENT (prices are V.A.T. exc.):

Sizes (mm)	Total number of annual insertion			
	1 or 2	3 or 4	5 or 6	7
A4 (L 210 x H 297)	950 �	850 �	800 �	750 �
1/2 page (L 84 x H 248 ou L 176 x H 116)	550 �	500 �	475 �	450 �
1/3 page (L 176 x H 80 ou L 54 x H 248)	450 �	400 �	375 �	350 �
1/4 page (L 84 x H 116)	400 �	350 �	325 �	300 �
Outside back cover (210 x 297)	1450 �	1400 �	1375 �	1350 �
Inside and outside, front cover (210 x 297)	1350 �	1300 �	1275 �	1250 �
Corporate information, two A4 pages	2000 �	Dummy include and picture inlay in front		
information, three A4 pages	2400 �	cover + broadcast on the website		
Video insertion in a A4 page	300 �			

Any subscription to an advertising order implies acceptance of our sales and payment terms. The publisher is free to refuse, according to the uses of the press, the insertion of an advertisement without it being necessary for him to justify his refusal. Visuals must be provided 3 weeks before the broadcast.

### CANCELLATION:

Any cancellation of order arriving later than one month before the scheduled date of publication will be invoiced.

### TERMS OF PAYMENT:

upon receipt of invoice by check payable to ATF, 44 Avenue de la Division LECLERC • 92318 SEVRES Cedex or by transfer to our bank:

ACCOUNT HOLDER: TECHNICAL ASSOCIATION OF FOUNDRY

RIB : 30004 00232 00007179287 85

IBAN : FR76 3000 4002 3200 0071 7928 785

BIC : BNPAFRPPPE

<http://atf.asso.fr/>

Follow us on FACEBOOK:  
<https://www.facebook.com/ATFonderie>



and

TWITTER

@ATFonderie



## Advertising on the ATF website: <http://atf.asso.fr>

Average number of monthly visits: (6 month statistics: 12 340).

### LOCATION ON THE SITE

**Zone A :** Inserting your advertisement in the horizontal scrolling banner of the ATF website with link to your website or your advertising product.  
This advertisement is visible on all pages of the site before scrolling information.  
Dimensions of the advertisement: 1400 x 457 pixels.

**Zone B :** Inserting your logo on the header from the homepage of the ATF website with link to your website.  
Logo size of 100 x 100 pixels.

**Zone C :** Inserting your logo in the right vertical banner of the ATF website with link to your website. This logo is visible on all pages of the site before scrolling information.  
Logo size of 234 x 234 pixels



### PRICES LIST (without V.A.T.) :

Location	Duration of insertion			
	1 month	2 months	6 months	12 months
<b>ZONE A:</b> Inserting your advertisement in the horizontal scrolling banner	400 €	x	x	x
<b>ZONE B:</b> Inserting your fixed logo on the header of the home page	100 €	150 €	400 €	600 €
<b>ZONE C :</b> Inserting your Widget logo fixed in the right vertical strip	200 €	300 €	800 €	1200 €

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### CANCELLATION:

Any cancellation of order must arrive at least one month before the scheduled date of publication, otherwise the reserved space will be charged to the rate.

### TERMS OF PAYMENT:

upon receipt of invoice by check payable to ATF, 44 Avenue de la Division LECLERC • 92318 SEVRES Cedex or by transfer to our bank:

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IBAN : FR76 3000 4002 3200 0071 7928 785  
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