

THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

CASTING SOURCE

2026

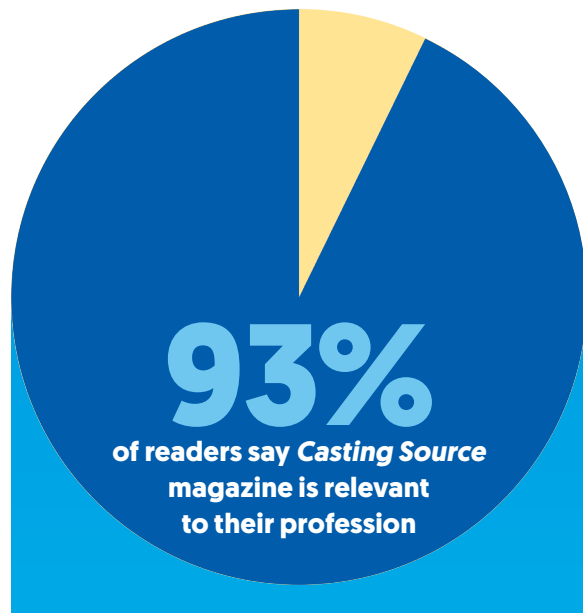
**MEDIA
KIT**

CASTING SOURCE

Why Advertise in *Casting Source*?

Casting Source is the only magazine and digital platform that reaches over 11,000 print readers and over 10,000 emails of casting procurement decision-makers and design engineers.

Metalcasting is a \$50 billion industry. Are you growing your share? Let *Casting Source* from the American Foundry Society connect you to the buyers and designers who drive this enormous market, which includes every alloy, size, process, and application.



SOURCE: 2021 READERSHIP SURVEY

The following great companies have two things in common.

They buy castings and they read *Casting Source*.

There is no better way to deliver your message to these casting buyers than advertising in *Casting Source*.

3M Company
Aerojet Rocketdyne
Agco Corp.
Allison Transmission
Alstom Inc.
Arctic Cat Inc.
Atlas Copco
Baldor Electric Company
Boeing Co.
Borgwarner Turbo Systems
Brunswick Corp.
Cameron
Carrier Corporation
Caterpillar Inc.
Cessna Aircraft Co.
Comptec Inc.
Crane Aerospace
Crane Pumps & Systems Inc.

Crown Equipment Corp.
Cummins Inc.
Dana Corp.
Delphi
Delta Faucet Co.
Detroit Stoker Co.
Dezurik Inc.
Donaldson Company Inc.
Dresser Rand Co.
Dwyer Instruments Inc.
Eaton Corporation
Elgin Sweeper Co.
Emerson
Emerson Power Transmission
Emerson Process Management
Federal Mogul Corp.
Fiat Chrysler LLC
Ford Motor Company

Freightliner Inc.
Gardner Denver
GE
GE Aviation
GE Energy
GE Healthcare
General Dynamics Corp.
General Electric Company
General Motors Corp.
Georgia Pacific
GE Transportation
GKN Aerospace
Gorman Rupp Co.
Goss International
Goulds Pumps LTT Industries
Gulfstream Aerospace
Haas Automation Inc.
Haldex

Media Options

Casting Source is the only publication in North America reaching an audience of buyers, designers and end-users of metal castings. Today, industry leaders engage with *Casting Source* in many different ways. Choose the platforms that fit your strategy best!



PRINT EDITION

DIGITAL EDITION

WEBSITE:
CASTINGSOURCE.COM

CAST IN NORTH
AMERICA

CASTING SOURCE
DIRECTORY

NEWSLETTER

EVENTS

Halliburton
Hamilton Sundstrand
Harley Davidson Motor Co.
Harsco Rail
Hendrickson
Honeywell Aerospace
Honeywell Inc.
Hubbell Inc.
Ingersoll Rand
Jet Propulsion Lab
John Deere
John Deere Dubuque Works
Johnson Controls Inc.
Kenworth Truck Co.
Lockheed
Lockheed Martin
Lycoming
Maxon Lift Corp.

Medtronic
Mercury Marine
Meritor Inc.
Mitsubishi Electric Power
Modine Mfg. Co.
Monroe Truck Equipment
Moog Inc.
Mueller Co.
NASA
Naval Surface Warfare Center
Navistar Inc.
Northrop Grumman Corp.
Oshkosh Corporation
Osram Sylvania
Paccar Inc.
Parker Aerospace
Parker Hannifin Corp.
Pentair

Polaris Industries
Pratt & Whitney
Raytheon Company
Regal Beloit Corp.
Rexnord Corp.
Robert Bosch LLC
Rockwell Automation
Rockwell Collins
Rolls Royce Corp.
Sandia National Labs
Seating Concepts Inc.
Siemens
SpaceX
Spirit Aero Systems
Spx
Sulzer Pumps
Tenneco
Textron Inc.

The Timken Company
Thomas & Betts Corp.
Toro Co.
United States Navy
US Army
US Army Corps of Engineers
Volvo Penta
Warren Pumps
Waterous Company
Whirlpool Corp.
Woodward Inc.
W S Darley & Co.
Zimmer Biomet
Zoeller Company
Zurn Industries LLC

CASTING SOURCE

2026 Editorial Calendar

ISSUE	CASTING SOURCING	APPLICATIONS	BASICS	DISTRIBUTION
JANUARY / FEBRUARY	Finding a Foundry	Casting Conversions	Industry Forecast	Subscribers
MARCH / APRIL	Cast in North America + 2026 Metalcasting Congress Preview	Casting Quality	Casting Alloys	Subscribers + Cast in North America
METALCASTER PROSPECTUS	This special supplement includes profiles of dozens of the top metalcasters in North America. Delivered with the March/April issue of Casting Source, the Prospectus will be distributed to buyers and designers attending the Cast in North America Show in Milwaukee, in April.			Subscribers + Cast in North America
MAY / JUNE	Customer/Foundry Relationships	Casting of the Year	Casting Design	Subscribers
CASTING SOURCE DIRECTORY	The Casting Source Directory is a well-used and much-anticipated resource for casting buyers and designers featuring comprehensive listings of all AFS Corporate Member metalcasters, indexed by location, metals cast and processes used.			Subscribers + Cast in North America
JULY / AUGUST	Lead Times	Prototyping	Casting Processes	Subscribers
SEPTEMBER / OCTOBER	Tooling and Additive Manufacturing	Specifications	Casting Materials	Subscribers
NOVEMBER / DECEMBER	Cost Considerations	Casting Vs. Other Methods	Research and Development	Subscribers

Print Display Advertising

Regular Display and Special Publication Rates — To find out more about our Special Publications, go to pages 10 & 11.

BLACK + WHITE DISPLAY RATES			
Frequency of Insertions [cost per ad]			
Ad Size	6 Issues	4 Issues	1 Issue
Full Page	\$4,515	\$5,125	\$5,735
2/3 Page	\$3,670	\$4,155	\$4,675
1/2 Island	\$3,220	\$3,690	\$4,125
1/2 Page [Horizontal + Vertical]	\$2,865	\$3,215	\$3,595
1/3 Page [Vertical + Square]	\$2,025	\$2,325	\$2,595
1/4 Page [Square, Horizontal + Vertical]	\$1,730	\$1,900	\$2,120
1/6 Page	\$1,240	\$1,415	\$1,620

ADD \$940 TO PRICE FOR FULL COLOR ADS. COLOR FEES WAIVED WITH A 6-ISSUE COMMITMENT.

PREMIUM POSITIONS	
Includes full color	
Location	Price
Inside Front Cover	Earned Rate + 10%
Inside Back Cover	Earned Rate + 5%
Outside Back Cover	Earned Rate + 15%

PROSPECTUS RATES	
Includes full color	
SIZE	PRICE
Full Page Profile + Full Page Ad	\$4,280
Full Page Profile Only	\$2,850

DIRECTORY ADLET RATES [Casting Source Directory Only]					
Frequency of Insertions [cost per ad]					
Ad Size	5 or more	4	3	2	1
Single [2" x 1.5"]	\$415	\$475	\$560	\$660	\$740
Double [2" x 3"]	\$550	\$670	\$790	\$895	\$1,025

ADVERTISING MATERIALS DUE DATES			
January / February	January 6, 2026	Casting Source Directory	June 6, 2026
Metalcaster Prospectus	February 28, 2026	July / August	July 7, 2026
March / April	February 28, 2026	September / October	September 5, 2026
May / June	May 2, 2026	November / December	October 31, 2026

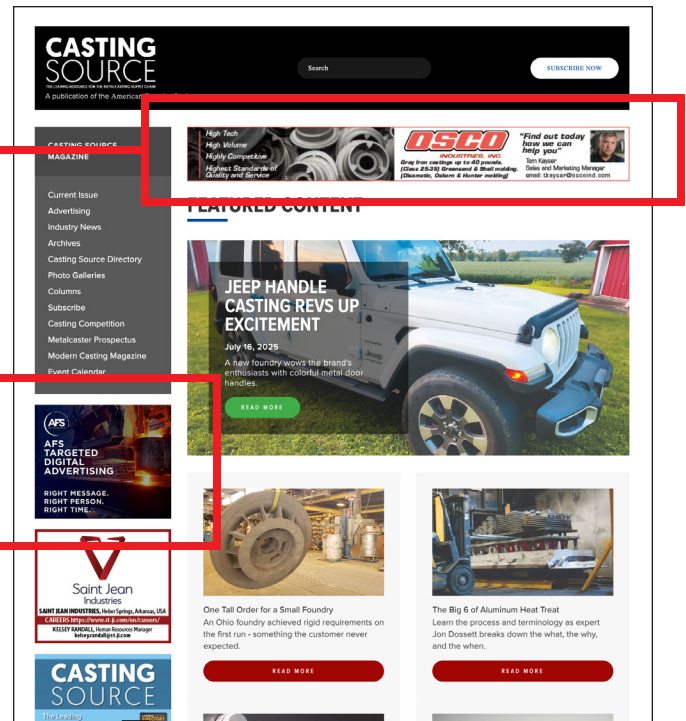
CASTING SOURCE

Website Display Advertising

LEADERBOARD

SIDEBORD

CastingSource.com is the only website providing content exclusively for an audience of casting designers and buyers. Inventory is limited to 10 ads in rotation per position. Current site metrics are available upon request.



ONLINE DISPLAY RATES (RATE OF SALE)

Length of Commitment (cost per month)

Ad Size	1 Year	6 Months	3 Months	1 Month
Leaderboard (728 x 90)	\$750 / mo.	\$940 / mo.	\$1,130 / mo.	\$1,230 / mo.
Sideboard (300 x 250)	\$560 / mo.	\$740 / mo.	\$920 / mo.	\$1,000 / mo.

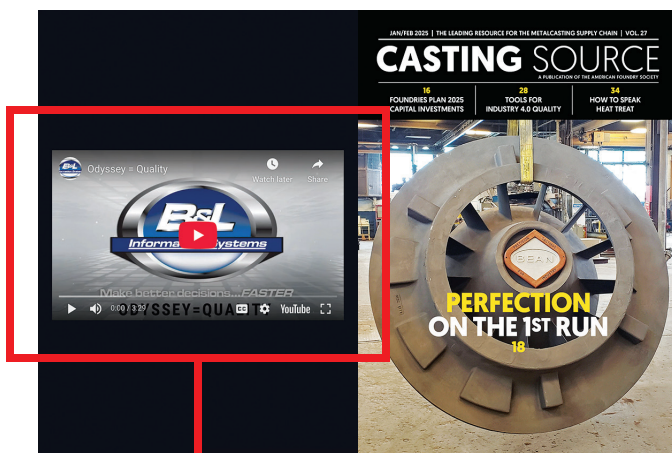
Video Advertising

Embedded Videos in the Digital Edition

Bring your products to life by embedding a video into your ad in the digital version of the magazine, or by running a video opposite the cover. All ads that appear in the print issue of *Casting Source* also appear in the digital edition.

RATE: \$600 / month — embedded in your ad
\$900 / month — opposite front cover
(maximum 2 issues)

VIDEOS SHOULD BE SUBMITTED AS MP4 FILES. THERE IS NO FILE SIZE LIMIT, BUT BE AWARE THAT FILE SIZE CAN AFFECT LOAD TIME.



**EMBEDDED VIDEO
OPPOSITE THE COVER**

Enewsletter

LEADERBOARD

With an opt-in distribution of over 10,000 and strong open rates, **Design Line** is an important information source for the casting buying and designing audience and coincides with the publication of the newest issue of *Casting Source*. Inventory is limited to three sideboard ad units and two in-line text ads per issue.

SCHEDULE: Third Wednesday of the month.

DEADLINE: The 1st of publication month

Ad Rates / Mo.	12x	6X	3x	1x
Sideboard (300 x 250 Pixels)	\$500	\$650	\$800	\$1,000
Leaderboard (728 x 90 Pixels)	\$750	\$940	\$1,130	\$1,230
Inline Ad Rates / Mo.	12x	6X	3x	1x
Price	\$700	\$900	\$1,100	\$1,300

High Tech
High Volume
Highly Competitive
Highest Standards of
Quality and Service

OSCO
INDUSTRIES, INC.
Gray Iron castings up to 40 pounds.
(Cores 25-38) Green sand & Shell molding.
(Ductile, Ductile & Hunter casting)

"Find out today
how we can
help you!"
Tom Kasper
Sales and Marketing Manager
email: tkasper@oscoind.com

CASTING SOURCE

THE LEADING RESOURCE FOR THE METALCASTING SUPPLY CHAIN

Current Issue

[Jeep Handle Casting Revs Up Excitement](#)

The new handle earned Cope & Drag the AFS/Casting Source 2025 Best Example of a Casting Conversion award for its meticulous attention to detail and impressive conversion from plastic to metal.

[Lots of Bots: Eck Industries Embraces Strategic Automation](#)

While robots are a common sight in high-volume, repetitive manufacturing facilities, one Wisconsin foundry is successfully incorporating them into its low-volume, high-mix shop floor.

[Producer-Initiated Casting Design Geometry Tweaks](#)

This article sets forth principles for casting design geometry improvements that enable robust solutions.

INDUSTRY NEWS

[The Manufacturers Standardization Society Announces Revised Quality Standard](#)

The Manufacturers Standardization Society (MSS) of the Valve and Fittings Industry recently announced that ANSI/MSS SP-55-2025, Quality Standard for Iron and Steel Castings for Valves, Flanges, Fittings, and Other Piping Components [Visual Method for Evaluation of Surface Irregularities] has been approved by the American National Standards Institute (ANSI) as a revised American National Standard (ANSI) and published by MSS.

[Waukega Foundry Earns GM Supplier Quality Excellence Award for the Second Consecutive Year](#)

Waukega Foundry Plant 4 in Marinette, Wisconsin, has been recognized with the 2024 General Motors Supplier Quality Excellence Award (SQEA), marking the third time the company has received this prestigious honor, following recognition in 2018 and 2023.

[How a Foundry Reaps Benefits from Thermal Reclamation Investment](#)

AFS Corporate Member Howell Foundry, St. Francisville, Louisiana,

SIDEBOARD

INLINE AD



Article Reprints

If you've recently been the subject of an article in *Casting Source*, congratulations! You're a star of the metalcasting community. Now you can preserve your article and share it with friends, employees, and customers. Our turnkey article reprint program packages your article and advertising into a reader-friendly 4- to 12-page brochure and includes a minimum of 500 printed copies for your use. Also included are all licensing fees, allowing complete and unfettered use of our content. Additional distribution opportunities, such as targeted direct mail or co-mailing with an issue of *Casting Source*, can be packaged upon request.

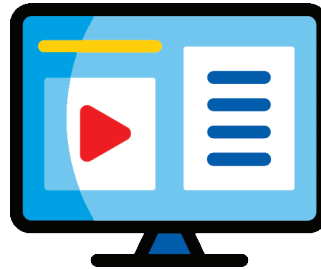
BASE RATE: \$1,290

CASTING SOURCE

Sponsored Webinars

A sponsored webinar is one of the strongest lead generation tools available to manufacturers. Registrants voluntarily provide detailed contact information in return for the opportunity to view a presentation on a topic of your choice. A dynamic webinar presentation not only establishes you as a key expert in the field, but can also be used continually across different platforms.

Promotions for webinar presentations are distributed in the *Casting Source* database through available online channels for 8–10 weeks prior to the presentation date. (In-print promotion can be added at your discretion.) In addition, all administrative and technical needs for the staging of the webinar are handled by *Casting Source* staff. Finally, shortly after the live presentation, the data collected on all registrants is provided to the sponsor.



Order Deadline:

2 months prior to scheduled presentation. If registration falls short of 50, the webinar will be rescheduled or reconsidered. Sponsored

webinar topic and presentation content is subject to final approval by Casting Source staff.

REGISTRANTS	PRICE
90+	Custom
75-90	\$7,500
50-74	\$5,000

About Us

- Manufacturing Since 1933
- Family Owned and Operated
- ISO 9001: 2015 Certified
- Provide Turnkey Castings

Farrar CORPORATION

Vertical Integration
Creative Solutions
Quality Castings

www.farrarusa.com

Get More Information
785-537-7733

Facebook LinkedIn

Pattern Shop

- Engineering Services and Consulting
- Aluminum Patterns
- 3D-Printed Components and Prototype
- MagmaSoft Simulation
- Fixture Design

Foundry

- Pour All Grades of Ductile Iron ASTM A536-84
- Pour Grades 1 through 5 of Austempered Ductile Iron
- Casting Weight Range: 5 to 75 LBS
- EAU's of 1,000 to 100,000 Pieces
- Heat Treat

Machine Shop

- Turning, Milling, Facing, Drilling, and Tapping
- Assembly
- Painting

CUSTOM EMAIL BLAST

Email Blast Program

Email blasts are an excellent way to target segments of the *Casting Source* readership. Your customized program includes list fees and all administrative costs. Outsourced HTML design services can also be included on request. Database is not available for purchase—all email blasts must be administered in-house by *Casting Source* staff.

2,000 Addresses or Fewer: \$1,500

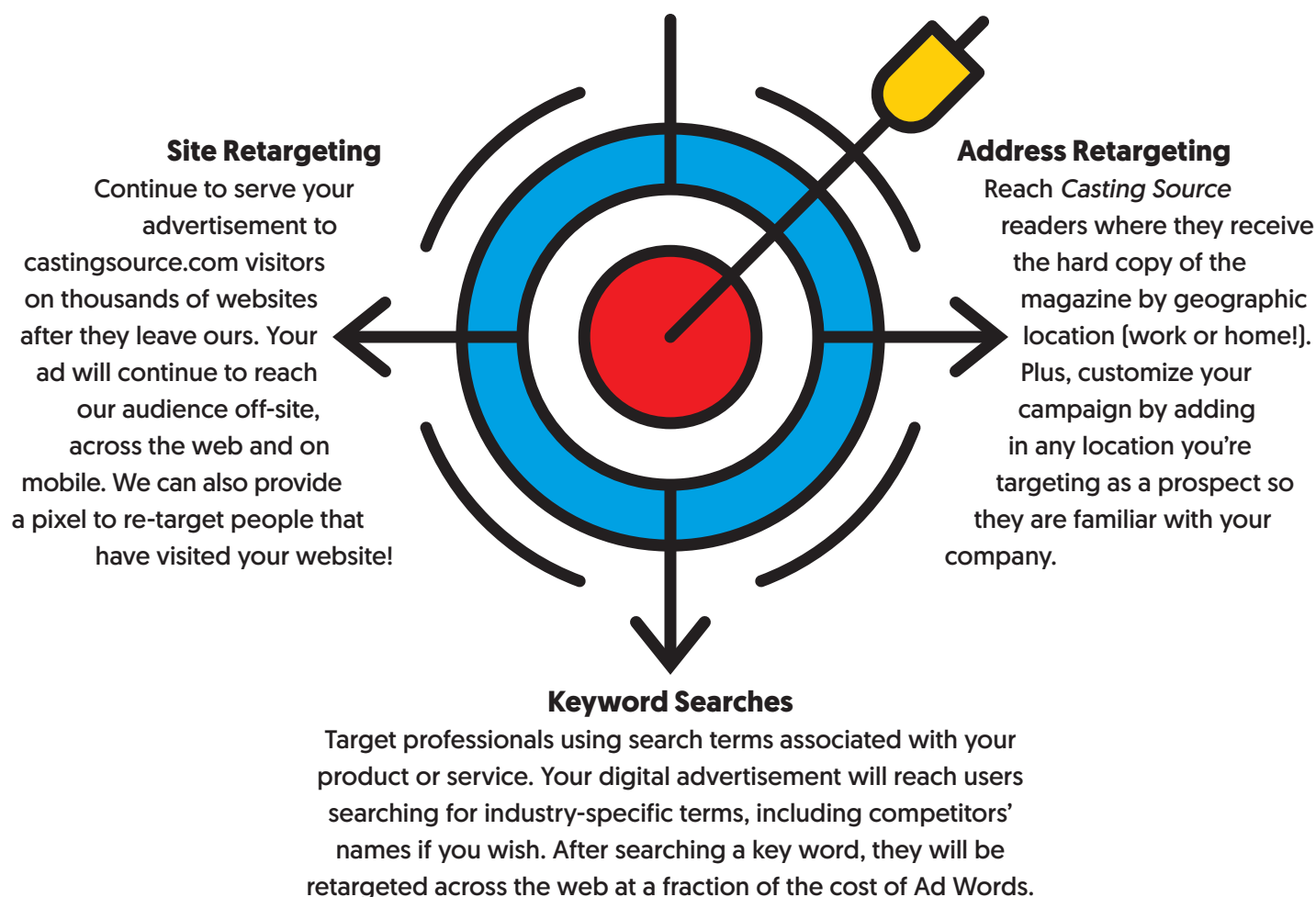
3,000 Addresses: \$2,000

4,000 Addresses: \$2,300

5,000 Addresses: \$2,500

AFS Targeted Digital Advertising

Create more visibility, brand awareness, and web traffic through our targeted digital advertising program. Three customizable options serve your digital display ads across the web. Whatever you choose, transparent metrics reporting lets you watch your total investment pay off by tracking every part of your campaign's reach.



BASIC EXPOSURE	ADVANCED EXPOSURE	DOMINANT EXPOSURE
30,000 impressions/mo.	50,000 impressions/mo.	100,000 impressions/mo.
3 Months \$1,800 Total / \$600 per mo.	3 Months \$3,420 Total / \$1,140 per mo.	3 Months \$6,480 Total / \$2,160 per mo.
6 Months \$3,420 Total / \$570 per mo.	6 Months \$6,480 Total / \$1,080 per mo.	6 Months \$12,240 Total / \$2,040 per mo.
12 Months \$6,480 Total / \$540 per mo.	12 Months \$12,240 Total / \$1,020 per mo.	12 Months \$23,040 Total / \$1,920 per mo.

ICON: SQUADFIRE / STOCK.ADOBE.COM

Metalcaster Prospectus

What Is It?

The *Metalcaster Prospectus* consists of full-page corporate profiles of North America's leading metalcasters. This unique publication provides you the opportunity to inform your customers and prospects about your company's history, experience, people and productivity.

How Is It Distributed?

- Included with March / April issue of *Casting Source*
- On show floor at Metalcasting Congress 2026
- Other notable North American trade shows in 2026
- Digital edition available worldwide starting in mid-March

How Do I Participate?

- Simply provide us with the following information:
- A maximum of 350 words of descriptive copy.
Logical topics include: brief company history, service capabilities, partial customer list, markets served, sales information, success stories / brief case studies (samples available upon request).
- Company mission statement
- A photo of your CEO / President (optional)
- An "action photo" from your facility
- Your logo

What Does It Cost?

Profile Only: \$2,850

Profile + Full Page Ad: \$4,250



Cast in North America

If you value "face time" with your prospects, you should be an exhibitor at Cast in North America, held in conjunction with Metalcasting Congress, April 14–16, 2026, in Grand Rapids, Michigan. Cast in North America is geared specifically for buyers and designers of castings, with an exhibit floor highlighting North American foundries, and a special track of educational presentations for this audience.

For complete details, visit www.afsinc.org/tradeshows/metalcasting-congress-2026.

CASTING SOURCE

Advertising Specifications

PRINT SPECIFICATIONS

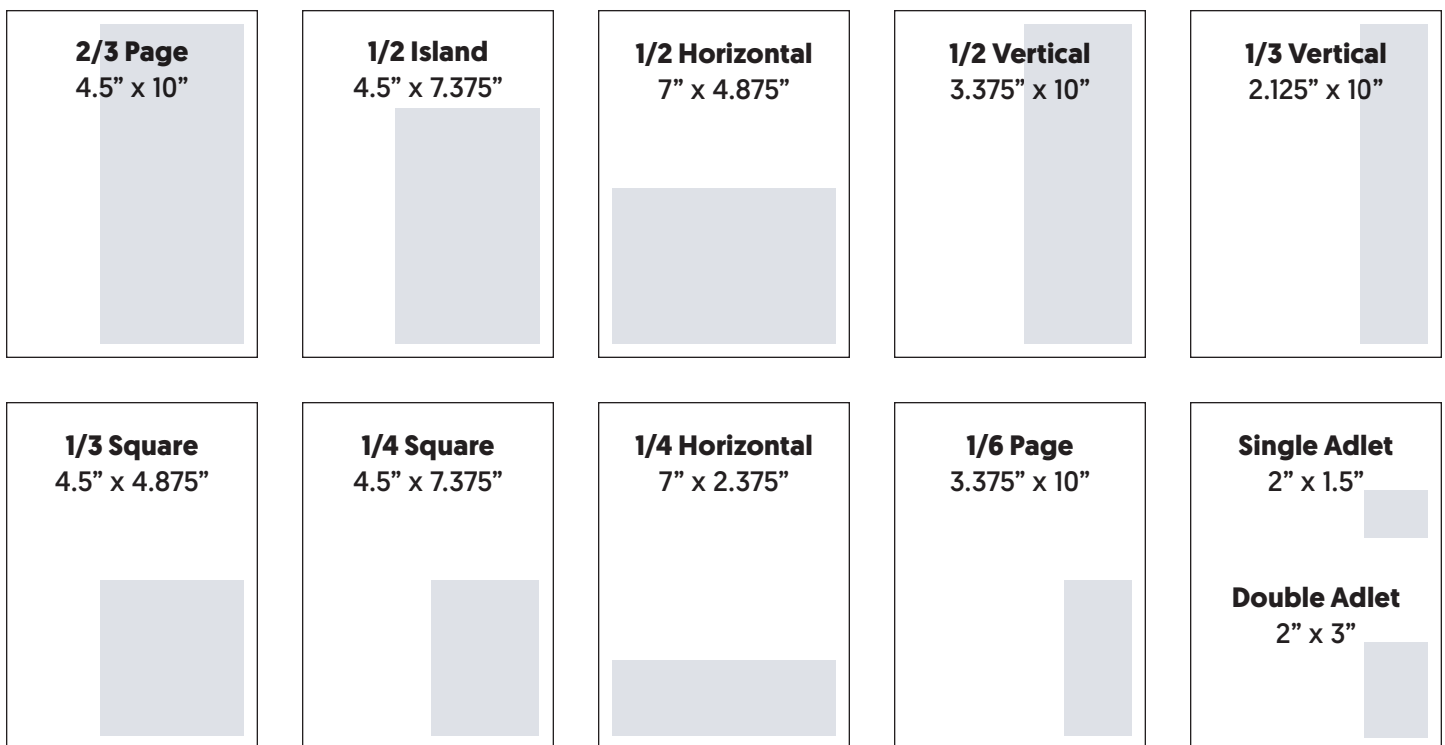
Resolution: 300 DPI. PDF files only!

Bleed size: 8.125" x 11.125" (*All full page ad PDFs should be bleed size).

Trim size: 7.875" x 10.875" (text, logos and graphics should be inset at least 0.5" from the trim on all sides.)

PDFs should be PDF/X-1a. Please do not include crop marks.

Full Page Bleed
8.125" x 11.125"
*[trim size =
7.875" x 10.875"]



DIGITAL SPECIFICATIONS

Ad Sizes (W X H):

Leaderboard / Anchor Banner: 728 x 90 pixels

Sideboard / Enewsletter: 300 x 250 pixels

Resolution: 72 DPI or greater.

File Format: Static or animated GIF or PNG preferred. While there is no limit, a maximum file size of 1 MB is recommended.

Videos: Videos should be submitted as MP4 files. There is no file size limit, but be aware that file size can affect load time.

Advertising Sales Representatives

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