

2021 MEDIA PLANNING GUIDE

*The global resource for news
and information in cryogenics*



Cryogenic Society
of America, Inc.

The Go-To Place for Cryogenics

CSA Mission/History



What is the Cryogenic Society of America?

The only full-time technical society and trade association concerned solely with cryogenics, cryogenic engineering and the cryogenic industry. In 1964, the Cryogenic Society of America was founded by individuals from the aerospace industry. In 1971, The Helium Society of America was incorporated into CSA. In 1985, CSA began publishing *Cold Facts* and launched its website a decade later. In 1996, CSA published its first Corporate Directory, which in 2005 became the Buyer's Guide. CSA is headquartered in Glen Ellyn, Illinois.

CSA Mission

- To encourage the dissemination of information about low temperature processes and techniques.
- To create interdisciplinary networking for individuals and companies concerned with the applications of low temperature technology.
- To promote research and development of low temperature processes through meetings, professional contacts, papers, reports and publications.
- To increase public awareness of the usefulness of cryogenic technology in everyday life.

What is Cryogenics?

A branch of physics or engineering that studies the production of very low temperatures (below -150°C , -238°F or 123 K) and the behavior of materials at those temperatures. Cryogenic technology relies on the application of low temperature physics.

Applications of Cryogenics

- Superconductivity (high & low temperatures)
- High Energy Physics
- Magnetic Refrigeration
- Air Separation
- Fluid Storage & Transfer Systems
- Cryogenic Wind Tunnels
- Aerospace Applications
- Cryobiology
- Food Freezing
- Communications
- Medical Applications
- Research
- Physics Machines
- Transportation Systems
- Mine Safety
- Renewable Energy Sources & Utilization
- In-Transit Refrigeration
- Automotive Fuel Applications
- Cryogenic Refrigeration
- Liquefied Natural Gas
- Cryogenic Grinding
- Reclamation of Waste Materials
- Cryosurgery
- Astrophysics
- Liquid Helium Applications
- Cryogenic Treatment of Materials
- Entertainment Industry
- First Responders (Hazmat Suits)
- Quantum Computing
- Quantum Internet

Reach & Marketing Channels

The Cryogenic Society of America reaches corporations and world-class research laboratories around the world through both print and digital channels.

Cold Facts magazine is published six times per year and reaches an audience of approximately 3,000, including readership of the full digital version posted online.

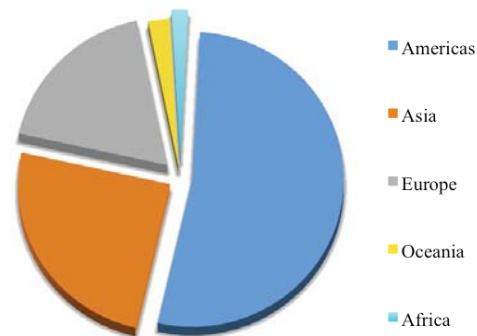
CSA also regularly publishes news on its website. The articles are promoted through social channels and through the monthly CryoChronicle newsletter.

In addition to *Cold Facts*, advertising is available through the CSA website and the online Buyer's Guide, opt-in email announcements, newsletter sponsorships and CSA's Space Cryogenics Workshop and Cryogenic Treatment Database websites.

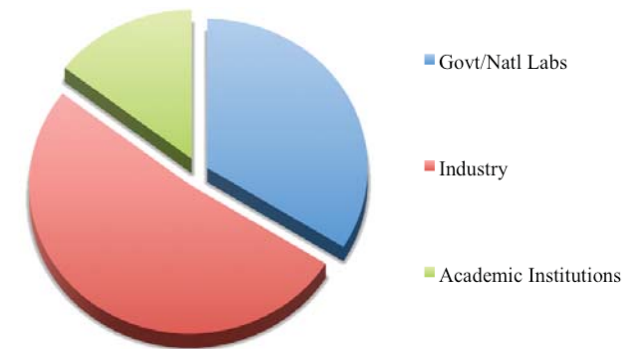
Here are a few of the occupations of CSA members and *Cold Facts* readers:

- Technical Director
- Chief Cryogenic Engineer
- President
- Aerospace Engineer
- Director of Process Development
- Senior Project Engineer
- Manager, Superconductivity Program
- Chief Executive Officer
- Consultant/Metallurgist
- Professor, Cryogenic Engineering
- Director of Marketing
- Consulting Engineer
- Sales/Marketing Executive
- Laboratory Director
- Chemical Engineer
- Engineering Manager
- Operations Manager
- Systems Engineer
- Principal Thermal Engineer
- Research Engineer
- Mechanical Engineer
- Research Support Specialist
- Lead Mechanic
- Communications Manager
- Senior Researcher
- Chief Scientific Officer
- R&D Manager
- Sr. Business Development Specialist

Visitors to CSA Websites



Cold Facts Readers In print and digital



CSA reaches professionals in cryogenics in 151 countries



Readership

The following is a sampling of the companies, laboratories and research centers you reach by advertising in *Cold Facts*, the magazine of the Cryogenic Society of America. Listed below are some of our corporate and institutional readers.



Top Industry Circulation

Active Space Technologies
Advanced Conductor Technologies, LLC
Advanced Magnet Lab
Advanced Micro Devices
Aerospace Corporation
AGA Gas
Air Products & Chemicals
Airco
Airgas
Alcoa
Applied Materials
Babcock & Wilcox
BAE Systems
Ball Aerospace & Technologies
Bionetics
Blue Roads Solutions
Boeing Autonetics
Boeing Company
Boeing Defense & Space Group
Boeing Phantom Works
Burkert Fluid Control Systems
Burns & McDonnell
Bruker BioSpin Corporation
Brunswick Corporation
Cummins
Emerson
EoT Solutions
Exxon Mobile Corporation
Ferus Natural Gas Fuels, Inc
GE Global Research
GE Healthcare
General Atomics
General Dynamics
Goodrich Corporation
Goodyear Tire & Rubber Company
Hamilton Sundstrand
Hewlett Packard

Hitachi
IBM Corporation
ITT Corporation
Lift-Off Pipe Supports
Lockheed Martin
Maxi-Blast, Inc
McDermott
Northrop Grumman Corporation
Oil & Natural Gas Corporation
Praxair Inc.
Pratt & Whitney Rocketdyne
Raytheon Company
Rockwell Automation
Schlumberger Limited
Seagate Technology
Siemens Magnet Technology
SpaceX
Superconductor Technologies Inc.
Thales Cryogenics B.V.
Thames Cryogenics
Thermo Fisher Scientific
Toshiba Corporation
TRW Automotive
Tyco Valves & Controls
United Space Alliance
United Technologies Corporation
Westinghouse Electric Corporation

Government Laboratories and Organizations

Air Force Research Laboratory, U.S.
Ames Laboratory
Argonne National Laboratory
Brookhaven National Laboratory
Canadian Space Agency
CERN
CSIRO-Commonwealth Scientific and Industrial Research Organisation
Department of Defense (U.S.)

European Space Agency
Fermi National Accelerator Laboratory
Glenn Research Center
Goddard Space Flight Center
Japan Atomic Energy Research Institute
Jet Propulsion Laboratory (JPL)
John F. Kennedy Space Center
Langley Research Center
Superconducting Particle Accelerator Forum of America
Los Alamos National Laboratory
Marshall Space Flight Center
National Institute of Standards and Technology (NIST)
Oak Ridge National Laboratory
Pacific Northwest National Laboratory
Rome Laboratory
Stanford Linear Accelerator Center
U.S. Department of Energy

Academic Research Centers

Boston University
California Institute of Technology
C3B Cryo Competence Center of Astrium ST GmbH (Germany)
Columbia University
Cornell University, Lab of Atomic & Solid State Physics
Duke University
Florida International University, Advanced Materials Engineering Research Institute
Florida State University
Georgia Institute of Technology
Harvard-Smithsonian Center for Astrophysics
Institute for Low Temperature Physics and Engineering (Ukraine)
Institut de Physique Nucleaire d'Orsay (France)
Institut für Festkörperphysik (Austria)

Inter University Accelerator Centre (IUAC) (India)
Johns Hopkins University
KEK, High Energy Accelerator Research Organization (Japan)
Korea Advanced Institute of Science and Technology (KAIST)
Max-Planck Institute for Physics (Germany)
MIT Plasma Science and Fusion Center
Michigan State University, National Superconducting Cyclotron Laboratory
Osaka University, Institute of Scientific and Industrial Research
Southwest Research Institute
Stanford University
Synchrotron Light Research Institute (Thailand)
Technion-Israel Institute of Technology
Texas A&M University
Tohoku University, Institute of Fluid Science
University of California-Berkeley
University of Chicago, James Franck Institute
University of Central Florida, Florida Solar Energy Center
University of Colorado
University of Florida
University of Idaho
University of Maryland at College Park
University of Michigan
University of Minnesota
University of New Mexico
University of Oxford
University of Rome "La Sapienza" (Italy)
University of Twente (Netherlands)
University of Wisconsin-Madison
Utah State University, Space Dynamics Laboratory
Yale University
Zhejiang University, Institute of Refrigeration and Cryogenics (China)

Cold Facts



Practical Focus *Cold Facts* is written for engineers, scientists, technical professionals, business managers and educators working in cryogenics. Topics are specific, timely and engaging, and they deal with real world issues.

Comprehensive Coverage We bring our readers news of emerging applications in cryogenics: with technical articles, facility tours, interviews, conference reports, how-to articles, basic definitions, product updates and news from industry, government laboratories and academic research facilities.

Star Contributors *Cold Facts* columnists and contributors are leaders in their fields, recipients of prestigious awards, inventors of key technologies and founders of companies. Our editorial board comprises recognized experts in their specific fields.

International Reach *Cold Facts* reaches professionals worldwide. It is distributed to a wide audience of international subscribers, members and attendees at a host of major international conferences. *Cold Facts* is available for download anywhere in the world, which reflects the cooperation between organizations globally.

A Larger Mission *Cold Facts* is a publication of the Cryogenic Society of America, whose aim is to support and promote international activity and cooperation in cryogenics and superconductivity. *Cold Facts* is one of our tools to accomplish that mission.

Legacy in the Community The first issue of *Cold Facts* magazine was published in March 1985. Since then, we've gained a reputation as THE magazine for cryogenics, and we have an extremely loyal base of readers, contributors and advertisers. These individuals recognize and appreciate the forum *Cold Facts* provides to professionals in the international cryogenics community.

Cold Facts Delivers If your product is designed for cryogenic applications, then *Cold Facts* is where you need to advertise. *Cold Facts* delivers readers involved in cryogenics who have influence and buying power. The majority of our members and readers value the print format. The magazine also has a strong digital presence.

Cold Facts 2021 Editorial Calendar

Vol 37, No 1

Publishes **February 26**

Materials & Ads
due **January 22**



Image: NIST

Cryocoolers Developments post ICC
Young Professionals
Superconductivity and High Energy Physics
OEM / Custom Fabrication / Field Services

Vol 37, No 2

Publishes **April 23**

Material & Ads
due **February 26**



Image: Acme Cryo

Fluid Storage, Transport and Transfer
Systems and Components
Women in Cryogenics
Communications and Quantum Technology
Testing and Research Services

Vol 37, No 3

Publishes **June 25**

Materials & Ads
due **April 30**



Image: MagLab

Bonus circulation at Space Cryogenics Workshop
and CEC/ICMC

Superconductivity and Magnet Technology
Refrigeration and Liquefaction
Aerospace, Telescopes and Satellites
Air Separation Technology

Vol 37, No 4

Publishes **August 20**

Materials & Ads
due **June 25**



Image: Al Johnson

Around the Labs
Spotlight on Experts - Labs, Academia, Industry
Cryostats and Related Components
Instrumentation, Controls and Measurements
Reports on Space Cryogenics Workshop and CEC/ICMC

Vol 37, No 5

Publishes **October 22**

Materials & Ads
due **August 27**



Image: Argonne

Medical Applications
Hydrogen Technology
Testing Labs and Research Services
Cryogenic Components: Pumps, Valves, etc.

2022 Buyer's Guide

Publishes **December 17**

Materials & Ads
due **October 22**

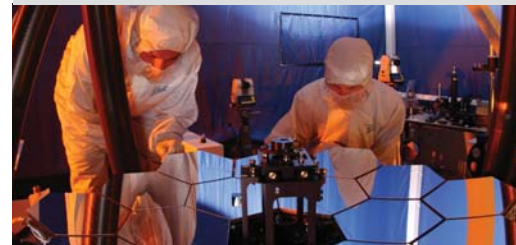


Image: NASA

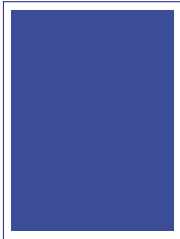
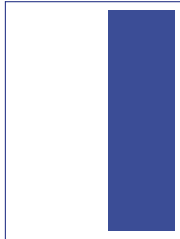
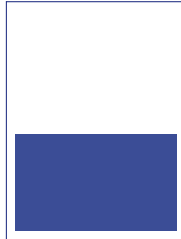
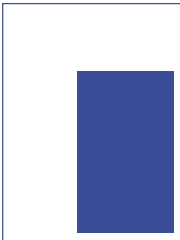
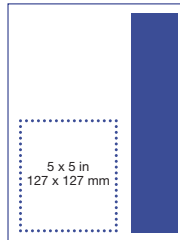
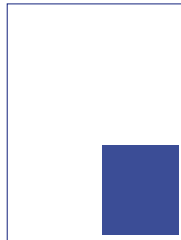
Aerospace Applications
Accelerators and High Energy Research
Cryogenics around the World
Cryogenic Industrial Systems

Your stories, ideas, company and personnel news are welcome at any time. Editorial topics reflect articles planned for each issue but we always welcome submissions on a wide array of topics above and beyond the short list presented here. In order to be flexible in response to developing news and events, topics are subject to change. Additional topics may be featured. Cold Facts never charges for the publication of editorial content.

Please send editorial submissions to Cold Facts editor Tate Paglia: editor@cryogenicsociety.org or call **708-383-6220 x304**.

Cold Facts Print

The Cryogenic Society of America publishes **Cold Facts** magazine six (6) times per year, reaching approximately 3,000 print subscribers internationally. Each issue is also distributed as a downloadable PDF with live advertiser web links, reaching digital readers from 151 countries.

<p>Full Page</p> <p>7.5 x 10 in 191 x 255 mm</p>  <p>6x \$2,624</p> <p>3x 1x \$2,806 \$2,951</p>	<p>1/2 Vertical</p> <p>3.5 x 10 in 89 x 255 mm</p>  <p>6x \$2,037</p> <p>3x 1x \$2,168 \$2,312</p>	<p>1/2 Horizontal</p> <p>7.5 x 4.875 in 191 x 124 mm</p>  <p>6x \$2,037</p> <p>3x 1x \$2,168 \$2,312</p>
<p>Island</p> <p>5 x 7.5 in 127 x 191 mm</p>  <p>6x \$2,238</p> <p>3x 1x \$2,413 \$2,554</p>	<p>1/3 Vertical or Square</p> <p>2.4 x 10 in 60 x 255 mm</p> <p>5 x 5 in 127 x 127 mm</p>  <p>6x \$1,829</p> <p>3x 1x \$1,957 \$2,064</p>	<p>Quarter</p> <p>3.5 x 4.875 in 89 x 124 mm</p>  <p>6x \$1,676</p> <p>3x 1x \$1,766 \$1,835</p>

Corporate Sustaining Members receive a 25% discount on all print ads.
Special position ads available on a first come, first served basis with 6-time contract. Call for pricing.

Print/digital combination packages are available. Please contact Lea Martinez: ads@cryogenicsociety.org or call 630-403-8991.

PLEASE NOTE: No agency commission given.

Cryogenic Society of America | 800 Roosevelt Rd. Suite 312-C | Glen Ellyn, Illinois 60137 | PH 630.858.7337 x8765 | FX 630.790.3095 | www.cryogenicsociety.org

Digital Ad Rates

CSA offers many excellent digital advertising opportunities. Our website is visited by leaders in the field from all over the world, eager to find suppliers and other valuable contacts. We're ready to design an effective online campaign to reach this very specialized, ready-to-buy audience. Contact us for assistance today.

CSA Website

Home Page Banner Ad \$415/month (\$365 CSM)

Home Page Sidebar Ad \$415/month (\$365 CSM)

Online Buyer's Guide

Category Banner Ad \$920/year (\$460 CSM)



E-Marketing

Newsletter Sponsorship \$460/month (\$415 CSM)

3 months \$345/each

6 months \$310/each

9 months \$275/each

12 months \$240/each



Opt-in Email (eblast) \$1,025 each (\$890 CSM)

Help Wanted Ads \$160. FREE to CSMs

Ask about frequency discounts of 3x, 6x and 12x.

Editorial Guidelines

Cold Facts welcomes submissions of editorial content for the magazine. This can include feature articles, product releases, personnel news and appointments, book reviews, obituaries and other material of interest to the cryogenic and superconductivity communities. Materials can be submitted through the CSA website (<https://cryogenicsociety.org/news/submit/>) or by email to editor@cryogenicsociety.org.

1. Feature Articles

- Editorial features typically run 600-900 words and can highlight new or ongoing research, product development, projects or partnerships.
- High resolution image minimum 300 dpi - clear of copyright restrictions
- We do **not** accept articles that have already been published. All submissions must be original.
- Author name, title, qualifications, company/institution name



2. Technical Articles

- New or improved technology
- High resolution image minimum 300 dpi - clear of copyright restrictions
- No superlatives such "best, easiest, most advanced" or any other sales-type language
- We do **not** accept articles that have already been published. All submissions must be original.
- Author(s) name(s), title, qualifications, company/institution name
- If the amount of material you have exceeds the word limit for one article, we may consider a series of articles published in several issues of **Cold Facts**.



3. Become a Columnist

If you have expertise in a given area of cryogenic technology and desire to share it with the global community on a regular basis, we encourage you to contact the Cryogenic Society to discuss your ideas. For examples of columns please look at some back issues of **Cold Facts**.

4. Product Showcase

- 75 words or fewer, include high resolution JPEG minimum 300 dpi
- New or improved technology. Tell us what makes your product/application unique.
- Name of individual who submitted the product release and contact information
- Submissions will be chosen to ensure a fair and diverse selection of products. All Showcase products will also be shown for a minimum of one month in the appropriate product category of the online CSA Buyer's Guide.



5. People and Companies column

Submit short news items about your company, including new personnel, facility expansion or move, website or other information of interest to the cryogenics community.

Online Buyer's Guide

CSA's International Cryogenics Buyer's Guide

The CSA Buyer's Guide is an easy-to-use, comprehensive resource of companies, products and services supporting cryogenic applications around the world. The Buyer's Guide provides immediate access to an otherwise hard-to-reach specialized marketplace.

Access to companies and products is available to the public online, any time. The online Buyer's Guide is continually updated. Any business offering products or services to the cryogenic community anywhere in the world may apply for a listing in the Buyer's Guide. Listing is FREE to qualified companies.

Advantages of being listed in the online CSA Buyer's Guide:

- The guide can be accessed any time, anywhere 24/7
- The database can be browsed by:
 - Company name
 - Product category
 - Services
- Online in-category advertising is available to highlight your business
- Corporate Sustaining Members (CSMs) get:
 - Expanded listings with feature information and logo
 - Priority positions in category listings
 - Discounts on advertising
- Online listings appear in the annual print directory at no extra cost



Get connected to the international cryogenics community today!

If your company is not already listed in the CSA Buyer's Guide, please submit your application at: <http://2csa.us/bg>

The 2021 Buyer's Guide print edition

The print edition of the Buyer's Guide appears in issue #6 of *Cold Facts* magazine, which is published at the end of December and mailed in January. The Buyer's Guide is distributed at major cryogenics meetings and conferences throughout the year. It is considered the premier reference source for cryogenic products and services. Advertising in the Buyer's Guide issue is well received and offers our advertisers exposure to buyers and influential professionals all year.



Digital Marketing Channels

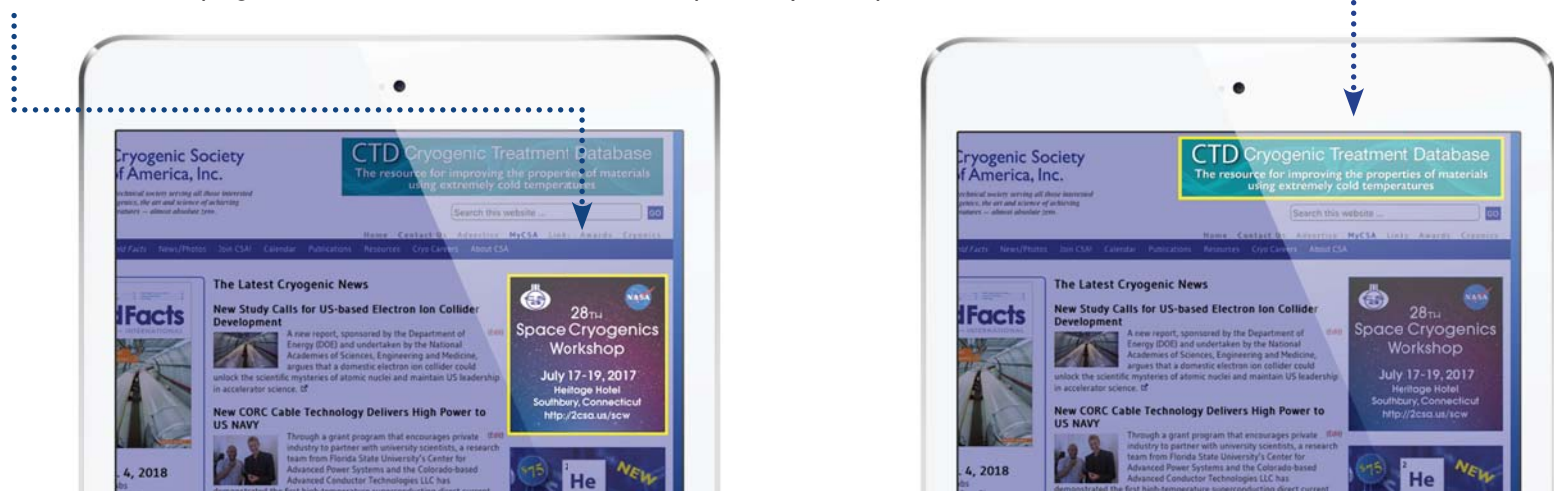


CSA websites draw thousands of visits every month, representing global companies, academic institutions and government research facilities from 151 countries. CSA uses search engine optimization and pay-per-click advertising to increase the online visibility of the Buyer's Guide, helping visitors find your products and services.

Category Banner Ad Make your company stand out in a specific product category online and be acknowledged as a category sponsor in the print edition of the Buyer's Guide. Only one banner is available per category. Use this opportunity to grab the attention of buyers and emphasize a unique benefit of your product or service. \$460/year per category for Corporate Sustaining members, \$920 for non-member companies. Size: 728 x 90 pixels. File size not to exceed 60K. Format: JPG, PNG, GIF. Animated GIF or PNG with maximum of 3 cycles. Advertiser must supply source file for animated GIF or PNG.

Home Page Banner Ad \$415/month (\$365 CSM). 500 pixels by 90 pixels with a maximum size of 60K.

Home Page Sidebar Reinforce your brand identity and get the exposure you need for a small investment. Your message appears next to all the latest news on CSA's home page. \$415/month (\$365 CSM). 240 pixels by 240 pixels with a maximum size of 60K.



Digital Marketing Channels *continued*



Monthly Email Newsletter Sponsorship Receive over 22,000 impressions per month with the combined sponsorship of CSA Newsflashes and the CryoChronicle newsletter, an effective and economical way to reach people with buying influence who are involved in cryogenics.

Package includes acknowledgment in at least six Newsflashes sent to our list of approximately 3,000 subscribers, bonus visibility through the monthly CryoChronicle and acknowledgment as newsletter sponsor for the month in Cold Facts and on CSA's website. The ad consists of your logo plus 120-character description of your company's products and/or services. Sponsorship is \$415 for CSM, Non-CSM—add \$45 to each.

Opt-In Email Announcements Our list of approximately 3,000 subscribers can work for you, marketing directly to purchasing decision-makers and influencers at companies, academic institutions and government research facilities across the world. Advertisers have used our Opt-In Email program to promote new products and upcoming events of interest to the cryogenic community and to find employees. Includes bonus distribution through CSA's social channels. CSA reserves the right to reject announcements deemed not in keeping with the publication/website standards. Cost per exclusive mailing: \$1025 each (\$890 CSM). Contact CSA for details.

Help Wanted Advertising The Cryogenic Society of America website is your clearinghouse for jobs in cryogenics, whether you are an employer looking for an employee or an individual seeking employment. Post resumes, find help wanted ads from employers in cryogenic fields in government, academic or research institutions, as well as national laboratories and related businesses, view resumes from prospective employees with a variety of cryogenic related talents and training. \$160 for a 90-day listing; **FREE** to Corporate Sustaining Members. The link below will take you to the jobs posting form. Complete this form to submit your help wanted listing or resume. The job listing consists of your company logo plus a 100-200 word description of the available position. Your listing will receive bonus distribution through CSA social channels. (Logo should be 100 pixels wide, JPG or GIF format, max size 15kb)

www.cryogenicsociety.org/cryo_careers/jobs/

CryoCoax
A division of Intelliconnect

Experts in Cryogenic Components

Let us take care of your low temperature component needs. Our experienced team of designers and engineers work with you to create the best interconnect solution for your product.

[Learn more about our products](#)

Low Temperature Solutions

Cables and Cable Assemblies
CryoCoax cables and cable assemblies are crafted from the finest materials, using the most advanced manufacturing techniques available in the market with test capabilities to 40Ghz.

Connectors
CryoCoax range of connectors includes standly constructed stainless steel interconnects including SMA, SMP, custom designed products and all common connector interfaces.

Primary Contacts

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Jo Snyder

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Israel Reza

Graphic Designer
israel@cryogenicsociety.org



General Rate Policy:

All advertising is accepted subject to the terms and provisions stated here. CSA reserves the right to reject advertising which is not in keeping with the publication's standards. CSA shall not be responsible or liable for loss of profit, loss of business or any other consequential damages as a result of any error or omission in or of an advertisement. CSA assumes no liability for errors or omissions in advertiser indexes. In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in the rate card, the advertiser and/or the advertising agency represents and warrants that all material delivered to CSA for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and the advertiser and/or the advertising agency will indemnify, defend and save harmless CSA, its assigns and successors against any claim, demand, cost, expenses and damages, including reasonable attorney's fees incurred by CSA arising out of or in connection with any breach by the advertiser and/or advertising agency of any of the foregoing. CSA reserves the right to place the word "Advertisement" in advertising which, in the CSA's opinion, resembles editorial. CSA reserves the right to change rates and terms herein at any time without notice. Contract advertisers will be given a grace period to the end of their contract term.

Cover and special position advertising commitments are non-cancellable. Advertisers who within their contract term achieve a higher rate of frequency than they contracted for will be issued a credit toward their next insertion and the next frequency discount rate qualified.

Advertisers who within their contract term achieve a higher rate of frequency than they contracted for will be issued a credit toward their next insertion and the next frequency discount rate qualified.

Advertisers who do not fulfill their contractual frequency of advertising within their contract term will be short rated at the frequency they did earn.

Please note: No agency commission given.