



Cryogenic Society  
of America, Inc.

*The Go-To Place for Cryogenics*

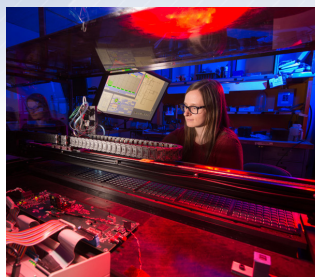
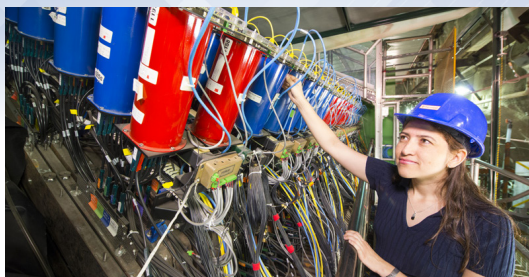


# 2024

## MEDIA PLANNING GUIDE

*The global resource for news  
and information in 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  $-150\text{ }^{\circ}\text{C}$ ,  $-238\text{ }^{\circ}\text{F}$  or  $123\text{ K}$ ) 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.

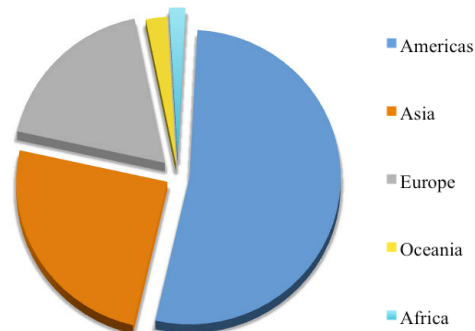
CSA also regularly publishes news on its website. The articles are promoted through social channels and through the monthly CryoChronicle newsletter.

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.

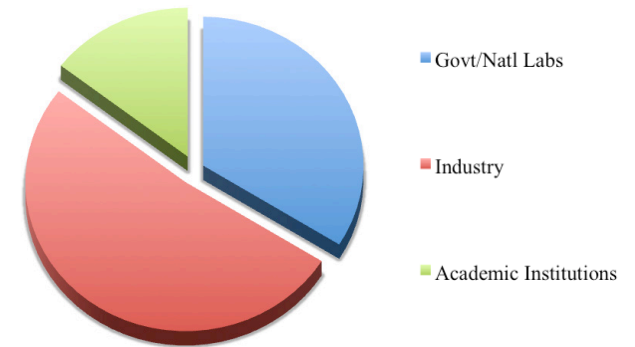
## Here are a few of the occupations of CSA members and *Cold Facts* readers:

- 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

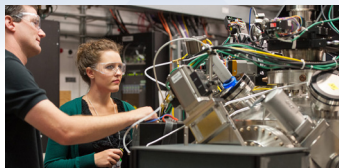


CSA reaches professionals in cryogenics in 151 countries



# 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 Editorial Calendar 2024

## Volume 40

*Cold Facts* is published 6x/year. The magazine never charges for the publication of editorial content.



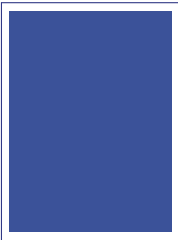
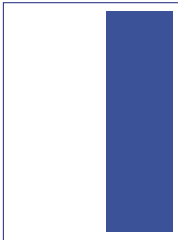
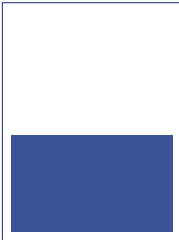

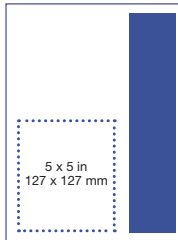
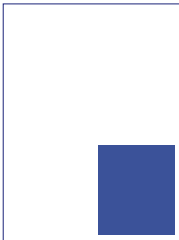
Your stories, ideas, and company and personnel news are welcome at any time. Editorial topics reflect articles planned for each issue, but we always welcome submissions on a wide array of topics above and beyond the short list presented here. In order to be flexible in response to developing news and 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 Anne DiPaola: [editor@cryogenicsociety.org](mailto:editor@cryogenicsociety.org) or call (630) 686-8889.



# 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.

Full Page	1/2 Vertical	1/2 Horizontal
7.5 x 10 in 191 x 255 mm	3.5 x 10 in 89 x 255 mm	7.5 x 4.875 in 191 x 124 mm
		
<b>6x</b> <b>\$2,885</b>	<b>6x</b> <b>\$2,240</b>	<b>6x</b> <b>\$2,240</b>
<b>3x</b>   <b>1x</b> <b>\$3,089</b>   <b>\$3,245</b>	<b>3x</b>   <b>1x</b> <b>\$2,385</b>   <b>\$2,540</b>	<b>3x</b>   <b>1x</b> <b>\$2,385</b>   <b>\$2,540</b>
Island	1/3 Vertical or Square	Quarter
5 x 7.5 in 127 x 191 mm	2.4 x 10 in 60 x 255 mm	3.5 x 4.875 in 89 x 124 mm
		
<b>6x</b> <b>\$2,460</b>	<b>6x</b> <b>\$2,010</b>	<b>6x</b> <b>\$1,840</b>
<b>3x</b>   <b>1x</b> <b>\$2,655</b>   <b>\$2,810</b>	<b>3x</b>   <b>1x</b> <b>\$2,150</b>   <b>\$2,270</b>	<b>3x</b>   <b>1x</b> <b>\$1,940</b>   <b>\$2,020</b>

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 Joe Sullivan: [ads@cryogenicsociety.org](mailto: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 630.686.8889 | FX 630.790.3095 | [www.cryogenicsociety.org](http://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 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** \$100 to \$200, depending on duration of posting.  
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 (<http://2csa.us/14>) or by email to [editor@cryogenicsociety.org](mailto: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

- 150 words or fewer, include high resolution jpg 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.



Our Cool Cryo Guest feature highlights articles submitted by industry experts. We encourage you to send in your work for possible inclusion in a future issue. For consideration, please contact Anne DiPinto at [editor@cryogenicsociety.org](mailto:editor@cryogenicsociety.org).

### Cryogenic Bubble Interaction: Challenges, Motivation and Potential Benefits in Cryosurgery



Cryogenic fluid management systems use pumps, turbines, pipes (chilldown lines), valves/offices, etc., operating at very low temperatures.





# 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 FREE listing in the Buyer's Guide.

### 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 position 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: <https://csabg.org/apply>

### The 2024 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 active social media campaigns and other promotional work to increase the online visibility of the Buyer's Guide, helping visitors find your products and services.

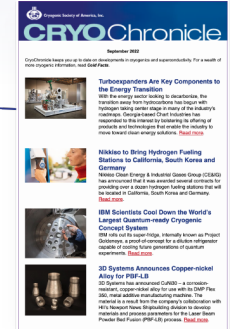
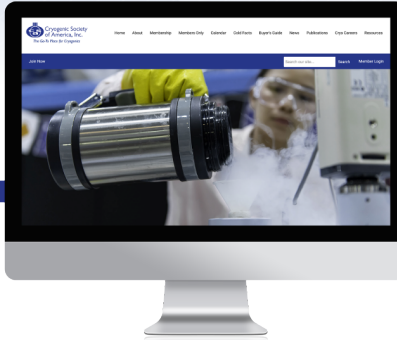
**Category Banner Ad** Make your company stand out in a specific product category online and be acknowledged as a category sponsor in the print edition of the Buyer's Guide. Only one banner is available per category. Use this opportunity to grab the attention of buyers and emphasize a unique benefit 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 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). 330 pixels by 330 pixels with a maximum size of 60K.





## Digital Marketing Channels *continued*

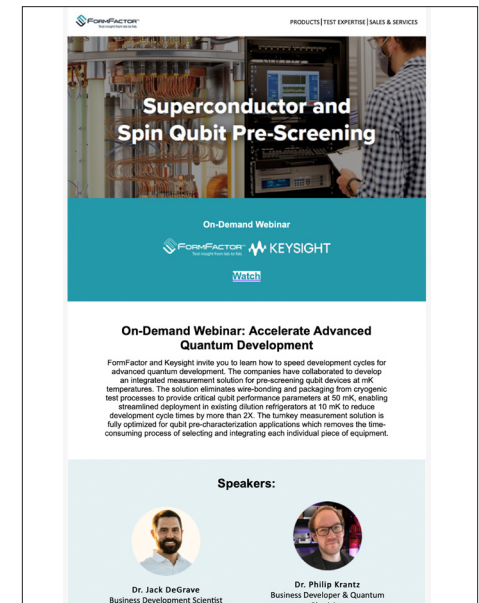


**Monthly Email Newsletter Sponsorship** Receive over 22,000 impressions per month with the combined sponsorship of CSA Newsflashes and the CryoChronicle newsletter, an effective and economical way to reach people with buying influence who are involved in cryogenics.

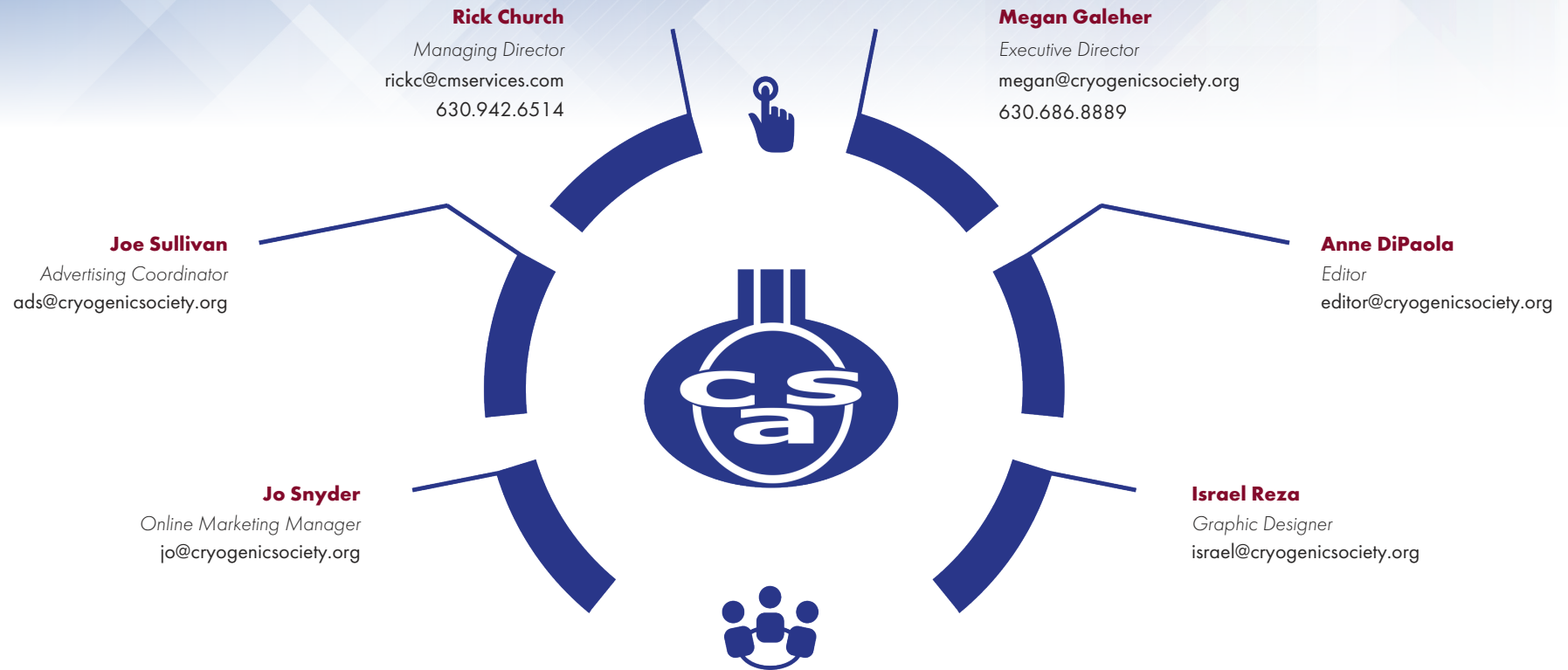
Package includes acknowledgment in at least six Newsflashes sent to our list of approximately 3,000 subscribers, bonus visibility through the monthly CryoChronicle and acknowledgment as newsletter sponsor for the month in Cold Facts and on CSA's website. The ad consists of your logo plus 120-character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

**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. Opt-in emails can also be used for press releases. 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 job openings or resumes, find 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. Non-members pay \$100 for a 30-day listing; \$150 for a 60-day listing, and \$200 for a 90-day listing. All postings are FREE to CSA members. Complete this form to submit your help wanted listing or resume. <https://cryo.mcjobboard.net/jobs>



# Primary Contacts



## 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.**