



Cryogenic Society
of America, Inc.

The Go-To Place for Cryogenics

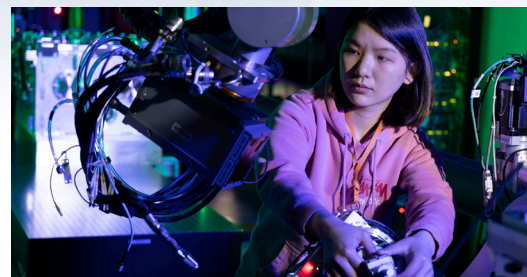
2027

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°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

- Aerospace & Space Exploration
- Aerospace Propulsion & Rocket Fuels
- Air Separation & Industrial Gas Production
- Astronomy & Astrophysics
- Automotive & Heavy-Duty Alternative Fuel Applications
- Biobanking & Biological Sample Preservation
- Carbon Capture, CO_2 Processing, & Transport
- Cell, Tissue, Vaccine, & Pharmaceutical Preservation
- Cold-Chain & In-Transit Refrigeration
- Cryobiology
- Cryogenic Electronics & Low-Temperature Sensors
- Cryogenic Fluid Storage, Transfer, & Handling
- Cryogenic Grinding & Size Reduction
- Cryogenic Pumps, Valves, & Transfer Equipment
- Cryogenic Refrigeration & Cryocoolers
- Cryogenic Transportation & Mobile-Storage Systems
- Cryogenic Treatment & Processing of Materials
- Cryogenic Wind Tunnels & Aerospace Testing
- Cryosurgery & Cryotherapy
- Defense & National Security Applications
- Energy Storage, & Renewable Energy Applications
- Environmental & Atmospheric Research
- Food Freezing & Processing
- Gas Liquefaction & Purification
- High-Energy & Particle Physics
- Hydrogen Energy & Fueling Systems
- Industrial Manufacturing & Process Cooling
- Liquid Helium Applications & Helium Recovery
- Liquid Hydrogen Production, Storage, and Distribution
- Liquefied Natural Gas (LNG)
- Magnetic Refrigeration
- Materials Testing & Characterization
- Medical & Biomedical Applications
- Medical Imaging — MRI & Other Superconducting
- Magnet Systems
- Nuclear Fusion & Fusion Energy
- Quantum Communications & Quantum Networking
- Quantum Computing & Quantum Technologies
- Scientific Research & Laboratory Systems
- Semiconductor Manufacturing & Advanced Electronics
- Space-Based Instruments, Sensors, & Detectors
- Superconductivity — Low- and High-Temperature Superconductors

Reach and Marketing Channels

The Cryogenic Society of America (CSA) reaches professionals at corporations, universities, government agencies, and world-class research laboratories around the globe through an integrated mix of print and digital channels.

Cold Facts magazine is published six times per year, reaching an audience of approximately 3,000 through its print and full-digital editions.

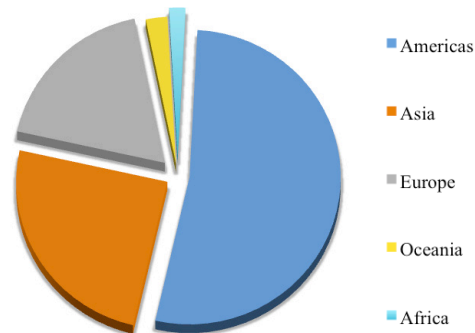
CSA also publishes **Cold Facts Digital** at cold-facts.org, providing timely cryogenic industry content between print issues. Numerous articles, industry news items, technical features, and other updates are published online throughout the year and promoted through CSA's social media channels and the monthly **CryoChronicle** newsletter.

Additional advertising and promotional opportunities are available through CSA's website, **Cold Facts Digital**, the online Buyer's Guide, opt-in email announcements, **CryoChronicle** newsletter sponsorships, and CSA's **Space Cryogenics Workshop** website.

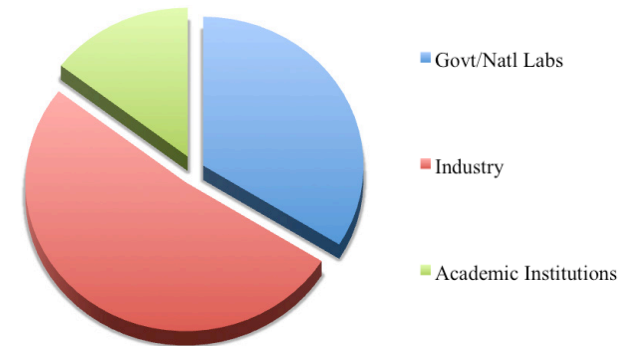
Here are a few of the occupations of CSA members and Cold Facts readers:

- Aerospace Engineer
- Business Development Executive
- Chemical Engineer
- Chief Cryogenic Engineer
- Chief Executive Officer
- Chief Scientific Officer
- Cryogenic Engineer
- Director of Process Development
- Engineering Manager
- Fusion Engineer
- Fusion Research Scientist
- Laboratory Director
- Manager, Superconductivity Program
- Mechanical Engineer
- Operations Manager
- President
- Principal Thermal Engineer
- Professor, Cryogenic Engineering
- Quantum Engineer
- Quantum Hardware Engineer
- Quantum Research Scientist
- R&D Manager
- Research Engineer
- Senior Project Engineer
- Superconducting Magnet Engineer
- Systems Engineer
- Technical Director
- Thermal Engineer

Visitors to CSA Websites



Cold Facts Readers In print and digital

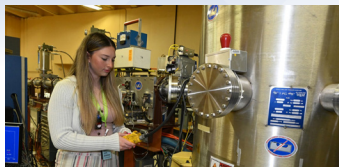


CSA reaches professionals in cryogenics in 151 countries



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

Advanced Micro Devices (AMD)
Air Liquide
Air Products and Chemicals, Inc.
Airbus
Airgas, an Air Liquide Company
Applied Materials
Babcock & Wilcox
Ball Aerospace
Battelle Memorial Institute
Blue Origin
Bluefors
Boeing Company
Booz Allen Hamilton
British Aerospace (BAE Systems)
Bruker
Cabot Corporation
Cargill
Chart Industries
Chicago Bridge & Iron Company
Collins Aerospace
ConocoPhillips
Cook Medical
Corning Inc.
Cryomech, Inc.
Digital Equipment Corporation
Draper Laboratory
DuPont
Edwards Vacuum
Emerson Electric
ExxonMobil
FLIR Systems
General Atomics
General Dynamics
General Electric (GE Healthcare)
Goodrich Corporation
Goodyear Tire & Rubber Co.
Harris Corporation

Hewlett Packard
Hitachi America
Honeywell
Hughes Aircraft
IBM
Intel Corporation
ITT Corporation
Johnson Matthey
Lake Shore Cryotronics
Linde
Lockheed Martin Corporation
Martin Marietta
McDonnell Douglas Astronautics
Milliken & Company
MKS Instruments, Inc.
Nikola Motors
Nissan
Northrop Grumman
NVIDIA Corporation
Oxford Instruments
Plug Power
Pratt & Whitney (United Technologies)
PsiQuantum
Quantum Design
Raytheon (RTX)
Rockwell
SAIC
Schlumberger
Seagate Technology
Sematech
Shell
Siemens Medical Solutions
Skywater Technology Foundry
Southern Research Institute
Southwest Research Institute
SpaceX
SRI International
Sumitomo (SHI) Cryogenics of America, Inc.

Swagelok
Thales Alenia Space
The Aerospace Corporation
Thermo Fisher Scientific
Toshiba Corporation
TRW
United Launch Alliance
W. L. Gore & Associates, Inc.
Westinghouse Electric Corporation
Zebra Technologies

Government Laboratories and Organizations

Air Force Research Laboratory (AFRL)
Argonne National Laboratory
Brookhaven National Laboratory
European Space Agency (ESA)
Facility for Rare Isotope Beams (FRIB), Michigan State University
Fermi National Accelerator Laboratory (Fermilab)
Idaho National Laboratory
Japan Aerospace Exploration Agency (JAXA)
Jet Propulsion Laboratory (JPL)
Korea Aerospace Research Institute
Lawrence Berkeley National Laboratory
Lawrence Livermore National Laboratory
Los Alamos National Laboratory
NASA
National High Magnetic Field Laboratory (NHMFL)
National Institute of Standards and Technology (NIST)
National Renewable Energy Laboratory (NREL)
Naval Research Laboratory
Oak Ridge National Laboratory
Princeton Plasma Physics Laboratory
Sandia National Laboratories
SLAC National Accelerator Laboratory
Thomas Jefferson National Accelerator Facility (Jefferson Lab)
TRIUMF
U.S. Department of Energy

Academic Research Centers

Arizona State University
California Institute of Technology (Caltech)
Carnegie Mellon University
Columbia University
Cornell University
Duke University
Florida State University
Georgia Institute of Technology
Harvard University
Johns Hopkins University
Korea Advanced Institute of Science and Technology (KAIST)
Massachusetts Institute of Technology (MIT)
Michigan State University
North Carolina State University
Northwestern University
Penn State University
Princeton University
Purdue University
Rensselaer Polytechnic Institute
Rutgers University
Texas A&M University
The Ohio State University
The University of Tokyo
Tsinghua University
University of California, Berkeley
University of California, Los Angeles (UCLA)
University of Chicago
University of Colorado
University of Florida
University of Illinois at Urbana-Champaign
University of Maryland
University of Michigan
University of Minnesota
University of Pennsylvania
University of Texas at Austin
University of Wisconsin-Madison
Vanderbilt University
Yale University

Cold Facts



Practical Focus: *Cold Facts* is written for engineers, scientists, researchers, technical professionals, business leaders, and educators working in cryogenics and related fields. Our content is timely, relevant, and focused on the real-world technologies, challenges, and opportunities shaping the cryogenic community.

Comprehensive Coverage: We keep readers informed about emerging technologies and applications across cryogenics, superconductivity, quantum technology, fusion, aerospace, hydrogen, and other low-temperature fields. Coverage includes technical articles, facility tours, interviews, conference reports, educational features, product and technology updates, and news from industry, government and national laboratories, and academic research institutions.

Leading Contributors: *Cold Facts* contributors are recognized experts, researchers, innovators, and business leaders from across the cryogenic community. They include recipients of prestigious awards, inventors of important technologies, and founders and leaders of companies and research programs. Our Editorial Board brings additional expertise from across industry, government laboratories, and academia.

International Reach: *Cold Facts* reaches cryogenic professionals around the world through both print and digital channels. In addition to the six annual issues of the magazine, *Cold Facts* Digital (cold-facts.org) publishes articles, industry news, and technical content throughout the year, extending our reach well beyond the print publication. CSA also distributes and promotes content through its international membership, email communications, social media, and presence at major industry conferences and events.

A Larger Mission: *Cold Facts* is published by the Cryogenic Society of America (CSA), whose mission encompasses support and promotion of the advancement of cryogenic technology and its applications. Through *Cold Facts*, CSA connects professionals across industry, government and national laboratories, and academia while encouraging the exchange of knowledge and collaboration throughout the global cryogenic community.

A Legacy in the Cryogenic Community: The first issue of *Cold Facts* was published in March 1985. More than four decades later, it remains a trusted source of information for the cryogenic community, supported by a loyal network of readers, contributors, and advertisers. *Cold Facts* provides a unique forum for sharing research, technology, industry developments, and expertise across the international cryogenics community.

Cold Facts Delivers: If your products, technologies, or services support cryogenic applications, *Cold Facts* puts your organization in front of the people who specify, recommend, influence, and purchase them. Our audience includes engineers, scientists, researchers, technical leaders, and business decision-makers across industry, government and national laboratories, and academic institutions. With the established reach of the print magazine and the growing year-round presence of *Cold Facts* Digital, advertisers have multiple opportunities to connect with this highly specialized audience.

Cold Facts Editorial Calendar 2027

Volume 43

Cold Facts is published 6x/year and 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 Jewelle Hicks: editor@cryogenicsociety.org.

Due Date to Appear
in Buyers Guide: **October 8**

Editorial Guidelines

Cold Facts welcomes submissions of editorial content for the magazine. This can include feature articles, product releases, personnel news, appointments, book reviews, obituaries, and other material of interest to the cryogenic and superconductivity communities. Materials can be submitted through the CSA website (<https://2csa.org/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
- Submit images as separate attachments. Include captions and image attributions
- We do **not** accept articles that have already been published. All submissions must be original
- Include author name, title, certifications, and 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
- Include author name, title, certifications, and 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 over several issues of **Cold Facts**

3. Become a Columnist

If you have expertise in a given area of cryogenic technology and a 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 review back issues of **Cold Facts**

4. Product Showcase

- 150 words or fewer, include high resolution jpg minimum 300 dpi
- Highlight a new or improved technology. Tell us what makes your product/application unique
- Provide the name of the 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 career moves, or other information of interest to the cryogenics community. Submissions accepted online via the form at <https://2csa.org/pac>



Online Buyer's Guide

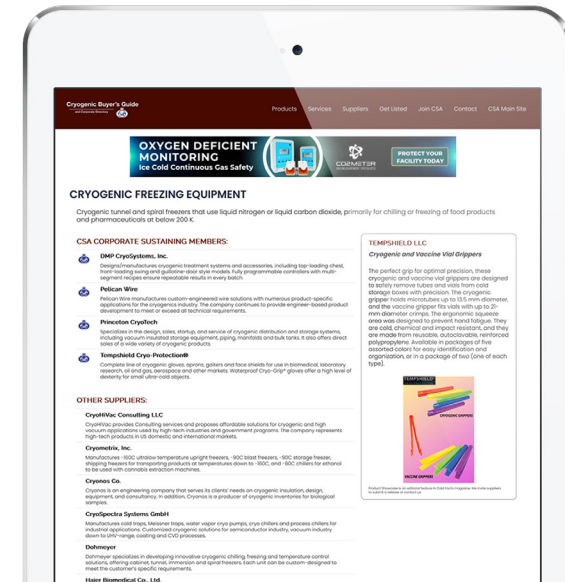
CSA's International Cryogenics Buyer's Guide

The CSA Buyer's Guide is a user-friendly, comprehensive directory of companies, products, and services that support cryogenic applications worldwide. It offers direct access to a highly specialized market that can otherwise be difficult to reach.

Public access to company and product information is available online at any time through the continually updated Buyer's Guide. Any organization providing products or services to the global cryogenic community is eligible to 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 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/get-listed>

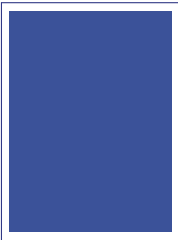
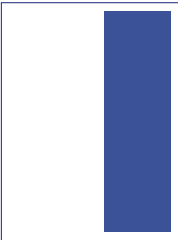
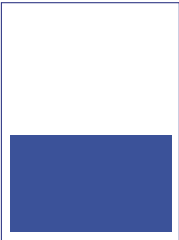
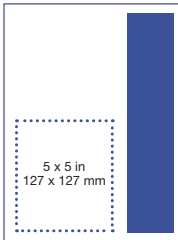
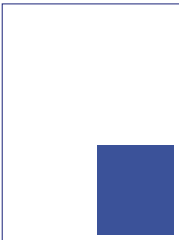
The 2028 Buyer's Guide print edition:

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.



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
		
6x \$2,885	6x \$2,240	6x \$2,240
3x 1x \$3,089 \$3,245	3x 1x \$2,385 \$2,540	3x 1x \$2,385 \$2,540
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
		
6x \$2,460	6x \$2,010	6x \$1,840
3x 1x \$2,655 \$2,810	3x 1x \$2,150 \$2,270	3x 1x \$1,940 \$2,020

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.

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E-mail submissions of artwork should be at 300 dpi, in CMYK format, and as a PDF. All rules bordering ads must be in .5 point thickness or greater. For full page ads, text must be with .5 inch of page edge. Dimensions should be 9 x 11.5 inches (229 x 292 mm). Bleed ads (available on full-page only) should extend beyond trim by 1/2 inch on all sides.

Print/digital combination packages are available. Please contact Jamie Luedtke: ads@cryogenicsociety.org or call 630-686-8889.

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)

Cold Facts Digital

Home Page - Side Bar Ad \$2,000/year (\$1,500 CSM)

Article Pages - Banner Ad \$1,500/year (\$1,125 CSM)

Article Pages - Pop Up Ad \$2,000/month (\$1,500 CSM)

Exclusive Opportunity - Only 1 available per month

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 CSA members.

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

Cold Facts Digital Advertising Opportunities

In 2025, CSA launched a new website, www.cold-facts.org, which hosts select online articles from *Cold Facts* magazine, as well as other industry news. This new site is also home to several resources utilized by the industry: Ask the Experts, CryoCentral, and Defining Cryogenics.

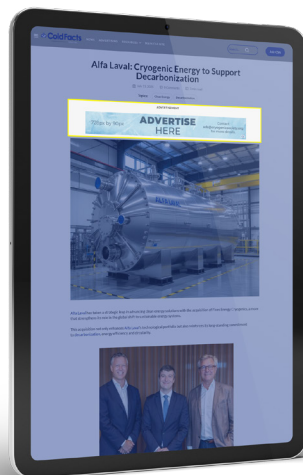
Cold Facts Digital - Home Page - Side Bar Ad

Put your products and services front and center with our *Cold Facts* Digital Sidebar Ad, a premium advertising space that guarantees high visibility. Located prominently on the *Cold Facts* Digital home page, this ad spot ensures your message is seen by every visitor, every day.
300px by 600px. \$2,000/year (\$1,500 CSM)



Cold Facts Digital - Article Pages - Banner Ad

Capture attention in the moments that matter with a Banner Ad on the article pages of *Cold Facts* Digital. This placement appears at the top of all article pages—right where engaged readers are spending the most time. Perfect for brands looking to connect with a niche, content-driven audience.
728px by 90px. \$1,500/year (\$1,125 CSM)



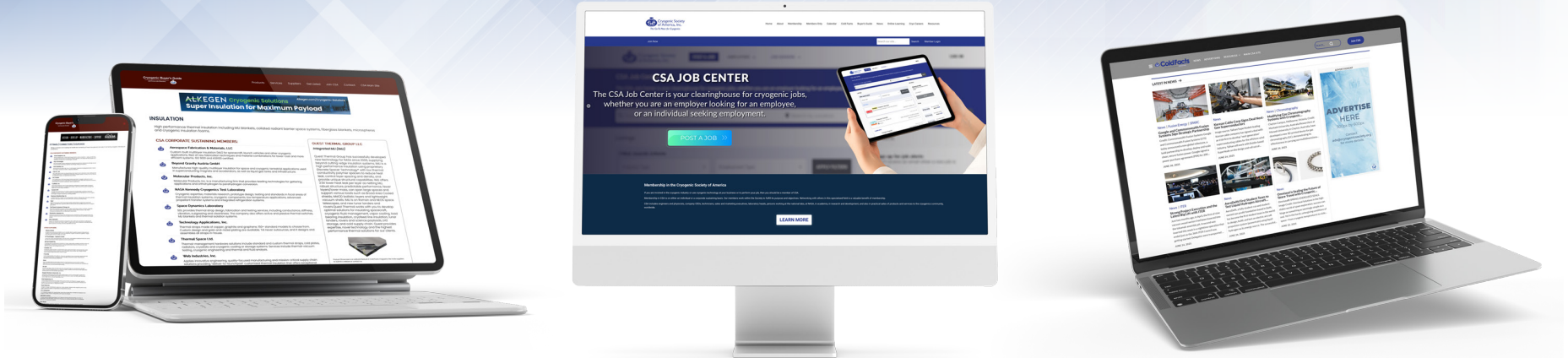
Cold Facts Digital - Article Pages - Pop Up Ad

****Exclusive Opportunity - Only 1 available per month****

This is your chance to make a bold impression. Our exclusive Pop-Up Ad appears 5 seconds after a visitor lands on any article page, putting your message front and center—right when the reader is fully engaged.
700px by 500px. \$2,000/month (\$1,500 CSM)



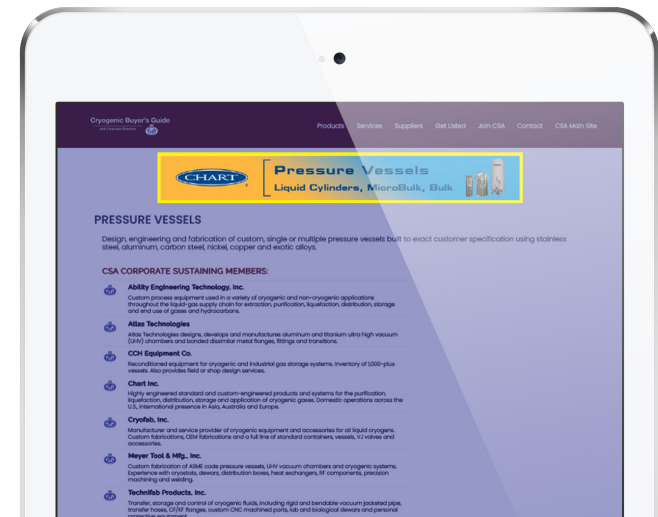
Other Marketing Channels



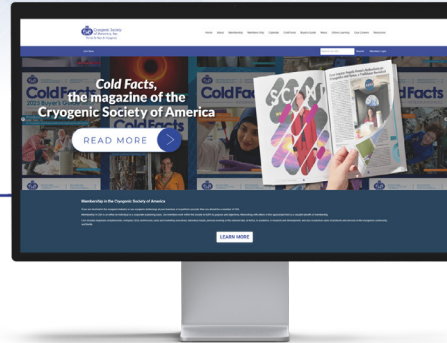
Online Buyer's Guide: CSA websites draw thousands of visits every month, representing global companies, academic institutions, and government research facilities from all over the world. CSA uses search engine optimization, active social media campaigns, and other promotional work to increase the online 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 in the Online Buyer's Guide and be acknowledged as a category sponsor in the annual print edition. Only one banner is available per category. Use this opportunity to grab the attention of focused 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: 920 x 115 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.



Other 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 home page. 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 by 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: \$1,025 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 resumés, find jobs in government, academic or research institutions, as well as national laboratories and related businesses. View resumés 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>

Superconductor and Spin Qubit Pre-Screening

On-Demand Webinar

Watch

On-Demand Webinar: Accelerate Advanced Quantum Development

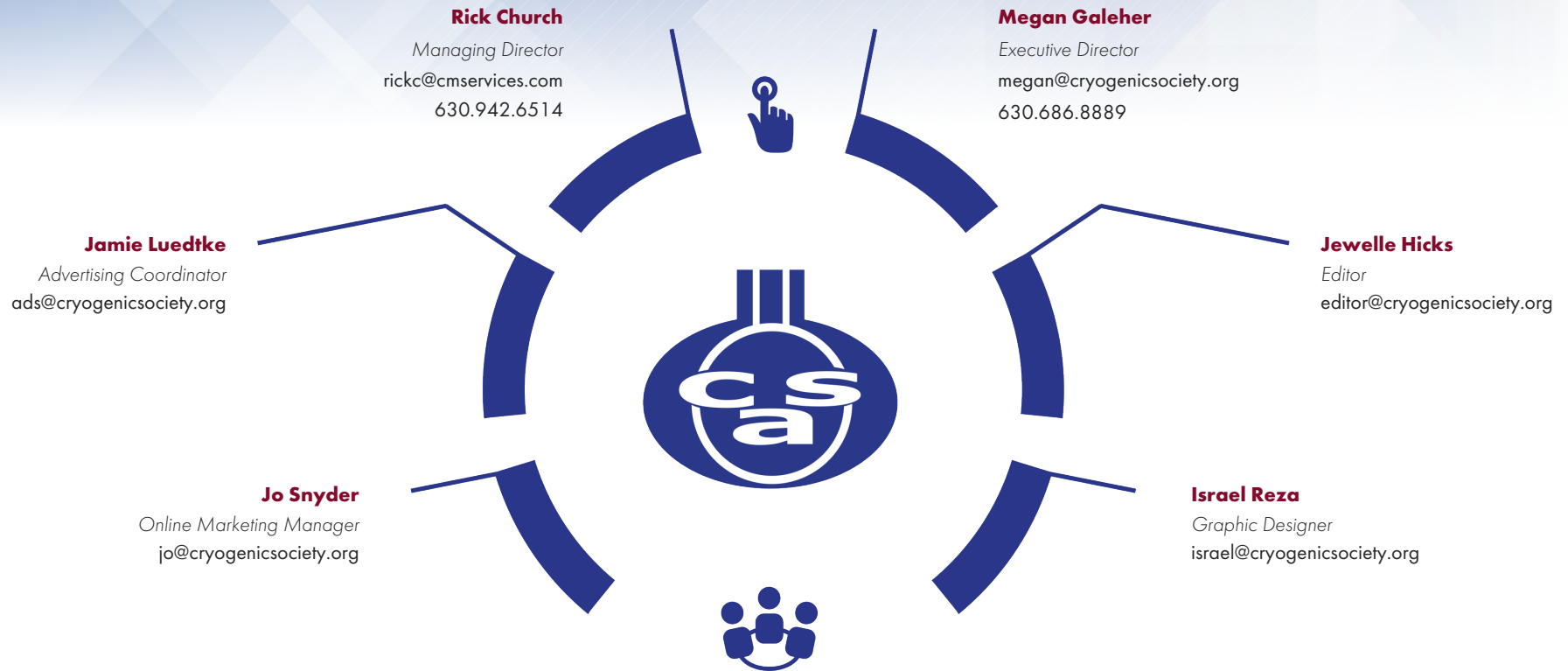
FormFactor and Keysight invite you to learn how to speed development cycles for advanced quantum development. The companies have collaborated to develop an integrated measurement solution for pre-screening qubit devices at mK temperatures. The solution eliminates wire-bonding and packaging from cryogenic test processes to provide critical qubit performance parameters at 50 mK, enabling streamlined deployment in existing dilution refrigerators at 10 mK to reduce development cycle times by more than 2X. The turnkey measurement solution is fully optimized for qubit pre-characterization applications which removes the time-consuming process of selecting and integrating each individual piece of equipment.

Speakers:

Dr. Jack DeGrave
Business Development Scientist

Dr. Phillip Krantz
Business Developer & Quantum Physicist

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 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.