The American Society for Nondestructive Testing, Inc. (ASNT) is a technical society composed of more than 20,000 members and certificate holders in addition to more than 300 ASNT Partners that are involved in nondestructive testing (NDT). Membership in the Society is open to any individual or company with NDT concerns. The Society sponsors conferences, tradeshows, seminars, and topical meetings, plus an array of print and multimedia products to present the latest information on NDT techniques, as well as emerging areas for future study and development.

**WHO IS ASNT?**

I'm Jessica Miller, ASNT Sales and Marketing Specialist, and I'm excited to showcase our many advertising options. As always, we want to give you the most value for your advertising dollar—reaching your key audiences who are actively seeking the products and services you provide.

In addition to affordable placement in our respected publications, *Materials Evaluation (ME)* and *The NDT Technician (TNT)*, as well as our website ASNT.org, we offer an array of options to maximize your reach with specialty issues, packages and digital marketing. Whether your products and services are new or you’re an already established company ready for your next expansion, we have the advertising solutions to accommodate your needs and fit your budget.

Effective marketing and branding starts with a strong plan, and I’m here to help. As you look through the following pages, please reach out to me. I’m here to promote and grow your business!

**WHY ADVERTISE WITH ASNT?**

- Solutions that fit all budgets
- 83% of readers are involved in purchasing decisions
- Maintains one of the most comprehensive directory of businesses in the NDT industry
- Connects you to NDT professionals who need your products and services
- Connects you to NDT professionals who need your products and services

**RESERVE YOUR SPACE!**

(614) 384-2459 or e-mail JMiller@asnt.org
Materials Evaluation is the official journal of the American Society for Nondestructive Testing (ASNT), exclusively serving the nondestructive testing (NDT) market. The only periodical of its kind, Materials Evaluation is circulated monthly to more than 16,000 members and 300 nonmember paid subscribers. The magazine is truly international in scope, with readers in over 90 nations.

ME DISPLAY ADS
Offer consistent visibility at highly competitive rates

Service Directory
Run your ad for 12 months for a flat fee in our service directory section! These ads come in three sizes to fit any budget.

Specs & Pricing:
Business Card (2-1/4” x 1-3/16”): $844
Directory (2-1/4” x 2-3/8”): $1,246
Deluxe (2-1/4” x 4-7/8”): $2,322

Education Spotlight
Offered two times a year, the Education Spotlight Special Section promotes two- and four-year colleges, community colleges, technical institutes, and other training organizations that offer coursework and training in NDT.

The Education Spotlight is made up of a 90-word (700-character) description, which includes a one-line headline and contact information. Your institution’s crest or logo is also added.

Specs & Pricing:
1/4 page: $700
1/2 page: $2,000

WHY ADVERTISE IN ME?
- Reach more than 16,000 members
- 83% of readers are involved in purchasing decisions
- Readers buy $1 billion annually in equipment, supplies, and services
- Only periodical of its kind—and available in over 90 nations

RESERVE YOUR SPACE!
(614) 384-2459 or e-mail JMiller@asnt.org
The NDT Technician (TNT) is our quarterly newsletter that is mailed out with Materials Evaluation. It provides valuable information to NDT practitioners and a platform for discussion of issues relevant to their profession. Content includes technical feature articles, practical tips and advice, technician profiles and a crossword challenge. Added features include special interest articles on safety, emerging technology, training, and education.

WHY ADVERTISE IN THE NDT TECHNICIAN?

- Reach more than 16,000 members
- 83% of readers are involved in purchasing decisions
- Readers buy $1 billion annually in equipment, supplies, and services
- Available to non-members in print and digital formats

RESERVE YOUR SPACE!

(614) 384-2459 or e-mail JMiller@asnt.org
Our biannual product showcase is your one-stop guide for new and up-to-date information on NDT products and more! This publication is an insert in the May and December issues of *Materials Evaluation*, making it a terrific value.

**WHY ADVERTISE IN NDTMARKETPLACE?**
- Reach more than 16,000 members
- 83% of readers are involved in purchasing decisions
- Readers buy $1 billion annually in equipment, supplies, and services
- Only periodical of its kind—and available in over 90 nations!

**RESERVE YOUR SPACE!**
(614) 384-2459
or e-mail JMiller@asnt.org

**NDTMARKETPLACE DISPLAY ADS**
Showcase your product or company among the best of the best!

**Quick Fact Ads**
Specially designed for companies wanting to advertise a specific product, Quick Fact Ads are affordable and take the work out of designing ads.

**Specs & Pricing:**
Specs: 100/200 word paragraph describing product; 3-5 bullet points; picture; company logo; company contact information. *Ads are designed in-house, free of charge. We will send you a proof to approve prior to publishing.*
Price: $1,035
ADVANCE YOUR NDT BUSINESS

The ASNT Buyers Guide is the NDT industry’s directory of manufacturers, distributors, and service providers. Updated daily with new companies, it is the go-to source for purchasers who are staying on top of the industry.

WHY ADVERTISE IN BUYERS GUIDE?

✓ Reach more than 16,000 members
✓ 83% of readers are involved in purchasing decisions
✓ Readers buy $1 billion annually in equipment, supplies, and services
✓ One of the most comprehensive directory of businesses in the NDT industry

RESERVE YOUR SPACE!

(614) 384-2459 or e-mail JMiller@asnt.org

FREE ADVERTISING OPTIONS

Basic Print Listing


*Pulled directly from your digital listing. Email JMiller@asnt.org for setup and login questions.

Basic Digital Listing

Basic digital listing, which includes company name, address, contact information, website, and specialty areas.

Email JMiller@asnt.org for set up and login questions.

GIVE YOUR COMPANY THE EDGE IN THIS SPECIAL INDUSTRY GUIDE!

CHOOSE AMONG THESE UPGRADES:

Basic Print Listing


*Pulled directly from your digital listing. Email JMiller@asnt.org for setup and login questions.

Featured Digital Listing

$699 for 12 months

Take the top spot in search results for a particular method and enjoy an additional 4,000 words in your company description.

Priority Digital Listing

$599 for 12 months

Enhance your profile by adding your company logo, additional 1,000 word description, and appear at the top of every search result.
Target NDT-specific customers and measure your effectiveness with analytics we provide on a month to month basis.

Website Banner
Immediately capture viewers’ attention and increase brand awareness with a banner on our website. Target NDT-specific customers and measure your effectiveness with analytics we provide on a month to month basis.

Digital Issues of Materials Evaluation and NDT Technician
Get bonus exposure with a digitally enhanced ad placement.

- **Interstitial Page** - This ad slides up in front of the reader, requiring them to click through in order to access content. Interstitial pages can be placed on any page within the issue and video can be added.
  
  **Price:** $1,500

- **Presentation Page** - Viewed first by readers, even before they log in, place your full-page ad opposite the front cover. Video can be added to this page.

  **Price:** $750  
  *Only one space available per issue.*

- **Skyscraper Banner** - Place a vertical banner along the left-hand side of all pages or chose to have one on each side.

  **Price:** $600-$1,000  
  *Appears on desktop version only.*  
  **Specs:** 120 x 600. Must include URL.

- **Presentation Plus** - Combine a presentation page with skyscraper banners for ultimate exposure.

  **Price:** $1,500

- **Video Ad-On** - Video can be loaded into the digital edition and displayed as embedded auto-start videos, click-to-start pop-up videos or links to external videos that open in a new window.

  **Price:** $600

**Digital Issues of Materials Evaluation and NDT Technician**
Get bonus exposure with a digitally enhanced ad placement.

**Website Banner**
Immediately capture viewers’ attention and increase brand awareness with a banner on our website. Target NDT-specific customers and measure your effectiveness with analytics we provide on a month to month basis.

- **Interstitial Page** - This ad slides up in front of the reader, requiring them to click through in order to access content. Interstitial pages can be placed on any page within the issue and video can be added.
  
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  **Price:** $600

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  **Price:** $1,500

- **Presentation Page**

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Get bonus exposure with a digitally enhanced ad placement.

- **Website Banner**

  **Price:** $1,500

- **Interstitial Page**

  **Price:** $1,500
Email Advertising

Reach the inboxes of more than 80,000 NDT professionals.

- **Sponsored Content Emails** - We send an email, on your behalf, to our mailing list of over 80,000 subscribers from our trusted ASNT email address. Once the email is sent, you’ll receive detailed reporting on open rates, impressions, and clicks.

  **Specs & Pricing:**
  
  **Specs:** You provide the text and images and we’ll format into one of our branded templates.
  **Price:** $2,000 or $3,500 for two.

- **Newsletter Banner** - Your digital ad will be delivered to our expansive email list and link directly to your website or product for just cents per impression. Topics fall into one of 4 main categories: events, publications, general news, and membership.

  **Specs & Pricing:**
  
  **Specs:** 650x100 px. Must include URL.
  **Price:** Prominent - $850 Footer - $650

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Webinar Sponsorship

Be part of our rapidly expanding online learning opportunities!

Curated by **ASNT Learn**, get in front of hundreds of NDT professionals who are eagerly engaged in expanding their NDT knowledge.

Sponsorships are available as a single webinar or multiple webinars. We currently have 3 webinar “tracks” running—Innovation in NDT, NDT Applications, and Management of NDT. You can check out the entire webinar schedule on our LMS platform [here](#).

**Specs:** Sponsorships include a link to your site in our promo newsletters and social media posts during the month your ad would run. Your logo is also included on the webinar slides and the moderator will announce that “today’s event sponsored by” at the beginning.

**Price:** Sponsorship pricing starts at $2,500 and varies depending on the amount you’d like to purchase.

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Podcast Ads

We are excited to be relaunching our podcast, Chat NDT with ASNT!

Podcast ads consist of an ad spot—30 seconds to 1 minute—where we read a script provided by you (we can write one as well for an additional fee) midway through the show. We’ll fade out the interview with music then share that this is a “word from our sponsor”. They also include a link to your site in our promo email newsletters as well as social media posts during the month your ad would run.

**Price:** Ad spots are $500 for 30 seconds and $750 for 1 minute.

4 program package—$1750 (30 sec), $2,600 (1 min)

8 program package—$3,500 (30 sec), $5,400 (1 min)

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Consider bundling these two options to maximize your investment!

2x banner + 1x Spon Con = $3,400
2x banner + 2x Spon Con = $4,800
ASNT is excited to introduce our new Partner program. The ASNT Partner program was created to help you maximize your brand awareness by purchasing different levels of advertising and co-branding options.

<table>
<thead>
<tr>
<th>ASNT PARTNER PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>...we're better together!</td>
</tr>
</tbody>
</table>

There are several packages available to fit any budget.

**CLASSIC**
- Listing on ASNT.org
- Upgraded listing with logo in June Buyer’s Guide issue of Materials Evaluation
- Use of ASNT Partner Logo

**PRICE:** $850

**SIGNATURE**
- Listing on ASNT.org with link to website
- Upgraded listing with logo in June Buyer’s Guide issue of Materials Evaluation
- Use of ASNT Partner Logo
- One (1) banner in ASNT newsletter

**PRICE:** $1,950

**PREMIER**
- Listing on ASNT.org with link to website
- Listing in Materials Evaluation with a link to website on digital version
- Upgraded print and digital listing with logo in Buyer’s Guide
- Use of ASNT Partner Logo
- Discount on advertising in Materials Evaluation, NDT Technician, and NDTMarketplace
- Two (2) banners or one (1) advertorial in ASNT newsletter

**PRICE:** $4,950

**ELITE**
- Listing on ASNT.org with link to website
- Listing in Materials Evaluation with a link to website on digital version
- Upgraded print and digital listing with logo in Buyer’s Guide
- Use of ASNT Partner Logo
- Discount on advertising in Materials Evaluation, NDT Technician, and NDTMarketplace
- Three (3) sponsored social media posts
- Three (3) banners or two (2) advertorials featured in ASNT newsletter
- One (1) sponsored content email
- Presentation page ad in one (1) issue of Materials Evaluation

**PRICE:** $6,950

**WHY PARTNER WITH ASNT?**
- Establish a year-round presence with ASNT members and audience through discounted advertising opportunities and benefits.
- Gain exclusive access to our Partner logo
- Your partnership with ASNT represents an exchange of credibility between brands

**RESERVE YOUR SPACE!**
(614) 384-2459 or e-mail JMiller@asnt.org
Industry News: Features information on the activities of businesses in the NDT field such as mergers and acquisitions, name changes, organizational restructuring, and other announcements of a generally noncommercial nature.

New Media: Publishes brief descriptions of new publications and resources for the NDT professional, including books, journals, databases, catalogs, standards, and websites.

Product Gallery: Includes information on newly released equipment, instruments, software, and other products designed for use in NDT work.

Spotlight: Includes information on equipment, instruments, software, and other products designed for use in a particular area or method of NDT work based on a specific issue theme.

NDT Pics: Shows real examples of NDT industry life with on-the-job photos and images from technicians, researchers, and others. Submitted photos should have a 50 to 100 word caption and be high definition (ideally 300 dpi at print size).
### SIZES & RATES: ME AND TNT

<table>
<thead>
<tr>
<th>Size</th>
<th>1X Price</th>
<th>2/3 Page</th>
<th>1/2 Page (Vert.)</th>
<th>1/2 Page (Island)</th>
<th>1/2 Page (Hor.)</th>
<th>1/3 Page (Vert.)</th>
<th>1/3 Page (Hor.)</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>$4,485</td>
<td>$4,068</td>
<td>$3,749</td>
<td>$3,375</td>
<td>$3,558</td>
<td>$3,368</td>
<td>$3,043</td>
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<tr>
<td>2/3 Page</td>
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<td>$2,868</td>
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<td>$2,545</td>
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<tr>
<td>1/2 Island</td>
<td>$3,749</td>
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<td>$3,043</td>
<td>$2,868</td>
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*Text should be 3/16” from trim

### SIZES & RATES: NDTMARKETPLACE

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/2 Page Hor.</td>
<td>$1,035</td>
</tr>
<tr>
<td>1/2 Page Vert.</td>
<td>$1,035</td>
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</tbody>
</table>

### AD SIZE AND RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,035</td>
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<td>1/2 Page</td>
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</tr>
</tbody>
</table>

### AUDIO AND VIDEO SPECIFICATION

- The video format required is MP4.
- The recommended bitrate is between 300kb/s and 700kb/s.
- The recommended height is 600 pixels or smaller to fit most screens (1024 x 600 or smaller).
- The file size must be less than 100 mb and have a play length of 1 second or more.
- Links will be set up over preexisting text or images (they are transparent).
- Auto play requires a video to upload and cannot be too big.

* Please adhere to any copyright restrictions.

Note: Not all video files play the same. We have plenty of bandwidth for hosting video, however, your customers/readers may not have fast Internet connections. There are techniques you can use to down sample the videos you are provided and provide consistency in viewing experience. Things to consider are audio rate, frame rate, and frame size of the video.
PAYMENT TERMS

All advertising orders that are accepted by ASNT are subject to these terms and conditions, which are a part of the ASNT Media Planner. The Media Planner and these terms and conditions represent between advertiser and any agency. ASNT reserves the right to directly invoice the advertiser for unpaid space usage. Advertiser and/or authorized agency agree to repay for all reasonable expenses (including attorneys’ fees) associated with the collection of payments past due.

1. PAYMENT TIMES

Normal payment is 30 days net. Advertisers will be invoiced at the time of publication. Invoices paid within 10 days of receipt qualify for a 2% discount. Payment must be in US dollars drawn on a US bank. No advertising will be accepted from an account that is more than 60 days overdue. Two copies of each page containing the advertisement shall accompany each invoice. Upon request, and at the discretion of ASNT, each copy of each issue in which the advertisement appears shall be supplied to the advertiser.

2. Wire Transfer

Wire Transfer instructions are enclosed with each invoice. Any banking fees are the responsibility of the advertiser or agency.

3. Payment for Non-billable Material

Advertisements in some sections require payment in advance.

4. Advertising in the Media Planner

Payment for space or ads placed within the Media Planner is due in full at the time the advertisement is placed. If the advertisement is placed later than 30 days prior to publication, 50% of the space is due no later than 15 days prior to publication.

5. Deposit

Invoices with a balance due at the time of publication will be invoiced for the amount due and a 50% deposit on the remainder. The remaining balance will be due in full no later than 30 days after the date of publication.

6. Reimbursable Expenses

Any expenses incurred by the advertiser or authorized agency, such as mailing, printing, or displaying the advertisement, are the responsibility of the advertiser or authorized agency.

7. Cancellations

Cancellations after publication are charged at the prevailing production rates for any requested alterations to material.

8. Frequency Discount

A contract year is a maximum of 12 consecutive months. Advertising must be inserted within a 12 consecutive month period to earn frequency discounts. Advertisers will be protected at contract rates for the duration of their existing contract. If a space discount has been deducted in paying for prior insertions on a cancelled insertion order, the advertiser and/or authorized agency shall reimburse ASNT for any difference between the rate paid and the rate earned.

9. Order and Final Copy

Invoices for advertising space shall be issued in writing and signed by an authorized representative of ASNT. Any changes to the final copy of an advertisement shall be made only in accordance with the Policies and Procedures for Advertising appearing in the Media Planner. Use of ASNT’s name and logo is strictly prohibited without prior written consent of ASNT.

10. Agreement

The person agreeing to these terms on behalf of the advertiser and/or agency warrants that they are duly authorized to act on behalf of such party, and further bind themselves as surety and stipulates are at the sole discretion of ASNT. ASNT cannot guarantee fixed positioning except for cover positions for which a premium shall be charged.

11. Disclaimer

ASNT reserves the unrestricted right to reject or cancel any advertisement at any time. ASNT shall be subject to no liability whatsoever for its rejection or cancellation of any advertisement.

12. Damages

ASNT shall be subject to no liability whatsoever for any failure to print, publish or circulate all or any part of any publication or otherwise fulfill its obligations for any of accidents, fires, strikes, work stoppages, general labor unrest, war (declared or undeclared) acts of terrorism or natural or unnatural catastrophes which are beyond ASNT’s control. ASNT is not liable for the damage to the US postal service.

13. Errors

ASNT will not be responsible for any errors or omissions, or the production quality or quantity of furnished materials. Advertiser and its authorized agency shall be jointly and severally liable for the cost of all insertion orders, and for any additional charges incurred by ASNT arising out of any default by the advertiser or authorized agency.

14. Advertiser Agreements

The advertiser and/or authorized agency agrees to pay advertising production rates for any additional work made to convert digital material-ready, including converting applying film, or retouching advertisements. The advertiser and/or authorized agency will be charged at prevailing production rates for any additional alterations to material.

15. Intellectual Property

Advertisements containing ASNT editorial material or style will not be rejected. All advertisements must clearly and prominently identify the advertiser by trademark or signature. Advertisements prepared in original or style will not be rejected. Advertisements must clearly and prominently identify the advertiser by trademark or signature.

16. Artwork

Advertisements shall be prepared in accordance with the policies and procedures appearing in the Media Planner. All advertising materials must be accompanied by the completed Advertiser’s Form (caps as typed). Advertisements with tie-ins to Materials Evaluation will not post before the journal mails.

17. Cancellation of Order

The placement of an order for insertion into ASNT and/or to its publications, websites, events and other media, whether in writing, through e-mail, verbal or telephone consultation, will be deemed to be an agreement within the written limits of the state of Ohio, without regard to its conflict of laws provisions. All parties agree that if any dispute arises out of the subject matter hereof, such dispute shall be subject to the exclusive jurisdiction and venue of the state or federal courts located in Franklin County, Ohio.