

Advertise in
shotcrete

A quarterly publication of the
American Shotcrete Association
MAGAZINE

Shine a Light on
Your Business!

ASCA

**2025
MEDIA
KIT**

american
shotcrete
association

ASCA

www.shotcrete.org

- Over 17,000 readers
- Average savings of 25% or more (compared to other leading trade association magazines)

2025 ADVERTISING RATES



BLACK & WHITE SPACE	ASA MEMBER* RATES			PUBLIC RATES		
	1X	2X	4X	1X	2X	4X
Full	N/A	N/A	N/A	N/A	N/A	N/A
1/2 island, vertical, horizontal	\$985.00	\$950.00	\$900.00	\$1425.00	\$1360.00	\$1290.00
1/3 square, vertical, horizontal	\$765.00	\$730.00	\$690.00	\$1095.00	\$1040.00	\$985.00
1/4 vertical, horizontal	\$580.00	\$535.00	\$520.00	\$820.00	\$765.00	\$740.00
1/6 vertical	\$400.00	\$380.00	\$360.00	\$580.00	\$545.00	\$520.00
1/8 horizontal	\$250.00	\$230.00	\$215.00	\$325.00	\$315.00	\$290.00

COLOR SPACE	ASA MEMBER* RATES			PUBLIC RATES		
	1X	2X	4X	1X	2X	4X
Outside Back	N/A	N/A	\$2525.00	N/A	N/A	\$3735.00
Inside Front	N/A	N/A	\$2195.00	N/A	N/A	\$3295.00
Inside Back	N/A	N/A	\$1920.00	N/A	N/A	\$2855.00
Full	\$1920.00	\$1840.00	\$1730.00	\$2745.00	\$2635.00	\$2470.00
1/2 island, vertical, horizontal	\$1315.00	\$1200.00	\$1095.00	\$1865.00	\$1755.00	\$1680.00
1/3 square, vertical, horizontal	\$985.00	\$930.00	\$875.00	\$1425.00	\$1350.00	\$1315.00
1/4 vertical, horizontal	\$765.00	\$710.00	\$655.00	\$1095.00	\$1040.00	\$985.00
1/6 vertical	\$545.00	\$490.00	\$435.00	\$765.00	\$710.00	\$655.00
1/8 horizontal	\$380.00	\$360.00	\$325.00	\$545.00	\$490.00	\$435.00

*ASA Sustaining Corporate Membership is \$1500; ASA Corporate Membership is \$1200; ASA Individual Membership is \$375 (but linked logo will not appear with advertisers on www.shotcrete.org.)

SPACE	WIDTH (IN.)	DEPTH
Full page with 1/8" bleeds†	8.375"	11.125"
Full page (no bleeds)	7"	10"
1/2 vertical	3.375"	10"
1/2 island	4.562"	7.375"
1/2 horizontal	7"	4.875"
1/3 vertical	2.187"	10"
1/3 square	4.562"	4.875"
1/3 horizontal	7"	3.375"
1/4 vertical	3.375"	4.875"
1/4 horizontal	7"	2.437"
1/6 vertical	2.187"	4.875"
1/8 horizontal	3.375"	2.437"

†Keep live matter at least 1/4 in. from trim (8.125" x 10.875").

Terms:

Terms are net 30 days following proof of publication. Advertising copy is subject to approval from ASA.

Discounts (see Order Form):

- Recognized advertising agencies receive a 15% discount.
- Place your insertion orders for 2025 by **November 1, 2024**, and receive a 5% Early Bird Discount.

Advertisement includes a complimentary direct link to your website from our:

- Electronic version of the Shotcrete magazine issue, in which you advertise
- Website homepage (ASA Sustaining & Corporate members only)
- Monthly eNewsletter — What's in the Mix

NEW Premier Advertisers:

Premier advertisers, those who secure a full-page ad in all four issues, are featured in the email announcing that issue's release and a complimentary social media post featuring their ad for each issue.

Ads are preferred in electronic format:

All files are converted to PC format for printing. Submit advertisement files via Google Drive link or Dropbox for sending large files — contact ASA for more information.

Supported Applications:

Illustrator and Photoshop saved in TIFF or EPS format, InDesign, or high-res PDF.

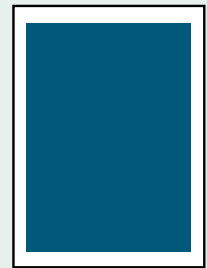
Image Requirements:

Files should be at least 300 dpi. Do not use any compression scheme on the graphics (JPEG, LZW).

Include all placed graphics. Do not embed images in the file. Do not trap files — if necessary, this will be done in our preflighting. Color images should be saved in CMYK format.

All fonts must be converted to outlines. If this is not possible, all fonts used must be provided. Ads smaller than a full page should not include printer's marks. Company logo requested in high-resolution electronic format for ASA website.

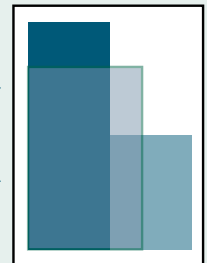
Full page



1/2 page vertical

1/2 page island

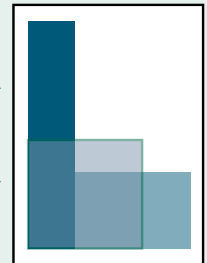
1/2 page horizontal



1/3 page vertical

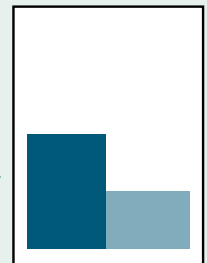
1/3 page square

1/3 page horizontal

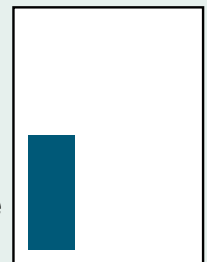


1/4 page vertical

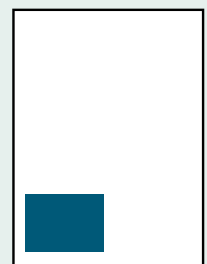
1/4 page horizontal



1/6 page vertical



1/8 page horizontal



shotcrete

A quarterly publication of the
American Shotcrete Association

MAGAZINE

2025 ADVERTISING INSERTION ORDER FORM

Advertiser: ASA Member Nonmember

Ad Agency

Company _____

Company _____

Address _____

Address _____

City/State/Zip _____

City/State/Zip _____

Country _____

Country _____

Telephone _____

Telephone _____

Fax _____

Fax _____

E-mail _____

E-mail _____

Contact _____

Contact _____

Website _____

Send invoice to: Advertiser Agency

ISSUE	THEMES	SIZE	SHAPE	B/W OR COLOR	RATE (\$)	MATERIAL/ORDER DEADLINE	ISSUANCE DATE
Q1	Awards	_____	_____	_____	_____	1/06/25	3/11/25
Q2	Water Features	_____	_____	_____	_____	4/15/25	6/2/25
Q3	Shotcrete to the Rescue	_____	_____	_____	_____	7/15/25	9/2/25
Q4	Women in Shotcrete	_____	_____	_____	_____	10/15/25	12/2/25

Materials Status: E=Ad materials enclosed F=Ad materials to follow P=Pick-up ad from issue _____

Discounts: (indicate all that apply) Agency Early Bird Other _____

Special Instructions:

Please reserve space in the issue(s) indicated on behalf of the advertiser listed above. No cancellations after space closing allowed. Neither ASA nor the publishers will be held responsible for statements made in advertisements. The advertiser shall indemnify and hold ASA harmless from liability of any kind arising from such claims, including attorney's fees and all other costs of litigation. By submission of copy, the advertiser certifies that consent has been obtained for use of photographs, endorsements, or other copyrighted materials. ASA reserves the right to refuse any advertisement determined to be inappropriate or conflicting with the interests of ASA.

Authorized signature _____ Date _____

Return to:



American Shotcrete Association

401 Edgewater Place, Suite 600 | Wakefield, MA 01880
P: 248.983.1712 | Fax: 248.965.9188 E-mail: info@shotcrete.org