



Want
to **grow**
your business?

Advertise in
shotcrete MAGAZINE

2017 MEDIA KIT

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

Shotcrete is a quarterly publication of the

american
shotcrete
association

ASCA

2017 ADVERTISING RATES

Terms:

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

Discounts (see Order Form*):

- Recognized agencies receive a 15% discount.
- Place your insertion orders for 2017 by November 1, 2016, and receive a 5% Early Bird Discount.
- Prepay your advertising orders on or before the materials deadline for the respective issue and receive another 5% Prepayment Discount.

During the quarters you advertise, receive a complimentary direct link to your website from:

- The electronic version of the *Shotcrete* issue in which you advertise
- The ASA website homepage
- ASA's monthly eNewsletter—What's in the Mix

Ads are preferred in electronic format:

All files are converted to **PC format** for printing.

Media accepted: DVD, CD-ROM, or flash drive.

Dropbox or an FTP site is available 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.

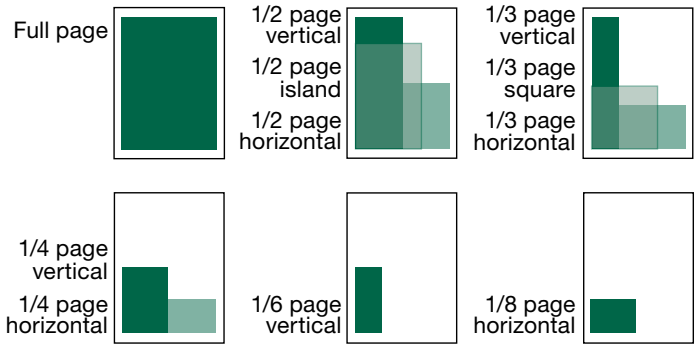
Image resolution: 300 dpi. Do not use any compression scheme on the graphics (JPEG, LZW).

Include all placed graphics on disk. 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 on disk (PC fonts only, please).

A proof must accompany your disk. Color proof required for four-color and two-color ads. Laser printout or blueline required for black & white ads.

Company logo requested in high-resolution electronic format for ASA website.



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").

BLACK & WHITE SPACE	ASA CORPORATE 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 CORPORATE 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 Corporate Membership is \$750.00

shotcrete

A quarterly publication of the
American Shotcrete Association

MAGAZINE

2017 ADVERTISING INSERTION ORDER FORM

Advertiser: ASA Member Nonmember 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 (\$)	MATERIALS STATUS [§]	MATERIAL/ORDER DEADLINE	ISSUANCE DATE
Winter	Awards	_____	_____	_____	_____	_____	12/1/16	2/1/17
Spring	Tunnels/Mining	_____	_____	_____	_____	_____	3/1/17	5/1/17
Summer	Corrosion Protection	_____	_____	_____	_____	_____	6/1/17	8/1/17
Fall	Pool	_____	_____	_____	_____	_____	9/1/17	11/1/17

§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:

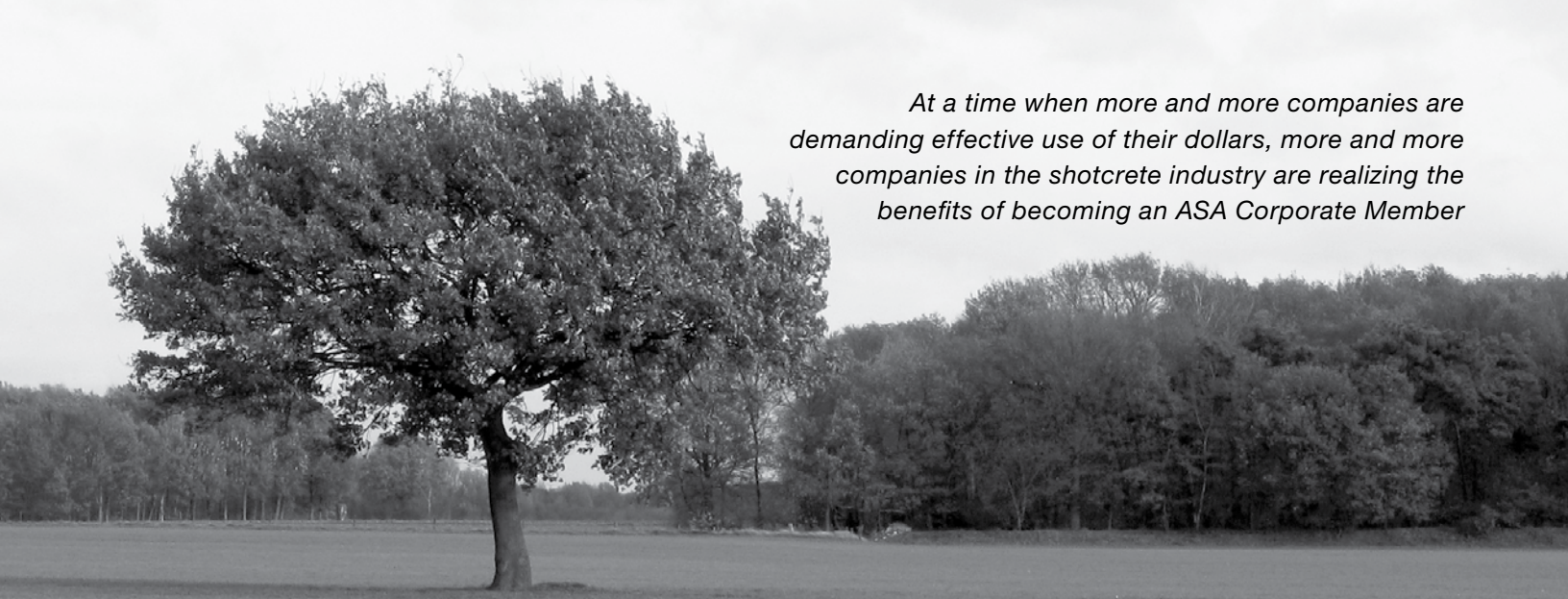


American Shotcrete Association
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Phone: (248) 848-3780 | Fax: (248) 848-3740
E-mail: info@shotcrete.org

OFFICE USE ONLY

Ad materials received: _____

Disk Color proof B/W proof
 Electronic format (e-mail) Other _____



At a time when more and more companies are demanding effective use of their dollars, more and more companies in the shotcrete industry are realizing the benefits of becoming an ASA Corporate Member

Become an ASA CORPORATE MEMBER and...

Grow your business

- **NETWORK** with your peers in the shotcrete industry
- **STAY CURRENT** on the latest shotcrete industry trends, strategies, challenges, and opportunities
- Receive **PROJECT LEADS** through project bid alerts and project listings
- Gain **EXPOSURE** through a variety of tools available to corporate members, such as listing in the ASA Buyers Guide
- **INFLUENCE** ASA's direction in serving members and growing the industry
- **SAVE** significantly on ASA products and services

Take the step that will help grow your organization and industry—become an ASA Corporate Member today

Grow your industry

- **EDUCATE** the construction world on the advantages of the shotcrete process through Onsite Learning Seminars to engineers and specifiers
- **PROMOTE** the benefits of shotcrete at national trade shows
- **COORDINATE** proper specification of shotcrete in private and public specifications and national codes and standards
- **ENGAGE** DOT and other Public Authority officials with a variety of ASA resources and outreach efforts
- Take advantage of **TARGETED MARKETING** in national and regional organizations and publications
- **ENABLE** owners and specifiers to embrace shotcrete with a portfolio of tools designed to give them an understanding of and confidence in the shotcrete process

american
shotcrete
association



For more information on ASA membership, visit
www.Shotcrete.org/Membership