

Advertise in shotcrete

A quarterly publication of the
American Shotcrete Association
MAGAZINE

Shoot for
New Heights!

**2023
MEDIA
KIT**

american
shotcrete
association

asa

www.shotcrete.org

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

2023 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 \$1125; ASA Corporate Membership is \$875; ASA Individual Membership is \$300 (but will not appear in Buyers Guide)

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 agencies receive a 15% discount.
- Place your insertion orders for 2023 by November 1, 2022, and receive a 5% Early Bird 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: 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 resolution: 300 dpi. Do not use any compression scheme on the graphics (JPEG, LZW).

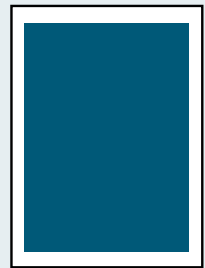
Include all placed graphics. Do not embed images in the file. Do not trap files—if necessary, this will be done in our preflighting. Color images should be saved in CMYK format.

All fonts must be converted to outlines. If this is not possible, all fonts used must be provided (PC fonts only, please).

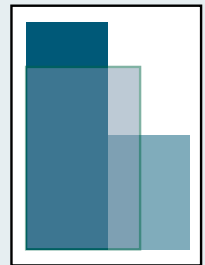
Ads smaller than a full page should not include printer's marks.

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

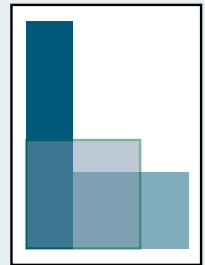
Full page



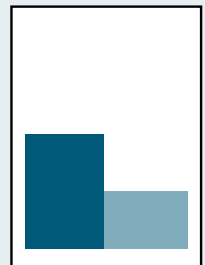
1/2 page vertical
1/2 page island
1/2 page horizontal



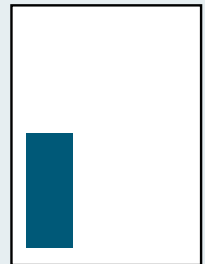
1/3 page vertical
1/3 page square
1/3 page horizontal



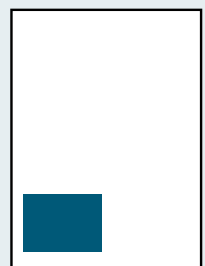
1/4 page vertical
1/4 page horizontal



1/6 page vertical



1/8 page horizontal



shotcrete

A quarterly publication of the
American Shotcrete Association

MAGAZINE

2023 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 (\$)	MATERIAL/ORDER DEADLINE	ISSUANCE DATE
Q1	Awards	_____	_____	_____	_____	12/15/22	3/1/23
Q2	Recreational Projects	_____	_____	_____	_____	3/15/23	6/1/23
Q3	Infrastructure	_____	_____	_____	_____	6/15/23	9/1/23
Q4	Tunnels/Mining	_____	_____	_____	_____	9/15/23	12/1/23

***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: 248.963.0210 | Fax: 248.965.9188
E-mail: info@shotcrete.org

OFFICE USE ONLY

Ad materials received: _____

Electronic format (e-mail) Other _____

Disk Color proof B/W proof