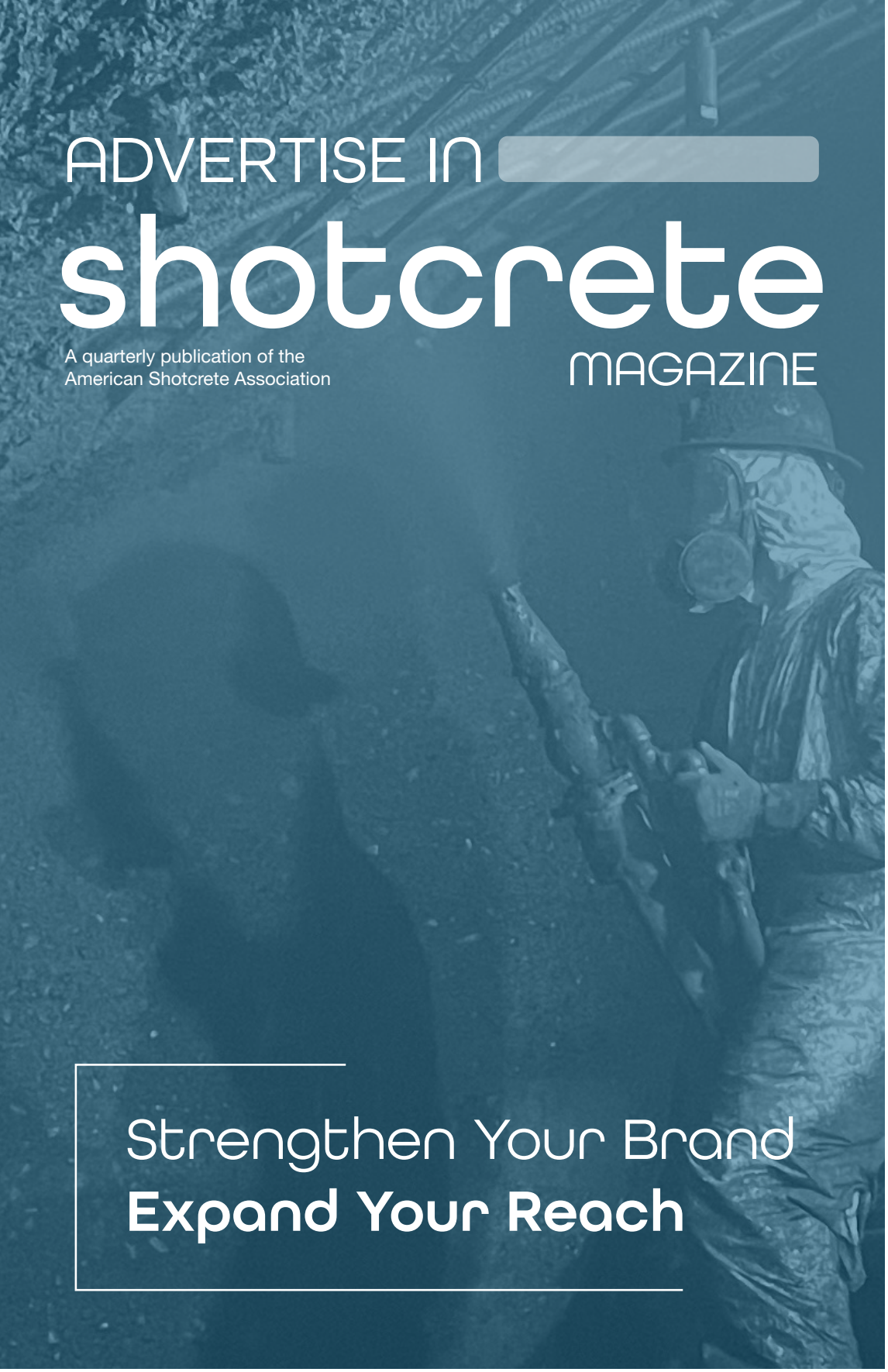


ADVERTISE IN shotcrete MAGAZINE

A quarterly publication of the
American Shotcrete Association

asa

Strengthen Your Brand
Expand Your Reach

2027 MEDIA KIT

american shotcrete association | asa

www.shotcrete.org

- **Over 10,000+ Readers**
- **Average Savings of 25% or More**
  (Compared to other leading trade association magazines)



2027 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	$2195.00	N/A	N/A	$3295.00
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 or in ASA's monthly eNewsletter, "What's in the Mix").

In the **digital publication of* Shotcrete *magazine, the Inside Back Cover and Outside Back Cover full-page advertisements are now moved to the front of the publication, immediately following the Inside Front Cover advertisement.*

AD SIZES

SPACE	WIDTH (IN.)	LENGTH
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").		

PREMIER ADVERTISERS:
Premier advertisers, those who secure a full-page ad in all four issues by the Early Bird deadline (see 'Discounts' below) receive the following:

- An email announcing that issue's release
- A complementary social media post featuring their ad for each issue
- ***NEW:*** Inclusion in a Premier Advertisers promo page in the first quarter issue of *Shotcrete* magazine, featuring their logo, contact information, and a paragraph describing their company (up to 100 words)

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 2027 by **November 1, 2026**, and receive a 5% Early Bird Discount.

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

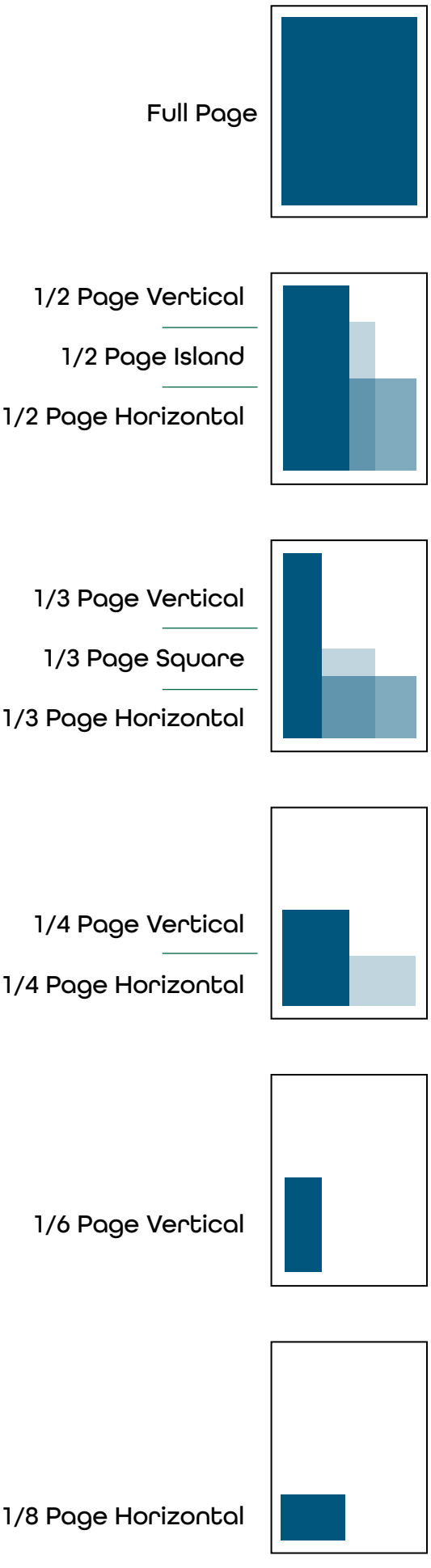
- Electronic version of the Shotcrete magazine issue, in which you advertise
- Website homepage (ASA Sustaining & Corporate members only)
- Monthly eNewsletter — What's in the Mix (ASA Sustaining & Corporate members only)

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). Only full-page ads should include printer's marks.
- 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.
- Company logo requested in high-resolution electronic format for ASA website.



shotcrete MAGAZINE

A quarterly publication of the American Shotcrete Association

2027 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 MONTH
Q1	Awards	_____	_____	_____	_____	01/06/2027	MAR 2027
Q2	Unique Applications	_____	_____	_____	_____	04/15/2027	JUNE 2027
Q3	Historic Restorations & Renovations	_____	_____	_____	_____	07/15/2027	SEPT 2027
Q4	Small Projects & Remote Locations	_____	_____	_____	_____	10/15/2027	DEC 2027

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 are 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 | asa

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