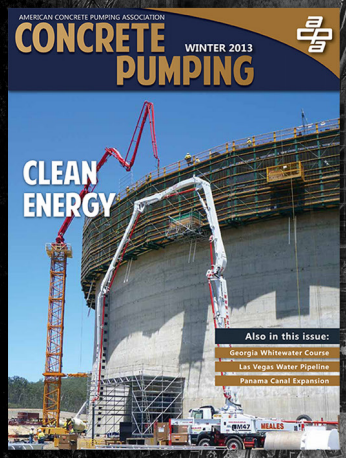
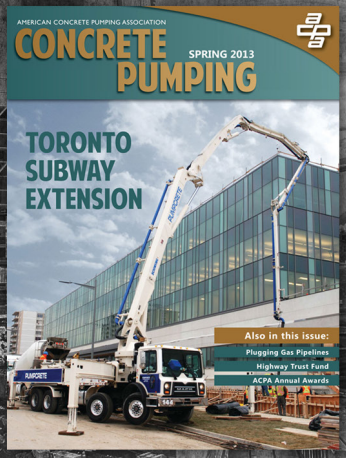
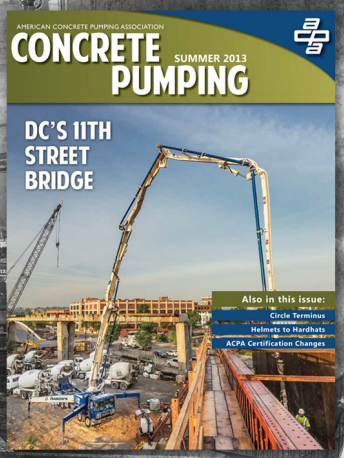
AMERICAN CONCRETE PUMPING ASSOCIATION

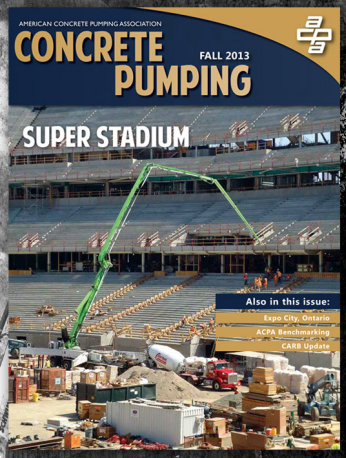
CONCRETE PUMPING

2014 MEDIA GUIDE









THE OFFICIAL MAGAZINE OF THE CONCRETE PUMPING INDUSTRY

American Concrete Pumping Association | 606 Enterprise Drive | Lewis Center, OH 43035 | 614.431.5618 | www.concretepumpers.com

Digital and Mechanical REQUIREMENTS

The client assumes all responsibility for files that do not output correctly due to errors or omissions in specifications. Files requiring correction will incur charges of $90.00 per hour. Client will be billed for these charges.

Acceptable Ad Design: Fractional page ads must be produced with a border or be self-contained. Ads must be submitted at the exact size the ad is to run per published dimensions. Full page ads must have an additional 1/8" beyond our trim size if they need to bleed. All live text or images must be kept 1/4" from the trim.

Graphics: Photo images must have an effective DPI of 300 at the actual size they are being used in the ad. Bitmap images must have an effective DPI of 600 to 1,200 at the actual size they are being used. Color Images must be saved in the CMYK color space (no RGB). B/W ads must only contain bitmap or grayscale images.

Trapping: Everything must be trapped to fit. Check each element within your submitted files for proper knockout, trap or overprint settings.

File Formats & Software: PDF files are preferred; fonts and graphics must be embedded. Graphics must be high resolution and quality (see Graphics section above). The following native application files are acceptable: QuarkXPress™, Macromedia Freehand™, Adobe Photoshop™, Adobe Illustrator™, or Adobe Pagemaker™. Supply all linked graphics and note the following section on fonts when sending native application files.

Colors: All colors must be set to output as Process Separation in all submitted files. All two-color ads must be process screen builds unless a PMS spot color is purchased.

Fonts: (This section does not apply when sending PDF files with embedded fonts.) If your native application file utilizes any typeface that is not included in the Adobe Font Folio collection, you must convert the type to paths/outlines in a drawing program (i.e. Illustrator or Freehand) or "text to box" in QuarkXPress™.

Mechanical Specifications: *Concrete Pumping* is printed either using four-color process (CMYK) on a heat-set web offset press or sheetfed press. Issues are saddle-stitched or perfect bound with a finished trim size of 7-7/8" x 10-1/2". Type and other images not intended to bleed must be kept at least 1/4" from final trim. Two-page spreads may bleed through the gutter. Bleeds must extend 1/8" beyond the trim on all sides. Ads must be submitted at the exact size the ad is to run in the book per published dimensions.

Proofs: A proof must be provided with all ads submitted.

Sending Files: Files may be sent via email to sue@concretepumpers.com or uploaded via yousendit.com (please call the national office for instructions at 614.431.5618).

INTERESTED IN OTHER FORMS OF ADVERTISING?

WE OFFER THE FOLLOWING:

- E-NEWSLETTER BANNER ADS
- MEMBER LINK BANNERS ON OUR WEBSITE
- MEMBER DIRECTORY ADS
- EVENT SPONSORSHIP

FOR MORE INFORMATION ON ANY OF THE ADVERTISING OPPORTUNITIES LISTED ABOVE, PLEASE CALL THE ACPA NATIONAL OFFICE AT 614.431.5618

Dates and Ad Size SPECIFICATIONS

Circulation: 14,000 per issue, mailed quarterly

Mailing Instructions: Send contracts, insertion orders, circulation material layouts, copy and related correspondence to:

American Concrete Pumping Association
Attn: Sue Schumacher
606 Enterprise Drive
Lewis Center, OH 43035
Telephone: 614.431.5618 Fax: 614.431.6944

Issuance: Mailed quarterly (4 issues per year)

ISSUANCE AND CLOSING DATES

Issue		Closing Date
Spring 2014 April 2	Editorial Submissions Ad Material	February 7 February 26
Summer 2014 July 15	Editorial Submissions Ad Material	May 23 June 9
Fall 2014 September 18	Editorial Submissions Ad Material	July 30 August 15
Winter 2014/15* December 29	Editorial Submissions Ad Material	October 31 November 17

Please direct questions to sue@concretepumpers.com or 614.431.5618

Billing: Terms are net 10 days, or upon approval of credit, net 30 days following proof of publication. Rates are subject to change.

Production Charges: Rates are for space only and are based on receipt of required materials. Publisher will set minor additions, corrections in available faces. Artwork, typesetting, photostats, veloxes, stripping and all four-color work requested by the advertiser will be billed as quoted by suppliers.

Cancellations: Space cancellations will not be accepted after the published closing date. All cancellations must be in writing and none are accepted until confirmed in writing by the publisher.

Digital Edition: A digital version of each issue will be created and the link will be distributed to everyone on our Magazine E-Mail list. All ads and editorial will link to email address and websites when listed.

ACPA Membership/Discount: 15% ACPA membership discount for ACPA advertising members in "good standing" provided invoice is paid within terms. 15% of gross billing for display advertising space, color and special position premium to recognized agencies, provided account is paid within 30 days of invoice date. Agency commissions are disallowed if invoice is not paid within 30 days of invoice date; no exceptions. 1-1/2% finance charge accrues monthly to amounts 30 days or more in arrears. Mechanical and special production charges are non-commissionable. Publisher holds advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

General Information: All advertising material is subject to publisher's approval and agreement by the advertiser to protect the publisher from loss of expense of claims based upon the subject matter of the advertisement. Liability of the publisher for any error for which he may be held legally responsible will not exceed the cost of space occupied by ad. The publisher will not be liable for loss of income or profits or any consequential damage. Publisher reserves the right to reject any advertising that the publisher feels is not in keeping with the publication standards.

DISPLAY ADVERTISING DIMENSIONS

Trim Size: 7-7/8" x 10-1/2"
Image Area: 7" x 10"
Binding: Saddle-stitched
Cover Stock: 70-lb Gloss Book
Body Stock: 70-lb. Gloss Book

Bleed: 1/8" Beyond Trim
Resolution: 2,400 DPI
Frequency: 150 LPI

Unit Sizes	Width x Height
Spread*	14-7/8" x 10"
Page**	7" x 10"
2/3 page	4-9/16" x 10"
1/2 island	4-9/16" x 7-3/8"
1/2 page	3-7/16" x 10" 7" x 4-13/16"
1/3 page	2-3/16" x 10" 4-9/16" x 4-13/16"
1/4 page	3-7/16" x 4-13/16"
1/6 page	2-3/16" x 4-13/16"

* Spread Bleed Size: 16" x 10-3/4" (Includes 1/8" bleed on all sides. Keep live matter 1/4" from *trim* edges).

** Page Bleed Size: 8-1/8" x 10-3/4" (Includes 1/8" bleed on all sides. Keep live matter 1/4" from *trim* edges).

Advertising Benefits and Ad RATES

It's the Place to Be: Pumping has become the cost-effective and versatile method for placing concrete, and *CONCRETE PUMPING MAGAZINE* has become the one industry publication to focus specifically on this powerful and rapidly developing technology.

Today, *CONCRETE PUMPING MAGAZINE* reaches over 14,000 concrete pumping companies, contractors, ready mix producers, engineers and architects within the construction industry who know that for the latest information on concrete pumping, placing and finishing technologies and equipment, there's only one place to turn.

And, companies marketing these products know there is only one magazine targeted specifically toward the people they want to reach with their advertising message.

…*CONCRETE PUMPING* MAGAZINE

It's the Place for News: For top professionals in the concrete construction industry, *CONCRETE PUMPING MAGAZINE* is the source for all the latest news.

You'll be kept up-to-date with quarterly in-depth features on issues, trends and developments in concrete pumping, placing and finishing.

- Regular reports on concrete placement projects throughout North America
- The latest news in new products and developments from equipment manufacturers
- Valuable safety insights

If it's happening in the industry, it's in...

2014 ADVERTISING RATES

2014 Black & White Rates Display Rates

Per page	1x	3x
2 page Spread	$4,165	$4,000
1 page	2,215	2,120
2/3 page	1,780	1,705
1/2 page Vertical	1,595	1,535
1/2 page Horizontal	1,405	1,365
1/3 page	1,030	975
1/4 page	915	870
1/6 page	650	625

2014 Black & One Process Color Rates

Per page	1x	3x
2 page Spread	$5,605	$5,190
1 page	2,770	2,625
2/3 page	2,380	2,235
1/2 page Vertical	2,110	2,050
1/2 page Horizontal	1,950	1,895
1/3 page	1,570	1,505
1/4 page	1,430	1,400
1/6 page	1,180	1,130

2014 Three or Four Color Rates

Per page	1x	3x
2 page Spread	$6,055	$5,355
1 page	2,975	2,910
2/3 page	2,650	2,600
1/2 page Vertical	2,395	2,315
1/2 page Horizontal	2,220	2,155
1/3 page	1,800	1,775
1/4 page	1,690	1,675
1/6 page	1,430	1,400

CONCRETE PUMPING MAGAZINE

American Concrete Pumping Association • 606 Enterprise Drive • Lewis Center, OH 43035 • P: 614.431.5618 • F: 614.431.6944 • www.concretepumpers.com