

CONCRETE PUMPING MAGAZINE

# MEDIA GUIDE

2023



AMERICAN CONCRETE  
PUMPING ASSOCIATION

YOUR CONNECTION TO THE CONCRETE PUMPING INDUSTRY  
[WWW.CONCRETEPUMPERS.COM](http://WWW.CONCRETEPUMPERS.COM)



# DIGITAL AND MECHANICAL PRINT 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 \$100.00 per hour. Client will be billed for these charges. It is therefore recommended that files be preflighted before submission using a commercial preflight software.*

**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.

**FILE FORMATS & SOFTWARE:** PDF files are preferred; fonts and graphics must be embedded. Graphics must be of high resolution and quality (see the section on Graphics below). The following native application files are acceptable: InDesign™, QuarkXPress™ (5.0 or lower), Adobe Photoshop™, and Adobe Illustrator™. Supply all linked graphics and fonts for native files. PDF files must have the fonts embedded. Sorry, but we cannot accept native files created in non-Windows-based applications.

**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.

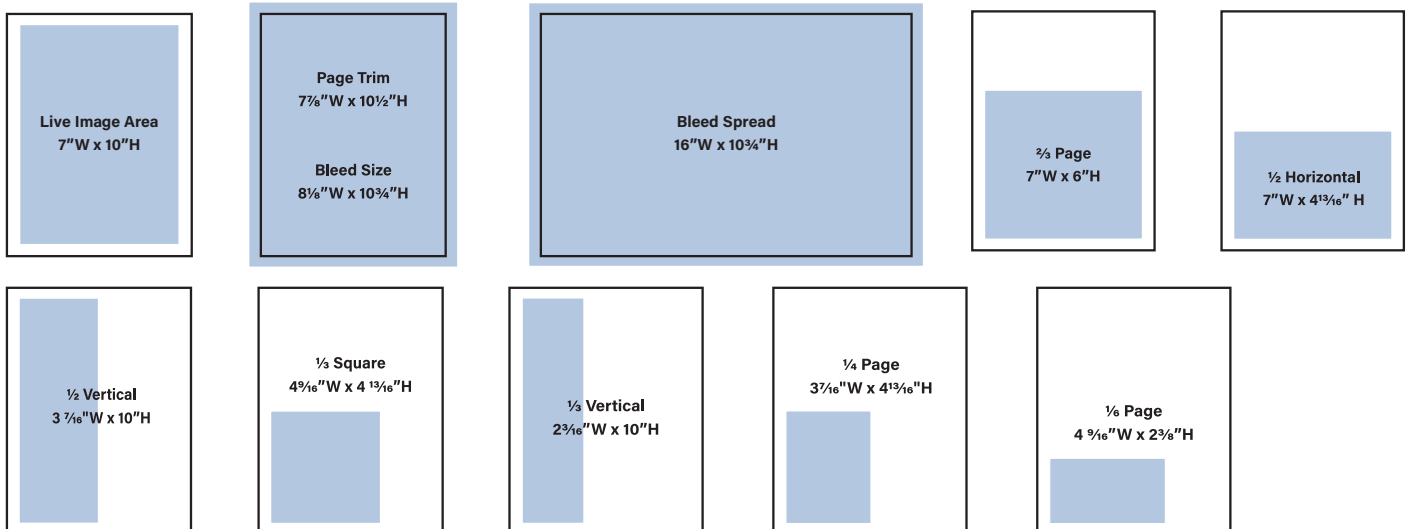
**COLORS:** All colors must be set to output as process separation in all submitted files. All two-color ads will be built from screens of process colors. Pantone-matched colors are not available. Pantone color elements within ads (i.e., logos) that have not been converted to CMYK will be converted by the printer, but color reproduction is not guaranteed.

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

**MECHANICAL SPECIFICATIONS:** This publication is printed using four-color process (CMYK) on either a heat-set web offset press or sheetfed press. Issues are saddle-stitched or perfect bound with a finished trim size of 7 1/8" x 10 1/2". Two-page spreads may bleed through the gutter. Ads must be submitted at the exact size the ad is to run in the book per published dimensions.

**SENDING FILES:** Contact your representative for information on sending files via FTP site.

## AVAILABLE AD SIZES:



**TRIM SIZE:** The trim size is the actual finished size of the magazine. The bleed size is the size the ad should be made to if you desire images or art elements to go all the way to the edge; a small area around the border will be cut off in manufacturing. All type and images you want to appear without being cut off should remain within the live area: 7" x 10" on the page.

# ADVERTISING INFORMATION & DATE SPECIFICATIONS



**CIRCULATION:** 14,000 per issue, mailed quarterly

**ISSUANCE:** Mailed quarterly (4 issues per year)

**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  
P: 614.431.5618 | F: 614.431.6944

**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.

## ISSUANCE AND CLOSING DATES\*

Issue	Issue Dates	Editorial / Ad Reservation Deadlines	Ad Material Deadlines
Spring 2023	April 3	February 10	February 20
Summer 2023	May 26	April 19	May 1
Fall 2023	August 15	July 14	July 25
Winter 2023/24**	December 1	October 26	November 8

Please direct questions to [sue@concretepumpers.com](mailto:sue@concretepumpers.com) or 614.431.5618

**\*Dates subject to change**  
**\*\*World of Concrete issue**





# ADVERTISING RATES AND BENEFITS

## 2023 ADVERTISING RATES

Black & White Display Rates		
Per page	1x	3x
Bleed Spread	\$4,685	\$4,500
Full Page Bleed	2,490	2,380
2/3 Page	2,005	1,920
1/2 Page	1,580	1,535
1/3 Page	1,160	1,100
1/4 Page	1,030	980
1/6 Page	735	700

Black & One Process Color Rates		
Per page	1x	3x
Bleed Spread	\$6,305	\$5,840
Full Page Bleed	3,115	2,955
2/3 Page	2,680	2,520
1/2 Page	2,195	2,130
1/3 Page	1,770	1,695
1/4 Page	1,610	1,575
1/6 Page	1,325	1,275

Three or Four Color Rates		
Per page	1x	3x
Bleed Spread	\$6,760	\$6,025
Full Page Bleed	3,510	3,275
2/3 Page	2,985	2,920
1/2 Page	2,495	2,430
1/3 Page	2,025	2,000
1/4 Page	1,900	1,890
1/6 Page	1,610	1,575

**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 10,000 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...

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