



THE VOICE AND RECOGNIZED AUTHORITY FOR THE RESIDENTIAL CONCRETE INDUSTRY

2017-2018
MEDIA KIT

The readership of Concrete Facts is a diverse collection of concrete professionals from across North America. Products and Services manufactured specifically for the cast-in-place concrete industry have exceptional visibility through this industry voice. As a free subscription, access to its content is assured to be of vested interest to the reader. Rewarding this interest, CFA offers timely articles on key technical matters, risk management, legal advice, marketing and sales strategies and much more, penned by some of the most trusted names in the industry.

Reach your target audience with a consistent and trusted brand, using Concrete Facts magazine as the right vehicle for an effective and economical advertising medium.



CONCRETE FACTS

MEDIA KIT | 2017-2018

Concrete Facts is the leading magazine in the concrete foundation industry. It is designed to reach the largest number of decision makers and readers in the industry four times a year. Readers are located throughout the U.S., Alaska and Canada.

Concrete Facts continues to offer advertisers a very broad industry distribution. As an industry voice, the CFA has positioned our magazine to project the CFA mission statement, "to support the cast-in-place contractor as the voice and recognized authority for the residential concrete industry." In continued service of this mission, our goal is to reach every practicing foundation contractor in North America. We target a qualified readership of over 5,500 each issue in the next year. In addition, each magazine's print edition will be read by an average of 3-5 people in a company directly.

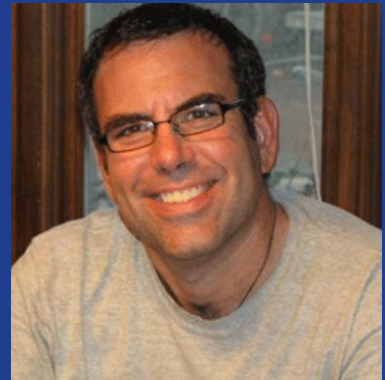
Online, recognized readership has steadily grown since introducing this option at the beginning of 2008.

Each article of significance will be maintained for the history of our industry presence. Current advertisers will be maintained in a presence for this year complimentary with your paid ad commitment. It stands to be a significant benefit to your company and products.

If you want to reach the concrete foundation industry, advertise in 'Concrete Facts'. Give us a call, and we'll put together a package that meets your specific needs. This brochure provides all of the information you need to begin making this decision but we remain dedicated to supporting this primary membership benefit and outreach of this Association.

Concrete Facts is a publication of the Concrete Foundations Association (CFA). It is an exclusive benefit of CFA membership.

At home in the pages of the foundation industry's leading magazine, your advertisements will reach over 5,000 targeted readers, and even more with our online edition.



James Baty II
Executive Director of the CFA

Inspiring and timely messages from the CFA's executive director and president are found in each issue, along with regular features containing current member and industry news, projects and member profiles, in addition to management oriented articles.



Concrete Foundations
Association
402 First Avenue SE
Mount Vernon, IA | 52314
(319) 895-6940
www.cfawalls.org

It is the intent of CONCRETE FACTS to provide meaningful and business- shaping information in every issue, while maintaining this resource as the primary communication voice to the network of CFA members. In order to connect readers and advertisers, maintaining fresh and up-to-date information ensures that each issue will be sought as much or more than the previous with anticipation. You are guaranteed to find the latest on Association and other industry events, training and certification, as well as the details pertinent to securing your involvement in these opportunities.

We continue to evolve CONCRETE FACTS to best serve our readers, especially our members. Each issue in Volume 23 will offer a broad range of features and programs that CFA now offers. You will find your ad among these topics:

- Management: Information on legal, financial, best practice and other core business components.
- Technical: Codes, engineering, unique weather practices and a variety of construction practices and tips.
- Web: Introducing you to areas of the CFA's website that can become helpful tools and opportunities for your business.
- Certification: The most current information on the CFA Certification Program.
- Membership: Stimulating articles of interest on CFA members, changes in the network and a wide variety of membership-based supporting content.

In short, CONCRETE FACTS is a professional newsletter with the look and feel of an industry periodical, providing 4-color photography and graphics combined with editorial content from knowledgeable writers. This is the one magazine dedicated to the concrete foundation industry that you can't afford to miss.

If you have a product or service in the cast-in-place concrete industry, advertise with *Concrete Facts* to reach the top decision makers across the country.

Readers will find your ad in *Concrete Facts* four times a year by mail, at major industry events and online at www.cfawalls.org

EDITORIAL CALANDER

SEPT. 2017 (Closes 8/21/2017)

Learning Lessons – Learning Lessons - Concrete Foundations Convention 2017 in the rear view mirror, this issue will be devoted to some of the top ideas and challenges from the event. It will portray the activities and energy as well as set the stage for the new year of CFA reaching into the industry.

DEC. 2017 (Closes 11/13/2017)

The World of Concrete Issue - With WOC 2018 approaching, this issue is devoted to the aspects of the industry to be uncovered while in Vegas for the event as well as the ways CFA is a cornerstone for building on the energy of the new year.

MARCH 2018 (Closes 2/12/2018)

Stepping Ahead - The spring issue offers new ways to look at your business, dusting off strategies that have been forgotten or overlooked and identifying the ways your company should be positioned for growth, change or strength as building resumes.

JUNE 2018 (Closes 5/14/2018)

Convention Issue - This industry's major event, Concrete Foundations Convention 2018 offers a great and unique travel destination and the unparalleled opportunity for networking with professional peers while absorbing important education and information. Be seen as a staple component of this event energy.

CONCRETE FACTS

ADVERTISING SIZES & RATES

You must hold a current CFA membership to advertise. Please include Insertion Order form with all advertising placements.

SIZE	ORIENTATION	LIVE AREA	WITH BLEED	COST PER ISSUE
FULL PAGE	Vertical	7.5 wide x 10 tall	8.75 wide x 11.25 tall	\$2500
FULL PAGE	Vertical	7.5 wide x 10 tall	NO Bleed	\$2500
HALF PAGE	Horizontal	7.5 wide x 4.875 tall	Bleed not Available	\$1400
QTR. PAGE	Vertical	3.65 wide x 4.875 tall	Bleed not Available	\$750

Current holders of premium spaces (inside front/back and outside back of cover) have the first right of refusal for that space. Space is available on a first-come-first-serve basis, determined by receipt of payment.

When you advertise in-print, you have the opportunity for an exclusive web ad maintained for that quarter with our online version. Web ad is jpg or gif files only, RGB.

PURCHASE	RECEIVE	COST
FULL PAGE	Additional free web ad with hotlink 350px tall x 250px wide	FREE
HALF PAGE	Additional free web ad with hotlink 250px tall x 250px wide	FREE
QTR. PAGE	Web listing as an advertiser with hotlink	\$75

DIGITAL SPECIFICATIONS

- Media Accepted:** CD, email or ftp
- Formats Accepted:** ONLY send high resolution PDF, jpeg, tif or eps file. PDF preferred.
- Color:** Color images should be saved in CMYK format. Please convert images to 300 dpi CMYK color before creating PDF.
- Graphics:** Resolution 300 dpi.
- Fonts:** Use Adobe or Open Type fonts, do not use True Type fonts.

QUESTIONS?

Contact the CFA office:
(319) 895-6940
jbaty@cfawalls.org



SENDING YOUR AD

- Upload:** You may send your file to us using any current upload site provided you email us the connection information.
- Email:** jbaty@cfawalls.org
- Mail:** (With Hi-Res hard copy)
Concrete Facts, Attn: Editor
Concrete Foundations Association
113 First Street NW PO Box 204
Mount Vernon, IA 52314

Contract Conditions: Advertisers and their agencies assume all liability for their ad content. The publisher is not responsible for errors in the advertiser's index. Publisher may reject any advertising. Publisher will label editorial-style copy with the title 'Advertisement'. Extreme care will be taken to assure that each advertising order is handled to the exact requirements of the advertiser and/or advertising agency.

1/4 page image

$\left[3\frac{5}{8}'' - 3.625''\right] \times \left[4\frac{7}{8}'' - 4.875''\right]$

1088 x 1463pi @ 300dpi

1/2 page image

$7\frac{1}{2}'' \times \left[4\frac{7}{8}'' 4.875''\right]$

2250pi 1463pi @300dpi

Full page

Full Bleed image

$8\frac{3}{4}'' \times 11\frac{1}{4}''$

2625 pi X 3375 pi @300dpi

CONCRETE FACTS

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INSERTION ORDER

Company Name: _____
If agency, client you are placing advertising for: _____
Name of person responsible for advertising (Bill to): _____
Phone: _____ Fax: _____ Email: _____
Billing Address: _____
City: _____ State: _____ Country: _____ Zip: _____

ADVERTISING SPACE REQUESTED (Pricing is per issue, available 4 times per year, must be a member).

- Full Page: \$2,500 Half Page: \$1,400 Quarter Page: \$750
 Sep. 2017 Dec. 2017 March 2018 June 2018

*For premium or special space requests, please contact jbaty@cfawalls.org

- New art will be submitted Use ad from previous issue **TOTAL: \$** _____

When you purchase an ad in "Concrete Facts" magazine, you also qualify for a **FREE** ad space in our new online CFA News Magazine. Available sizes include: Full Page (350px tall x 250px wide), Half Page (250px x 250px), Qtr. Page (125px x 125px). All web ads include a hotlink.

- Check here to confirm that you will be submitting art for your free online ad space

Signature: _____ **Date:** _____

PAYMENT METHOD

Invoice for total amount due (full year) Invoice after each issue
 Check (US funds only) Credit Card : Visa | Amex | Master Card (circle one)
Credit Card #: _____ Exp. Date: _____ Authorization Code: _____
Name on Card: _____

Mail or fax this form to Concrete Foundations Association – Attn: Jim Baty
402 First Avenue SE | PO Box 204 | Mount Vernon, IA | 52314 | Fax: 320-213-5556
Questions? Call or Email: 319-895-6940 | jbaty@cfawalls.org

