



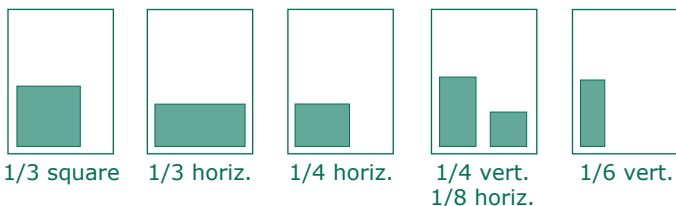
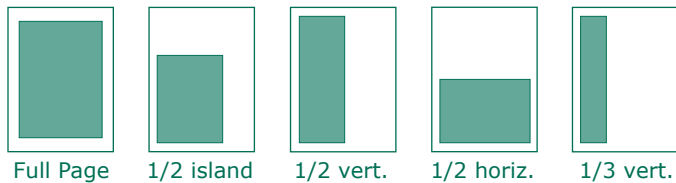
# 2009 Advertising Rates



## Advertising—Black & White

**The below ad rates are for nonmembers.**  
**ASA members receive 30% off all ad rates.**

Space	1X	2X	4X
Full Page	\$1560	\$1495	\$1430
1/2 Page	\$1079	\$1040	\$1014
1/2 Page Island	\$1144	\$1105	\$1066
1/3 Page	\$741	\$708	\$676
1/4 Page	\$611	\$578	\$546
1/6 page	\$364	\$338	\$312
1/8 Page	\$195	\$175	\$156



Space	Width (in.)	Depth
Full page with 1/8" bleeds	8 <sup>3</sup> / <sub>8</sub> "	11 <sup>1</sup> / <sub>8</sub> "
Full Page (no bleeds)	7"	10"
1/2 Island	4 <sup>9</sup> / <sub>16</sub> "	7 <sup>3</sup> / <sub>8</sub> "
1/2 Vertical	3 <sup>3</sup> / <sub>8</sub> "	10"
1/2 Horizontal	7"	4 <sup>7</sup> / <sub>8</sub> "
1/3 Vertical	2 <sup>3</sup> / <sub>16</sub> "	10"
1/3 Square	4 <sup>9</sup> / <sub>16</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/3 Horizontal	7"	3 <sup>3</sup> / <sub>8</sub> "
1/4 Vertical	3 <sup>3</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/4 Horizontal	7"	2 <sup>3</sup> / <sub>8</sub> "
1/6 Vertical	2 <sup>3</sup> / <sub>16</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/8 Horizontal	3 <sup>3</sup> / <sub>8</sub> "	2 <sup>7</sup> / <sub>16</sub> "

Keep live matter at least 1/4 in. from trim: 8<sup>1</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>".

## Additional Color

2nd Color (cyan, magenta, or yellow) .....	\$375
Four-color .....	\$750

## Covers

All covers must be four-color. Sold on a 4X basis only.  
 Outside back cover.....add 25%  
 Inside front cover.....add 15%  
 Inside back cover.....add 10%

## Classified

Per column inch ..... \$30  
 (text only—ads with logos/artwork considered display ads)

## Commission / Discount

Agency Discount ..... 15%  
**Prepayment Discount..... 5%**

## Hot Link to Advertiser's Web site

from electronic copy of the magazine.....No Charge

Reader Response Service.....No Charge

Ads are preferred in electronic format  
 PC or Macintosh (or compatible).

**All files are converted to PC format for printing.**

Media accepted: Zip or CD-ROM disks.  
 FTP site available for sending large files.

Supported Applications: Illustrator and Photoshop saved in TIFF or EPS format, InDesign, or high-res PDF.  
 Resolution: 300 dpi. Do not use any compression scheme on the graphics (JPEG, LZW).

Color images should be saved in CMYK format.

**Include all placed graphics on disk.** Do not embed images in the file. Do not trap files. If necessary, this will be done in our preflighting.

**All fonts must be converted to outlines.** If this is not possible, all fonts used must be provided on disk.

**A proof must accompany your disk.** Color proof required for four-color and two-color ads. Laser printout or blueline required for black & white ads.

## Questions?

Contact ASA and we will be happy to work with you to make your ad effective.

**AMERICAN**  
**SHOTCRETE**  
**ASSOCIATION**

38800 Country Club Drive  
 Farmington Hills, MI 48331

Phone: (248) 848-3780 Fax: (248) 848-3740

E-mail: info@shotcrete.org

# Shotcrete

A quarterly publication of the American Shotcrete Association

## MAGAZINE

### 2009 Advertising Insertion Order Form

<b>Advertiser:</b>	ASA Member	Nonmember	<b>Agency</b>
Company _____			Company _____
Address _____			Address _____
City/State/Zip _____			City/State/Zip _____
Country _____			Country _____
Telephone _____			Telephone _____
Fax _____			Fax _____
E-mail _____			E-mail _____
Contact _____			Contact _____

Send invoice to: Advertiser Agency Discount: Agency Discount 15%

Issue	Features	Size	Color	Base Rate	Color Charge	Order Deadline	Materials Deadline
Winter '09	Repair & Rehabilitation	_____	_____	_____	_____	11/1/08	11/1/08
Spring '09	Versatility of Shotcrete	_____	_____	_____	_____	2/1/09	2/1/09
Summer '09	Shotcrete Equipment	_____	_____	_____	_____	5/1/09	5/1/09
Fall '09	Recreational Projects	_____	_____	_____	_____	8/1/09	8/1/09

#### Ad Materials Information

Ad materials enclosed Ad materials to follow Pick-up ad from issue \_\_\_\_\_

Graphic design services requested

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 or 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  
38800 Country Club Drive  
Farmington Hills, MI 48331  
Phone: (248) 848-3780  
Fax: (248) 848-3740

#### OFFICE USE ONLY

Ad materials received:

Disk Color proof B/W proof  
Electronic format (e-mail) Other \_\_\_\_\_