Advertise in

Shotcrete Magazine

Shoot for New Heights!

2019 MEDIA KIT

- Over 17,000 readers
- Average savings of 25% or more
  (compared to other leading trade association magazines)
Terms:
Terms are net 30 days following proof of publication. Advertising copy is subject to approval from ASA.

Discounts (see Order Form*):
- Recognized agencies receive a 15% discount.
- Place your insertion orders for 2019 by November 3, 2018, and receive a 5% Early Bird Discount.
- Prepay your advertising orders on or before the materials deadline for the respective issue and receive another 5% Prepayment Discount.

During the quarters you advertise, receive a complimentary direct link to your website from:
- The electronic version of the Shotcrete issue in which you advertise
- The ASA website homepage
- ASA's monthly eNewsletter—What's in the Mix

Ads are preferred in electronic format:
All files are converted to PC format for printing.
Media accepted: DVD, CD-ROM, or flash drive.
Dropbox or an FTP site is available 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 resolution: 300 dpi. Do not use any compression scheme on the graphics (JPEG, LZW).
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. 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 on disk (PC fonts only, please). 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.
Company logo requested in high-resolution electronic format for ASA website.

### 2019 Advertising Rates

<table>
<thead>
<tr>
<th>SPACE</th>
<th>ASA CORPORATE MEMBER* RATES</th>
<th>PUBLIC RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1X</td>
<td>2X</td>
</tr>
<tr>
<td>BLACK &amp; WHITE</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>Full</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>1/2 island, vertical, horizontal</td>
<td>$985.00</td>
<td>$950.00</td>
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<tr>
<td>1/3 square, vertical, horizontal</td>
<td>$765.00</td>
<td>$730.00</td>
</tr>
<tr>
<td>1/4 vertical, horizontal</td>
<td>$580.00</td>
<td>$535.00</td>
</tr>
<tr>
<td>1/6 vertical</td>
<td>$400.00</td>
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<tr>
<td>1/8 horizontal</td>
<td>$250.00</td>
<td>$230.00</td>
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<table>
<thead>
<tr>
<th>COLOR SPACE</th>
<th>ASA CORPORATE MEMBER* RATES</th>
<th>PUBLIC RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1X</td>
<td>2X</td>
</tr>
<tr>
<td>Outside Back</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Inside Front</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Inside Back</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Full</td>
<td>$1920.00</td>
<td>$1840.00</td>
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<tr>
<td>1/2 island, vertical, horizontal</td>
<td>$1315.00</td>
<td>$1200.00</td>
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<tr>
<td>1/3 square, vertical, horizontal</td>
<td>$985.00</td>
<td>$930.00</td>
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<td>1/4 vertical, horizontal</td>
<td>$765.00</td>
<td>$710.00</td>
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<tr>
<td>1/6 vertical</td>
<td>$545.00</td>
<td>$490.00</td>
</tr>
<tr>
<td>1/8 horizontal</td>
<td>$380.00</td>
<td>$360.00</td>
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</tbody>
</table>

*ASA Corporate Membership is $750.00

**Keep live matter at least 1/4 in. from trim (8.125" x 10.875").
Advertiser:  □ ASA Member  □ Nonmember  □ Agency

Company _____________________________________________________  Company _____________________________________________________
Address ______________________________________________________  Address ______________________________________________________
City/State/Zip _________________________________________________  City/State/Zip _________________________________________________
Country ______________________________________________________  Country ______________________________________________________
Telephone ____________________________________________________  Telephone ____________________________________________________
Fax __________________________________________________________  Fax __________________________________________________________
E-mail ________________________________________________________  E-mail ________________________________________________________
Contact ______________________________________________________  Contact ______________________________________________________
Website _______________________________________________________  Website _______________________________________________________

Send invoice to:  □ Advertiser  □ Agency

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEMES</th>
<th>SIZE</th>
<th>SHAPE</th>
<th>B/W OR COLOR</th>
<th>RATE ($)</th>
<th>MATERIALS STATUS</th>
<th>MATERIAL/ORDER DEADLINE</th>
<th>ISSUANCE DATE</th>
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<tbody>
<tr>
<td>Winter</td>
<td>Awards</td>
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<td>12/1/18</td>
<td>3/1/19</td>
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<tr>
<td>Spring</td>
<td>Repair/Retrofit/</td>
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<td></td>
<td>Repurposing</td>
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<td></td>
<td>3/1/19</td>
<td>5/1/19</td>
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<tr>
<td>Summer</td>
<td>Dams/Water Structures</td>
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<td>6/1/19</td>
<td>8/1/19</td>
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<td>Fall</td>
<td>Inspection/Testing</td>
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<td>9/1/19</td>
<td>11/1/19</td>
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</tbody>
</table>

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:
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Please reserve space in the issue(s) indicated on behalf of the advertiser listed above. No cancellations after space closing 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
38800 Country Club Drive, Farmington Hills, MI 48331
Phone: (248) 848-3780 | Fax: (248) 848-3740
E-mail: info@shotcrete.org

OFFICE USE ONLY
Ad materials received: ________________________________________
□ Disk  □ Color proof  □ B/W proof
□ Electronic format (e-mail)  □ Other __________________________
ASAs recognized outreach and leadership in the shotcrete industry are driven by members sharing the interest of advancing the use of shotcrete

Shoot for new heights and become an ASA CORPORATE OR SUSTAINING CORPORATE MEMBER

Elevate your business

- NETWORK with your peers in the shotcrete industry
- STAY CURRENT on the latest shotcrete industry trends, strategies, challenges, and opportunities
- Receive PROJECT LEADS through project bid alerts and project listings
- Gain EXPOSURE through a variety of tools available to corporate members, such as a listing in the ASA Buyers Guide—enhanced for Sustaining Corporate Members
- INFLUENCE ASA’s direction in serving members and growing the industry
- SAVE significantly on ASA products and services

Elevate your industry

- EDUCATE the construction world on the advantages of the shotcrete process through Onsite Learning Seminars to engineers and specifiers
- PROMOTE the benefits of shotcrete at national trade shows
- COORDINATE proper specification of shotcrete in private and public specifications and national codes and standards
- ENGAGE DOT and other Public Authority officials with a variety of ASA resources and outreach efforts
- Take advantage of TARGETED MARKETING in national and regional organizations and publications
- ENABLE owners and specifiers to embrace shotcrete with a portfolio of tools designed to give them an understanding of and confidence in the shotcrete process

Take the step that will help elevate your organization and industry—become an ASA Corporate or Sustaining Corporate Member today

For more information on ASA membership, visit www.shotcrete.org/membership