

# Advertise in shotcrete

A quarterly publication of the  
American Shotcrete Association  
**MAGAZINE**

## Shoot for New Heights!



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of Shotcrete Magazine.

## 2021 MEDIA KIT

american  
shotcrete  
association



[www.shotcrete.org](http://www.shotcrete.org)

- Over 17,000 readers
- Average savings of 25% or more  
(compared to other leading trade  
association magazines)





BLACK & WHITE SPACE	ASA MEMBER* RATES			PUBLIC RATES		
	1X	2X	4X	1X	2X	4X
Full	N/A	N/A	N/A	N/A	N/A	N/A
1/2 island, vertical, horizontal	\$985.00	\$950.00	\$900.00	\$1425.00	\$1360.00	\$1290.00
1/3 square, vertical, horizontal	\$765.00	\$730.00	\$690.00	\$1095.00	\$1040.00	\$985.00
1/4 vertical, horizontal	\$580.00	\$535.00	\$520.00	\$820.00	\$765.00	\$740.00
1/6 vertical	\$400.00	\$380.00	\$360.00	\$580.00	\$545.00	\$520.00
1/8 horizontal	\$250.00	\$230.00	\$215.00	\$325.00	\$315.00	\$290.00

COLOR SPACE	ASA MEMBER* RATES			PUBLIC RATES		
	1X	2X	4X	1X	2X	4X
Outside Back	N/A	N/A	\$2525.00	N/A	N/A	\$3735.00
Inside Front	N/A	N/A	\$2195.00	N/A	N/A	\$3295.00
Inside Back	N/A	N/A	\$1920.00	N/A	N/A	\$2855.00
Full	\$1920.00	\$1840.00	\$1730.00	\$2745.00	\$2635.00	\$2470.00
1/2 island, vertical, horizontal	\$1315.00	\$1200.00	\$1095.00	\$1865.00	\$1755.00	\$1680.00
1/3 square, vertical, horizontal	\$985.00	\$930.00	\$875.00	\$1425.00	\$1350.00	\$1315.00
1/4 vertical, horizontal	\$765.00	\$710.00	\$655.00	\$1095.00	\$1040.00	\$985.00
1/6 vertical	\$545.00	\$490.00	\$435.00	\$765.00	\$710.00	\$655.00
1/8 horizontal	\$380.00	\$360.00	\$325.00	\$545.00	\$490.00	\$435.00

\*ASA Sustaining Corporate Membership is \$1125; ASA Corporate Membership is \$875; ASA Individual Membership is \$300 (but will not appear in Buyers Guide)

SPACE	WIDTH (IN.)	DEPTH
Full page with 1/8" bleeds†	8.375"	11.125"
Full page (no bleeds)	7"	10"
1/2 vertical	3.375"	10"
1/2 island	4.562"	7.375"
1/2 horizontal	7"	4.875"
1/3 vertical	2.187"	10"
1/3 square	4.562"	4.875"
1/3 horizontal	7"	3.375"
1/4 vertical	3.375"	4.875"
1/4 horizontal	7"	2.437"
1/6 vertical	2.187"	4.875"
1/8 horizontal	3.375"	2.437"
†Keep live matter at least 1/4 in. from trim (8.125" x 10.875").		

**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 2020 by November 1, 2020, and receive a 5% Early Bird 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.** 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 (PC fonts only, please).

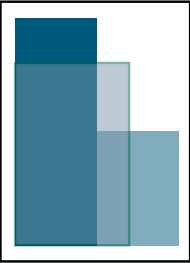
**Ads smaller than a full page** should not include printer’s marks.

**Company logo requested** in high-resolution electronic format for ASA website.

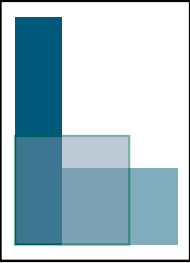
Full page



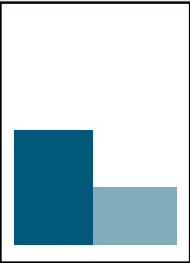
1/2 page vertical  
1/2 page island  
1/2 page horizontal



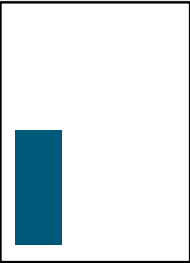
1/3 page vertical  
1/3 page square  
1/3 page horizontal



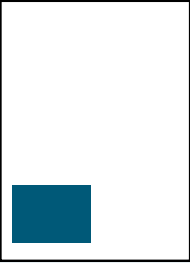
1/4 page vertical  
1/4 page horizontal



1/6 page vertical



1/8 page horizontal





# shotcrete

A quarterly publication of the  
American Shotcrete Association

## MAGAZINE

### 2021 ADVERTISING INSERTION ORDER FORM

**Advertiser:** ASA Member Nonmember **Agency**

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Country \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Website \_\_\_\_\_

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Country \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Contact \_\_\_\_\_  
**Send invoice to:** Advertiser Agency

ISSUE	THEMES	SIZE	SHAPE	B/W OR COLOR	RATE (\$)	MATERIAL/ORDER DEADLINE	ISSUANCE DATE
Winter	Awards	_____	_____	_____	_____	12/15/20	3/1/21
Spring	Creativity with Shotcrete	_____	_____	_____	_____	3/15/21	6/1/21
Summer	Water Shapes	_____	_____	_____	_____	6/15/21	9/1/21
Fall	Infrastructure	_____	_____	_____	_____	9/15/21	12/1/21

**\$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:

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**  
 25 Century Blvd Suite 505, Nashville, TN 37214  
 P: 248.963.0210 | Fax: 248.965.9188  
 E-mail: info@shotcrete.org

#### OFFICE USE ONLY

Ad materials received: \_\_\_\_\_  
☐ Electronic format (e-mail) ☐ Other \_\_\_\_\_  
☐ Disk ☐ Color proof ☐ B/W proof