

ASPIRE™

THE CONCRETE BRIDGE MAGAZINE

media kit

ASPIRE™ speaks for an entire industry...

...the CONCRETE BRIDGE industry.

An established, highly rated quarterly magazine, *ASPIRE* is a joint effort by associations that represent all concrete bridge technologies and disciplines.

ASPIRE is produced by the Precast/Prestressed Concrete Institute (PCI) in cooperation with the associations of the National Concrete Bridge Council, including the American Segmental Bridge Institute (ASBI), Epoxy Interest Group (EIG), Portland Cement Association (PCA), Expanded Shale Clay and Slate Institute (ESCSI), and Silica Fume Association (SFA).

ASPIRE promotes the benefits of concrete bridge systems and materials

Concrete is clearly the backbone of the nation's transportation infrastructure and the material of choice for bridge designers and owner agencies. *ASPIRE* magazine is designed to not only protect, but expand this market share.

Editorial pages document the benefits and advantages of all types of concrete bridge technologies—precast, prestressed concrete, cast-in-place concrete, and segmental construction—covering concrete bridge durability, longevity, safety, sustainability, and potential for accelerated bridge construction.

Each issue features a profile of a significant bridge engineer; information on trends and case histories; and departments providing news from the FHWA, state DOTs, and county and city officials—plus updates on the activities and programs of the industry.

ASPIRE talks to those who make the decisions...

...those WHO DESIGN and SPECIFY.

Reaching some 26,500 of America's most influential bridge design professionals and owner agencies, the *ASPIRE* message targets key individuals and principal stakeholders in the bridge design and construction community.

This unique magazine documents how owner agencies, department of transportation professionals, and consulting engineers can use and are using concrete to solve increasingly unique design challenges.



For concrete bridge producers, contractors, suppliers, and consultants, **ASPIRE™ magazine is a MUST media buy!**

Reach the people you need to reach—every one a decision maker in the bridge design community.

ASPIRE's high-quality, hand-selected circulation of key decision makers provides a prime audience for both concrete materials and equipment suppliers and bridge designers. The list includes:

FHWA and federal agencies; state DOTs (administrators; bridge designers; district engineers; and materials, construction, and maintenance engineers); city and municipal engineers and executives; municipal planning organizations; county administrators and engineers; railroads; toll, turnpike, and bridge authorities; contractors; bridge design consultants; and colleges and universities.

Gain name recognition and product or service familiarity from this important readership.

Showcase your products and capabilities in an exciting, high-quality, high-readership publication targeted directly to your potential clients.

ASPIRE is a magazine that readers read... and keep! A quality publication that you will be proud to advertise in.

Associate your product or service in a proactive environment of practical and innovative concrete solutions to today's bridge needs and concerns.

ASPIRE features inspirational and practical information in a four-color, high-impact format that showcases how YOUR bridge systems and expertise can extend design boundaries; span environmental-impact, aesthetic, and safety concerns; and produce high-performance, long-lasting, and low-maintenance bridges.

Grow YOUR market share!

Concrete now accounts for nearly 75 percent of new and replacement bridges (based on FHWA figures). ASPIRE magazine helps our industry protect AND GROW this market share. That means more business for YOU.

For manufacturers and suppliers...

ASPIRE allows you to position your technology, materials, and equipment as available, effective, and state-of-the-art answers to the nation's bridge builders and owners.

For bridge design consultants...

ASPIRE allows you to document your design capabilities and expertise to both potential customers and potential employees in an environment of excitement and innovation in bridge design.

For more information on how to participate in this exciting magazine, contact **Jim Oestmann at (847) 838-0500.**

ASPIRE Targets Key Players*

Owner Agencies	
475	FHWA and federal engineers
1,600	state DOT bridge engineers
2,450	county officials in 1,762 counties
1,080	municipal engineers/ MPOs in 680 cities
280	railroad and toll road authorities
1,600	DOT administrators/engineers
Consultants/Builders	
5,460	bridge contractors at 4,900 companies
8,560	design consultants in 4,570 locations
540	professors and students
980	suppliers
1,720	association members/engineers
80	congressional

*Subscribers in 2011

Ad Size	Width x Depth	Ad Size	Width x Depth
Spread bleed*	16 ¹ / ₄ " x 10 ⁷ / ₈ "	1/2 page vertical	4 ⁹ / ₁₆ " x 7"
Spread	15 ¹ / ₈ " x 10"	1/2 page horizontal	7" x 4 ⁵ / ₈ "
Full-page bleed*	8 ¹ / ₈ " x 10 ⁷ / ₈ "	1/3 page vertical	2 ¹ / ₄ " x 10"
Full-page	7" x 10"	1/3 page horizontal	4 ⁹ / ₁₆ " x 4 ⁹ / ₁₆ "
Concrete Bridge Preservation (CBP) Section ONLY		1/4 page vertical	3 ³ / ₈ " x 4 ⁵ / ₈ "

LIVE AREA: 7" x 10" FINAL TRIM SIZE: 8¹/₈" x 10⁷/₈"

*Ad dimensions are TRIM size and should have 1/8" bleed beyond the trim size.
See Electronic File Preparation (back page) for further details.

YEAR OF SUSTAINABILITY

Concrete is a naturally sustainable material. Designers have wide flexibility to augment and increase this performance. In 2012, *ASPIRE* will focus on long-term performance, durability, and life-cycle costs. In addition, the following benefits will be highlighted:

- **Social Benefits of Sustainable Concrete Bridges**
Life Safety including Fire and Earthquake Resistance
Accelerated Bridge Construction, Context Sensitive Design, Aesthetics
- **Economical Benefits of Sustainable Concrete Bridges**
Accelerated Bridge Construction
Life-Cycle Costs
Reduced Maintenance Costs
- **Ecological Benefits of Sustainable Concrete Bridges**
Supplementary Cementitious Materials
Recycling Concrete and Reinforcement
Construction Environment
Reusable Bridges

FEATURED IN EVERY ISSUE:

- LRFD Briefing (by noted author Professor Dr. Dennis Mertz)
- FHWA Update • Featured Consultant
- Aesthetic Commentary (by noted architect/engineer Frederick Gottemoeller)
- State Article • City/County Article
- Safety and Serviceability Feature
- Concrete Connections • Concrete Ideas Feature

NEW! Winter and Summer Issues. A special section devoted to **Concrete Bridge Preservation**. These articles will feature a mixture of successful project reports and techniques, providing good technology transfer to practitioners. The special section will provide the opportunity to introduce the use of modern methods and new materials to extend the lives of our nation's concrete bridges.

ADVERTISING rates

DISPLAY 4-Color	1X	2X	4X	4X BONUS
Two-Page Spread	\$11,375	\$10,840	\$10,325	Web banner FREE listing in Buyers' Guide
Full Page*	\$6,500	\$6,200	\$5,900	
1/2 Page (Horizontal only)	\$4,250	\$4,000	\$3,750	Web banner FREE listing in Buyers' Guide
1/3 Page	\$3,500	\$3,250	\$3,000	
Concrete Bridge Preservation (CBP) Section ONLY				
1/4 Page (Vertical only)	\$2,500	\$2,250	\$2,000	—

PREFERRED COVER POSITION PREMIUM (add to above full-page rate*)

Inside Front (IFC) **15%** • Inside Back (IBC) **10%** • Back Cover **25%** (BC)

FURNISHED INSERTS: Available on a custom quote basis.

EDITORIAL/BONUS DISTRIBUTION	
WINTER	Special Feature: Concrete Bridge Preservation Transportation Research Board Annual Meeting World of Concrete
SPRING	PCI Annual Committee Days International Bridge Conference ASBI Grouting Certification Training
SUMMER	Special Feature: Concrete Bridge Preservation AASHTO Subcommittee on Bridges and Structures Annual Meeting PCA Professors Seminar
FALL	PCI Annual Convention PCI-FHWA National Bridge Conference ASBI Annual Convention ANNUAL BUYERS GUIDE

AD SALES: Jim Oestmann
(847) 838-0500

ISSUE	AD CLOSE DATE*
WINTER	Dec. 5, 2011*
SPRING	Mar. 5, 2012*
SUMMER	May 29, 2012*
FALL	Aug. 27, 2012*

*Artwork due 7 days from ad close date.

Simulation of Publication Format — The publisher reserves the right to reject any advertisement and to designate as advertising any advertisement resembling editorial matter.

Publisher's Protective Clause — Advertisers and their agencies assume liability for all content (including text, representation, and illustrations) of advertisement printed, and assume responsibility for any claims arising therefrom made against the publisher.

Rate Protection — The publisher may revise rates on 90 days' notice. Advertisers may cancel their orders at the time the change in rates becomes effective without incurring a short rate adjustment, provided the rate has been earned up to the date of cancellation.

Publisher Error — The publisher's liability for any error will not exceed the cost of printing for the page(s) in question.

DIGITAL requirements

ASPIRE™

is a computer-to-plate publication.
Digital ad files are REQUIRED.

FINAL TRIM SIZE

8¹/₈ x 10⁷/₈ inches.

All pertinent matter should be kept
1/2 inch from trim on all four sides.
(Ads must be created at 100%)

SPREAD ADS

16¹/₄ x 10⁷/₈ inches. All pertinent
matter should be kept 3/8 inch from
the gutter on both sides (3/4 inch total).
**Spread ads MUST be on two pages,
not one.**

LINE SCREEN

150 line = 300 dpi at 100%

FTP SITE

ASPIRE magazine offers an FTP site.
You can quickly send your electronic
files for articles and advertisements.
Contact: pgrigonis@pci.org.

MEDIA DELIVERY

Paul Grigonis
Precast/Prestressed Concrete Institute
200 West Adams St., Suite 2100
Chicago, IL 60606
Tel: (312) 786-0300
Fax: (312) 621-1114

ELECTRONIC FILE PREPARATION

PDF files	Acrobat 4 (PDF 1.3) files are accepted. PDF files must be created using InDesign 2 (or later) or Acrobat Distiller 4 (or later) . DO NOT USE Quark 6 export PDF setting. All PDFs must have crop marks with 1/8 inch bleed, and be high-resolution with all fonts and graphics embedded.
Page files	All page files must be provided in Mac format , Adobe InDesign 2 (or later) or QuarkXPress 4–7 files, including all fonts (screen and printer) and all high-resolution (300 dpi) graphic files.
Graphic files	All illustrations, logos, etc., must be provided in Illustrator, Freehand, or Photoshop.
Photo images	All high-resolution files must be supplied (100% size at 300 dpi). Files must be C.M.Y.K., EPS files (NO DCS FILES).
Fonts	All screen and printer fonts must be included. Also include all fonts used in any Illustrator or Freehand files, if applicable.
Proofs	A four-color matchprint-quality proof must be supplied with all media for display ads. If only a laser print is supplied, a color matchprint will be pulled and the advertiser will be billed an additional \$90.
Media	Macintosh files must be supplied on a CD, on a DVD, or electronically via FTP. Contact Paul Grigonis at PCI, (312) 360-3217, for complete details.
Return of Media	Materials will be retained by the publisher for one year unless otherwise requested. The publisher is not responsible for keeping material beyond one year and will discard if return is not requested.

NOTE: We preflight all ads to find problems such as missing fonts, low-resolution photos, or color problems. We are not responsible for improperly prepared files. We will attempt to notify agency/advertiser if we find a problem with your native files or PDFs. **PDF files cannot be altered once we receive them**, so any changes necessary will need to be submitted as a new file. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted. If you have any questions please call Paul Grigonis at (312) 360-3217 or email him at pgrigonis@pci.org.

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...the CONCRETE BRIDGE industry.

ASPIRE is a quarterly magazine published by the Precast / Prestressed Concrete Institute in cooperation with the associations of the National Concrete Bridge Council. The editorial content focuses on the latest technology and key issues in the concrete bridge industry.

From federal, state, and local agencies to consultants, planners, universities, and contractors, **ASPIRE** delivers to the most influential audience of more than 40,000* national stakeholders.

(*Estimated including pass-along readership)



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