10TH ANNIVERSARY

MEDIA KIT 2016

ASPIRE™

THE CONCRETE BRIDGE MAGAZINE

PROFILE

Since its launch in 2007, *ASPIRE*—the concrete bridge magazine has had one true focus: to bring practical and cutting-edge knowledge (design ideas, practical solutions, lessons learned) to the designers, specifiers, and owners of concrete bridges. This has not been a stagnant process, however. The editors and staff working on *ASPIRE* continually are feeling the pulse of the concrete bridge industry so that our team with you can serve as embrasures to changes in the marketplace. How do we achieve all this?

REACH

ASPIRE's carefully managed mailing list reaches 22,000 of America's most-influential bridge design professionals and owner agencies, and it is estimated that number is greater than 40,000 with the propensity of users to pass the magazine to younger and seasoned colleagues alike. Because *ASPIRE* supplies useful information, it is a valuable resource to key individuals and principal stakeholders in the bridge design, construction, and maintenance community.

COLLABORATION

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

NEW FEATURES

- **NEW!** Online version
- **NEW!** Concrete Bridge Technology
- **NEW!** A Professor's Perspective

SOLID RECURRING FEATURES

- LRFD Briefing (by noted author Professor Dr. Dennis Mertz)
- FHWA Update
- Featured Consultant or Contractor
- Aesthetic Commentary (by noted architect/engineer Frederick Gottemoeller)
- State Article
- City/County Article
- Concrete Connections

PULSE OF THE INDUSTRY

Reporting on new challenges, threats, and opportunities to the concrete bridge industry. Our editors and contributors are on the ground. They attend industry forums like committee meetings; they participate in design-bid-build and design-build project deliveries; they talk with owners and agencies, and bring this knowledge to *ASPIRE* readers.

ASPIRE also provides practical information on how owner agencies, department of transportation professionals, and consulting engineers can use, and are using, concrete to solve increasingly unique design challenges in a sustainable way. The intrinsic characteristics of concrete to provide low initial costs and low service-life costs make it very attractive. Your firm will gain exposure to the current practitioners but also the next generation of bridge professionals. Share why and how your firm integrates into the broader bridge delivery here in the United States. This nationwide exposure will put your firm at the top of the list of have-to-reads. Recently, an administrator for the Ohio State Department of Transportation wrote how he took notice of the two additions in the Spring 2015 issue of *ASPIRE*. You have to advertise and support this important publication to get noticed.

ASPIRE™
THE CONCRETE BRIDGE MAGAZINE

ASPIRE TARGETS KEY PLAYERS*

Owner Agencies	
400	FHWA and Federal Engineers
660	State DOT Bridge Engineers
2,010	County Officials in 1,150 Counties
855	Municipal Engineers/MPOs in 560 Cities
225	Railroad and Toll Road Authorities
1,000	DOT Administrators/Engineers

Consultants/Builders	
5,850	Bridge Contractors at 4,950 Companies
7,150	Design Consultants in 4,850 Locations
475	Professors and Students
950	Suppliers
1,475	Association Members/Engineers
75	Congressional

* Subscribers in 2015

NEW FEATURES TO MAINTAIN QUALITY EMPLOYEES, PROMOTE NEW TECHNOLOGY

NEW! Concrete Bridge Technology

ASPIRE is known for showcasing the best, most-technologically advanced concrete bridges. Each issue documents the benefits and advantages of all types of concrete bridge technologies. It is for this reason, among others, that *ASPIRE* enjoys such a wide readership among practicing bridge engineers. And it is exactly that audience, the practicing bridge engineers, that the *ASPIRE* team had in mind when it discussed the development of a new, reoccurring feature for *ASPIRE* titled, "Concrete Bridge Technology."

This new feature is a way for practicing engineers to speak directly to practicing engineers about lessons learned, in an attempt to share the wealth, which, in this case, is knowledge.

NEW! A Professor's Perspective

The transition from college student to entry-level engineer is an exciting and challenging prospect for most new graduates. Although college prepares students for practice by providing a broad foundation of topic knowledge, the actual transition can be frustrating for students who want to be helpful immediately. This frustration is shared by employers who are frequently challenged to find adequate time for the amount of mentoring needed for new graduates. Thus, it is in this capacity, that *ASPIRE* created a new feature aimed at professors and students.

"A Professor's Perspective," authored by Professor Ozzie Bayrak, focuses on addressing two sets of topics related to creating the next generation of concrete bridge engineers The first focus addresses topics that are relevant to professors that educate concrete bridge engineers. Topics aimed at professors relate to the design of concrete bridges and structures. The second focus of "A Professor's Perspective" introduces students to topics related to transitioning from a more-theory-and-research educational environment to their career as a practicing bridge engineer.

FEATURED IN EVERY ISSUE

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.

Concrete Bridge Preservation

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

ADVERTISING SPECIFICATIONS

Ad Size	Width × Depth	Ad Size	Width × Depth
Spread with bleed	16¼″ × 10⅞″	½ page vertical	4⁹⁄₁₆″ × 7″
Spread	15⅛″ × 10″	½ page horizontal	7″ × 4⅝″
Full page with bleed	8⅛″ × 10⅞″	⅓ page vertical	2¼″ × 10″
Full page	7″ × 10″	⅓ page horizontal	4⁹⁄₁₆″ × 4⁹⁄₁₆″
Concrete Bridge Preservation (CBP) Section ONLY		¼ page vertical	3⅜″ × 4⅝″

LIVE AREA: 7″ × 10″ **FINAL TRIM SIZE**: 8⅛″ × 10⅞″

Ad dimensions are TRIM size and should have ⅛″ bleed beyond the trim size. See Electronic File Preparation (back pagfor further details.

MEDIA KIT 2016

ASPIRE™
THE CONCRETE BRIDGE MAGAZINE

RATES

Display 4-Color	1×	2×	4×*
2-Page Spread	$11,375	$10,840	$10,325
Full Page*	$6,500	$6,200	$5,900
½ Page	$4,250	$4,000	$3,750
⅓ Page	$3,500	$3,250	$3,000

*4× Bonus: Web Banner and FREE Listing in Buyer's Guide

Concrete Bridge Preservation (CBP) ONLY			
1/4 Page	$2,500	$2,250	$2,000

RATES FOR PREMIUM POSITIONS

Preferred Cover Position Premium (add to above full page rate)

Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	25%

2016 CLOSING DATES & DEADLINES

Issue	Ad Close Date	Materials Due
Winter	Nov. 25, 2015	Dec. 7, 2015
Spring	Feb. 25, 2016	Mar. 6, 2016
Summer	April 26, 2016	May 6, 2016
Fall	Sept. 8, 2016	Sept. 18, 2016

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

Advertising Contacts

Jim Oestmann, Advertising Sales Manager
(847) 838-0500
joestmann@arlpub.com

Tracey Aaron, Advertising Account Manager
(847) 838-0500
taaron@arlpub.com

EDITORIAL CALENDAR 2016

Continued Focus on Resiliency

Concrete can be an extremely durable and resilient material. Designers have wide flexibility to augment and increase this performance. In 2016, *ASPIRE* will continue to keep pace with the market place by focusing on resiliency and preservation. In addition, the benefits of accelerated bridge construction (ABC) will continue to be highlighted.

Why Advertise in *ASPIRE*?

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.

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**.

Concrete Bridge Preservation

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

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.

EDITORIAL/BONUS DISTRIBUTION

WINTER	Keeping Pace with the Market Place, Special Feature: Concrete Bridge Preservation **BONUS DISTRIBUTION**: Transportation Research Board Meetings, World of Concrete, ASBI Grouting Certification Training, The Precast Show/PCI Convention and National Bridge Conference
SPRING	Keeping Pace with the Market Place **BONUS DISTRIBUTION**: AASHTO Subcommittee on Bridges and Structures Annual Meeting, International Bridge Conference, ASBI Grouting Certification Training, DBIA Transportation Conference
SUMMER	Keeping Pace with the Market Place, Special Feature: Concrete Bridge Preservation **BONUS DISTRIBUTION**: PCA Professors Seminar, PCI Committee Days and Membership Conference
FALL	Keeping Pace with the Market Place **BONUS DISTRIBUTION**: ASBI Annual Convention, Annual Buyer's Guide

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.

ASPIRE™
THE CONCRETE BRIDGE MAGAZINE

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

FINAL TRIM SIZE
8⅛ x 10⅞ inches.
All pertinent matter should be kept ½ inch from trim on all four sides.
(Ads must be created at 100%)

SPREAD ADS
16¼ x 10⅞ inches. All pertinent matter should be kept ⅜ inch from the gutter on both sides (¾ 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 **Press Ready**. 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 or PC format**, Adobe InDesign 6 or QuarkXPress 8 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 **CMYK, TIFF 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 or PC 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.

ASPIRE SPEAKS FOR AN ENTIRE INDUSTRY…
…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

PCI™
Precast/Prestressed Concrete Institute
200 West Adams Street
Suite 2100 Chicago, IL 60606
Phone: 312-786-0300
Fax: 312-621-1114
www.pci.org