



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. *ASPIRE*'s editors and staff are continually in touch with the pulse of the concrete bridge industry so that our team can help you understand changes in the marketplace. How do we achieve all this?

REACH

Through its carefully managed mailing list, *ASPIRE* reaches over 14,000 of North America's most influential bridge design professionals and owner agencies, and it is estimated that readership exceeds 35,000 owing to email distribution and the propensity of subscribers to pass the magazine along to younger and seasoned colleagues alike. Because *ASPIRE* supplies useful information, it is a valuable resource for 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 American Segmental Bridge Institute* (ASBI), Epoxy Interest Group* (EIG), Expanded Shale, Clay and Slate Institute* (ESCSI), National Ready Mixed Concrete Association* (NRMCA), Post-Tensioning Institute* (PTI), and Silica Fume Association* (SFA).

*National Concrete Bridge Council member.

WHY ADVERTISE WITH *ASPIRE*?

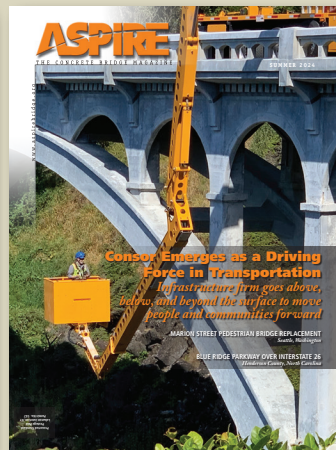
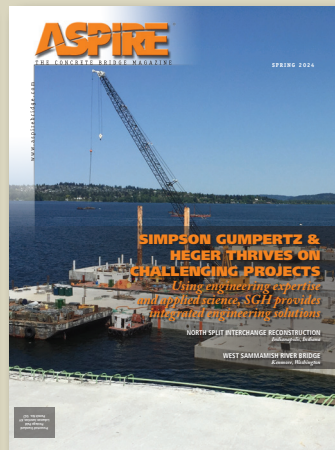
- **Create Awareness** - Advertising in *ASPIRE* will increase the awareness of your brand, product, and services. It makes it easier for buyers and specifiers to remember you when they are making purchasing decisions.
- **Reach Your Target Audience** - Advertising in *ASPIRE* puts your products and services in front of the right prospects at the right time, as they are looking for solutions for their projects.
- **Retain Existing Customers** - When you regularly engage with your customers, they become devoted to your brand. Advertising in *ASPIRE* keeps your customers continuously interested in your brand, encouraging repeat business. Selling to existing and brand loyal customers can be far more straightforward and efficient.
- **Increase Brand Credibility** - Advertising in *ASPIRE* boosts the reputation and prestige of your business. It emphasizes the best qualities of your business while also increasing the visibility of your key messages—the perceptions and images of your brand that you want to imprint in your target audience's minds.
- **Enlighten Customers and Prospects About Your Products and Services** - With advertising, you can educate and enlighten your customers about the benefits of your products or services and the values your brand creates.
- **Put Your Business Ahead of the Competition** - You have competitors no matter what kind of business you run. And if you're not actively marketing and you're waiting too long on the sidelines, customers and prospects could stop thinking of you as being relevant. There will always be brands competing for your target customers' attention.

PULSE OF THE INDUSTRY

Every issue of *ASPIRE* covers new challenges, threats, and opportunities for the concrete bridge industry. Our editors and contributors are on the ground: They attend industry forums and committee meetings; they participate in design-bid-build and design-build project deliveries; they talk with owners and agencies—and they bring their 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 lower both initial costs and service-life costs, making it a very attractive investment.

Clearly, when you advertise in this important publication, you will get noticed by current practitioners as well as the next generation of bridge professionals. Share with *ASPIRE* readers why and how your firm contributes to bridge delivery in the United States, and enjoy the benefits of nationwide exposure.





ASPIRE TARGETS KEY PLAYERS*

Owner Agencies

195 FHWA and Federal Engineers

715 State DOT Bridge Engineers

1,725 County Officials in over 1,500 Counties

280 Municipal Engineers/MPOs in 230 Cities

160 Railroad and Toll Road Authorities

575 DOT Administrators/Engineers

Consultants/Builders

3,335 Bridge Contractors at over 2,300 Companies

5,225 Design Consultants in over 3,000 Locations

465 Professors and Students

1,000 Suppliers

775 Association Members/Engineers

*Print subscribers in 2024

Share your product or service with readers interested in practical and innovative concrete solutions to today's bridge needs and challenges.

Advertising Contacts

Scott Cunningham, Advertising Sales Manager
 (678) 576-1487 (mobile)
 (770) 913-0115 (office)
 scunningham7@aol.com

ESSENTIAL FEATURES TO PROMOTE NEW TECHNOLOGY, DEVELOP TOP TALENT AND FOSTER QUALITY EMPLOYEES

- Concrete Bridge Stewardship
- Engineering Ethics
- Project Profiles
- State Articles
- LRFD Briefings
- Concrete Bridge Engineering Institute Series
- FHWA Updates
- Creative Concrete Construction
- Aesthetic Project Commentary
- Perspectives
- Concrete Calendar
- Concrete Bridge Technology
- Consultant and Contractor Profiles
- Safety & Serviceability
- City, County, and Authority Articles
- Concrete Connections

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 launched "Concrete Bridge Technology" articles as an expanded way for practicing bridge engineers to speak directly to their colleagues about lessons learned. These articles effectively share the wealth, which, in this case, is knowledge.

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 transition to the working world 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. To respond to these workforce development challenges, ASPIRE created features aimed at professors, students, and field personnel.

The Concrete Bridge Engineering Institution (CBEI) at the University of Texas at Austin will share new programs for training construction and bridge inspection personnel.

"A Professor's Perspective," authored by invited academicians, has two focuses: The first is topics relevant to professors who are educating the next generation of concrete bridge engineers. Topics aimed at professors relate to the design of concrete bridges and structures. The second focus is to introduce students to topics related to transitioning from a more-theory-and-research educational environment to their careers as practicing bridge engineers. Professors Brandon Ross, Mustafa Mashal, Robin Tuchscherer, and others regularly provide interesting and invaluable articles. Students and professors are encouraged to read this growing historical archive.

Concrete Bridge Stewardship

A special section devoted to Concrete Bridge Stewardship occurs at least twice a year. These articles address important topics such as sustainability, resiliency, and system management. Reports on successful projects and techniques are featured, which facilitates good technology transfer to practitioners interested in the use of modern methods and new materials to evaluate the condition and extend the lives of our nation's concrete bridges.

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 profiles of bridge industry leaders; information on trends and case histories; and departments providing news from the Federal Highway Administration, state departments of transportation, and county and city officials—plus updates on industry activities and programs.



RATES

Display 4-Color	1x	2x	4x*
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
¼ Page	\$2,500	\$2,250	\$2,000

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

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%

2025 CLOSING DATES & DEADLINES

Issue	Ad Close Date	Materials Due
Winter	Nov. 19, 2024	Nov. 30, 2024
Spring	Feb. 13, 2025	Feb. 24, 2025
Summer	May 15, 2025	May 27, 2025
Fall	Aug. 14, 2025	Aug. 25, 2025

ADVERTISING SPECIFICATIONS

Ad Size	Width × Depth
Spread with bleed	16½ in. × 11½ in.
Spread	15½ in. × 10 in.
Full page with bleed	8⅞ in. × 11⅞ in.
Full page	7 in. × 10 in.

Ad Size	Width × Depth
½ page horizontal*	7 in. × 4⅞ in.
⅓ page vertical*	2¼ in. × 10 in.
⅓ page horizontal*	4⅞ in. × 4⅞ in.
¼ page vertical*	3⅞ in. × 4⅞ in.

Ad dimensions are TRIM size and should have ⅛ in. bleed beyond the trim size. See Electronic File Preparation (back page) for further details. * ⅓ page vertical and ¼ page horizontal ads are not available. All partial page ads must include a border or non-white background. Do not include bleeds.

EDITORIAL CALENDAR 2025

Continued Focus on Resiliency

Concrete can be an extremely durable and resilient material, and designers have wide flexibility to augment and increase its performance. In 2025, *ASPIRE* will continue to keep pace with the marketplace by focusing on sustainability, resiliency, and preservation.

Reach the people you need to reach—the decision makers in the bridge design community.

ASPIRE's subscriber base of key decision makers provides a prime audience for suppliers of concrete materials and equipment as well as 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% of new and replacement bridges (based on Federal Highway Administration data). *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 challenges facing the nation's bridge builders and owners.

For Bridge Design Consultants...

ASPIRE allows you to present your design capabilities and expertise to both potential customers and potential employees in an environment that celebrates innovation in bridge design.

For more information on how to participate in this exciting magazine, contact Scott Cunningham at (678) 576-1487 (mobile) or (770) 913-0115 (office) or scunningham7@aol.com .

BONUS DISTRIBUTION (DURING A TYPICAL YEAR)

WINTER	SPRING	SUMMER	FALL
<ul style="list-style-type: none"> • Transportation Research Board meetings • World of Concrete • PCI Convention in partnership with The Precast Show 	<ul style="list-style-type: none"> • AASHTO Committee on Bridges and Structures Annual Meeting • International Bridge Conference • PTI Convention 	<ul style="list-style-type: none"> • AASHTO Subcommittee on Materials Annual Meeting • ASBI Grout Training Workshop 	<ul style="list-style-type: none"> • ASBI Annual Convention • Annual Buyer's Guide • PCI Committee Days and Membership Conference

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®

is a computer-to-plate publication.

Digital ad files are REQUIRED.

FINAL TRIM SIZE

8 1/8 x 10 7/8 inches.

All pertinent matter should be kept 1/2 inch from trim on all four sides.

(Ads must be created at 100% size.)

SPREAD ADS

16 1/2 x 11 1/8 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: lisa scacco, lscacco@pci.org

MEDIA DELIVERY

lisa scacco

Precast/Prestressed Concrete Institute

8770 W. Bryn Mawr Ave., Suite 1150

Chicago, IL 60631

Tel: (312) 583-6782

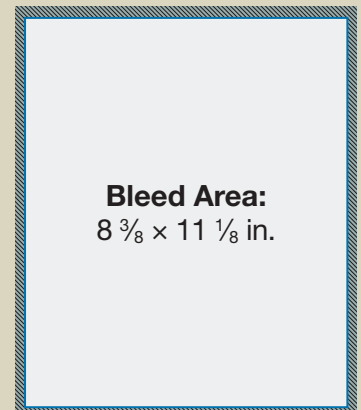
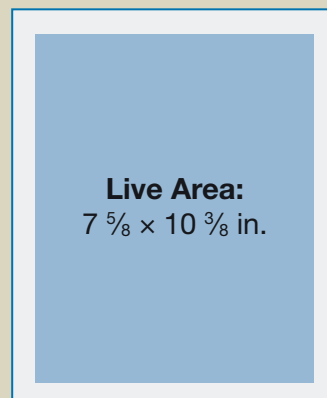
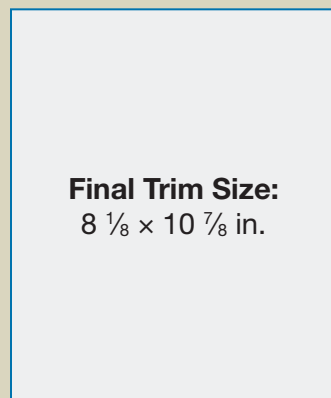
lscacco@pci.org

ELECTRONIC FILE PREPARATION

PDF FILES	Acrobat 4 (PDF 1.3) files are accepted. PDF files must be press ready . All PDFs must have crop marks with 1/8-inch bleed, and be high-resolution files with all fonts and graphics embedded.
PAGE FILES	All page files must be provided in Mac or PC format, Adobe InDesign files , including all fonts (screen and printer) and all high-resolution (300 dpi) graphic files.
GRAPHIC FILES	All illustrations, logos, etc., must be provided as Adobe Illustrator or Photoshop files.
PHOTO IMAGES	All photo images must be supplied as high-resolution files (100% size at 300 dpi). Files must be CMYK .
FONTS	All screen and printer fonts must be included. Also include all fonts used in any Illustrator 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 electronically via FTP. Contact lisa scacco at PCI, (312) 583-6782, for complete details.
DIGITAL BANNER	Banner ad specifications: Files must be 1070 x 390 pixels (width x height), 96 dpi, JPEG (.JPG) format.

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 the agency/advertiser if we find a problem with your native files or PDFs. **PCI cannot alter PDF files**, 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 lisa scacco at (312) 583-6782 or email her at lscacco@pci.org.

ADVERTISING SPECIFICATIONS





ASPIRE ADVERTISING REACH

EMAIL #1	
Total Recipients	39,427
Total Number of Opens	21,822
Total Number of Clicks	12,148
EMAIL #2	
Total Recipients	39,680
Total Number of Opens	19,860
Total Number of Clicks	12,285
Banner Ad Rates	
Discounted rate with print ad insertion	\$1,250
Standard rate	\$2,500

BANNER AD SPECIFICATIONS

Files must be 1070 x 390 pixels (width x height), 96 dpi, JPEG (.JPG) format.

PUBLISHER'S PROTECTIVE CLAUSE

Advertisers and their agencies assume liability for all content (including text, representation, and illustrations) of the banner, and assume responsibility for any claims arising therefrom made against the publisher.



<https://www.aspirebridge.com/>

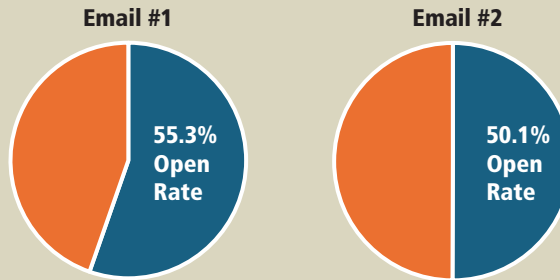
DIGITAL ADVERTISING OPPORTUNITIES FOR ASPIRE

Distribution: 35,000+

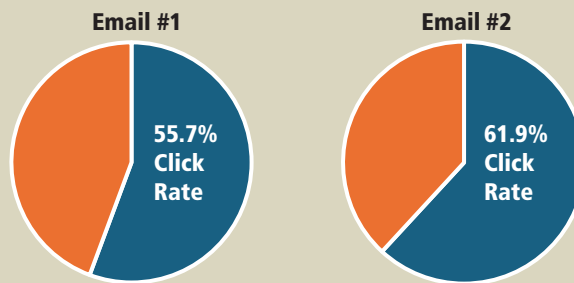
Average Open Rate: 52%

ASPIRE e-publication distribution includes 2 emails per issue, 4 issues per calendar year. Our bounce rate is low at .1%. Each email includes 2 advertising banners for a total of 16 banners for the publication year.

ASPIRE Email Engagement – Open Rates



ASPIRE Email Engagement – Click Rates



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 35,000* national stakeholders.

*Estimated including email distribution and pass-along readership.



Precast/Prestressed Concrete Institute

8770 West Bryn Mawr Avenue
Suite 1150 Chicago, IL 60631-3517
312-786-0300
www.pci.org