

2016 MEDIA KIT

# concrete openings

THE OFFICIAL MAGAZINE OF  csda™

# Readership

## Target the Specialized Industry of Concrete Cutting, Polishing and Imaging



Advertising in *Concrete Openings* magazine is the only way to reach the specialty market of cutting, polishing and imaging contractors who work with concrete, asphalt or masonry because it is the only magazine in the market specifically targeted to this segment of the industry.

### How Do You Reach 19,000+ Concrete Professionals?

Each issue of *Concrete Openings* magazine is sent to more than **12,000** operators, equipment manufacturers and suppliers to the concrete cutting, polishing and imaging industry and more than **7,000** specifiers of these services around the world.

### Who Reads the Magazine?

*Concrete Openings* reaches cutting, polishing and imaging contractors as well as specifiers of these services, including engineers, architects, general contractors and governmental agencies. Why waste your message on unnecessary circulation? Advertising in *Concrete Openings* guarantees a targeted audience of industry professionals.

### Circulation

**19,000+** minimum, per issue

**12,000+** member and prospective member companies made up of contractors, manufacturers, distributors and affiliates

**7,000+** general contractors, engineers, architects and government officials who specify concrete cutting, polishing and imaging

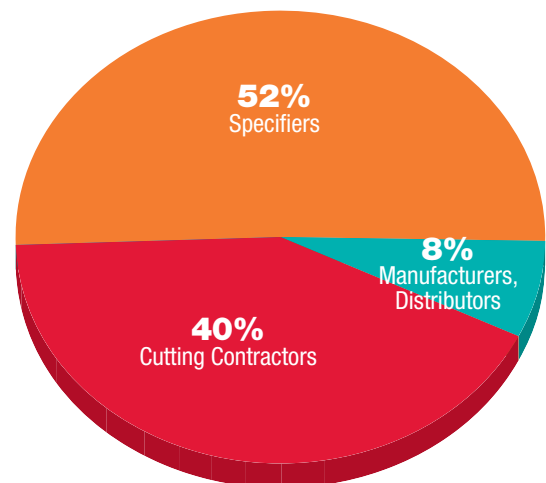
### Concrete Openings Website

*Concrete Openings* has its own website. A full page-turning copy of the magazine, including ads, is available for visitors to read on the website. The *Concrete Openings* Website also has rotating and static banner advertising opportunities available throughout the year. For more information, go to page 6 or visit [www.concreteopenings.com](http://www.concreteopenings.com).

### Readership Per Issue

A poll of *Concrete Openings* subscribers revealed that 66% pass on their copy of the magazine to at least one other person, with almost **25%** stating that the magazine is passed on to four or more people each issue. This translates to an average of four people reading each issue of the magazine for a total readership per year of approximately **60,000**.

### READERSHIP BY PROFESSION



# Print Advertising Rates

Ad rates are net, not based on commission

	MEMBER RATE			NON-MEMBER RATE		
	1x	2x	4x	1x	2x	4x
Back Outside Cover	N/A	N/A	\$4,120	N/A	N/A	\$4,755
Inside Front Cover	N/A	N/A	\$3,595	N/A	N/A	\$4,265
Inside Back Cover	N/A	N/A	\$3,595	N/A	N/A	\$4,265
Full Page	\$3,625	\$3,275	\$3,005	\$4,290	\$3,930	\$3,700
2/3 Page	\$2,755	\$2,470	\$2,280	\$3,410	\$3,155	\$2,960
1/2 Page Island	\$1,910	\$1,715	\$1,590	\$2,560	\$2,370	\$2,250
1/2 Page Horizontal	\$1,840	\$1,665	\$1,540	\$2,505	\$2,330	\$2,220
1/3 Page Vertical	\$1,475	\$1,330	\$1,240	\$2,140	\$1,995	\$1,900
1/3 Page Horizontal	\$1,475	\$1,330	\$1,240	\$2,140	\$1,995	\$1,900
1/4 Page	\$1,165	\$1,045	\$965	\$1,820	\$1,700	\$1,625
1/6 Page Vertical	\$840	\$760	\$695	\$1,475	\$1,405	\$1,340
1/6 Page Horizontal	\$840	\$760	\$695	\$1,475	\$1,405	\$1,340
1/12 Page	\$380	\$350	\$320	\$1,040	\$1,005	\$970

PAGE PLACEMENT \$250 per ad CENTER SPREAD \$250 per ad INSERT 2-Sided, Full Page, Per Insert \$5,865



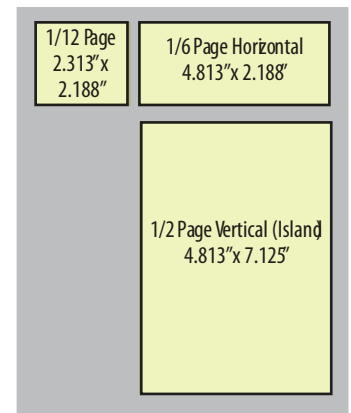
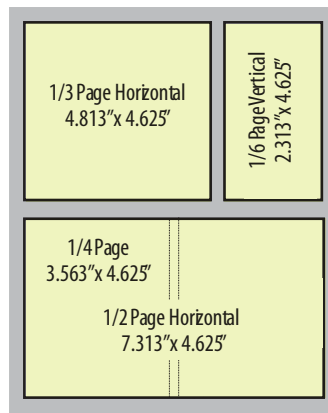
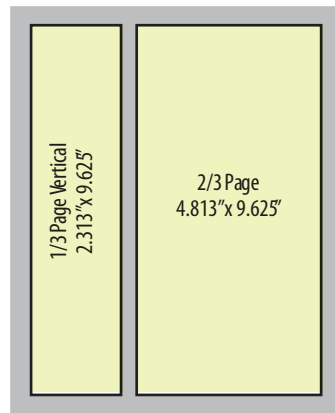
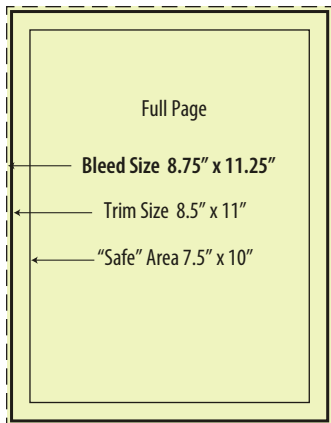
## Classified Advertising

Classified ads must refer to used equipment for sale, employment opportunities or businesses to buy or sell. Members: 10 lines \$100; Non-members: 10 lines \$200. Additional lines \$10 each. Classifieds must be received in the CSDA office on or before the closing date for that issue. Publisher reserves the right to edit classified ads for publication.

## Submission Deadlines for Space Reservation Contracts and Advertising Materials

<b>March Issue</b>	January 15, 2016
<b>June Issue</b>	April 15, 2016
<b>September Issue</b>	July 15, 2016
<b>December Issue</b>	October 15, 2016

# Mechanical Requirements



## Ad Dimensions

	WIDTH		HEIGHT
Full page (Bleed)			
Bleed Size *	8.75"	x	11.25"
Trim Size **	8.50"	x	11.00"
2/3 Page	4.92"	x	9.625"
1/2 Page Vertical	4.92"	x	7"
1/2 Page Horizontal	7.5"	x	4.68"
1/3 Page Horizontal	4.92"	x	4.68"
1/3 Page Vertical	2.33"	x	9.625"
1/4 Page	3.625"	x	4.68"
1/6 Page Horizontal	4.92"	x	2.28"
1/6 Page Vertical	2.33"	x	4.68"
1/12 Page	2.33"	x	2.28"

**\* Bleed Ads must be built to BLEED SIZE**

**\*\* Keep all critical live matter at least .5" from trim. Do not include bleed/trim marks or color bars on any ad material submitted.**

## Cancellations and Extensions

No extensions to these closing dates are possible. No cancellations or changes in space reservations will be accepted after the closing date. The publisher will repeat the advertiser's most recent ad if new material has not been received by the closing date for two—and four-time contract advertisers.

## Printing Process

Web and sheet-fed, saddle-stitched. Black and white and four-color ads are accepted. No Pantone color matches are guaranteed. All colors must be CMYK. The magazine can not be responsible for matching color from laser or color ink-jet printers. Advertisers must send a proof to accompany each ad.





# Mechanical Requirements

## Electronic File Submission

PDF/X-1a (or native files that include all graphic support files, linked and updated; and the screen and printer fonts used in the layout file).

## PDF Specifications

PDFs must meet PDF/X-1a standards.

Other PDF formats are unacceptable.

Full page ads must be built to include .125" bleed

It is recommended advertisers use Adobe InDesign or Illustrator to produce PDF files. Export or "Save As" using the PDF/X-1a settings for the application.

Choose "include document bleed" but DO NOT include bleed/trim marks or color bars. FOR QUALITY-CONTROL PURPOSES, ADVERTISERS WHO SUBMIT PDF FILES MAY BE REQUIRED TO SUPPLY NATIVE FILES IF THE PDF IS PROBLEMATIC.

## Other Acceptable File Formats

Adobe InDesign, Adobe Photoshop or Adobe Illustrator (with type converted to outlines).

## Unacceptable Materials

Ads that do not meet the mechanical requirements specified in this document will be returned for modification. Handwritten, typed, photocopied, previously printed, laser-generated or ads created in Corel Draw, Publisher, PowerPoint, Excel or Microsoft Word will not be accepted.

## Proofs

One (1) accurate proof must accompany each ad. Send an electronically composed proof either dot generated or dye sublimated.

## Images

Images should have an effective resolution of 300 dpi.

72 dpi images, or images downloaded from a website, are of unacceptable quality for magazine printing. PSD, TIFF and EPS format files are preferable to JPG.

## Fonts

OpenType or PostScript Type 1 fonts are preferred, however TrueType are acceptable. Photoshop users: Photoshop PDFs are preferred.

## Color

All colors must be CMYK or grayscale. No RGB, Lab or Index color. Tints and color type in four-color ads must be produced in a CMYK equivalent. Two- and three-color ads must be reproduced in a CMYK equivalent.

## Production

*Concrete Openings* editorial staff does not have the capability to produce ads.

## Preprinted Inserts

Standard stock weight pre-printed inserts can be scheduled in any issue. Contact the publisher for price, additional mechanical information and quantity requirements.

## Publisher's Copy Protective Clause

The publisher does not assume liability for any printed ad content (including text, representation and illustrations). Advertisers and advertising agencies must assume liability. The publisher reserves the right to reject any advertisement that is not in line with the standards of *Concrete Openings*.

# Web Advertising Rates

All rates are net, not based on commission

Ad Position #	MEMBER RATE			NON-MEMBER RATE		
	1x	2x	4x	1x	2x	4x
1	\$750	\$675	\$625	\$1,500	\$1,350	\$1,275
2	\$750	\$675	\$625	\$1,500	\$1,350	\$1,275
3	\$750	\$675	\$625	\$1,500	\$1,350	\$1,275
4	\$500	\$450	\$415	\$1,000	\$900	\$825

Campaigns for [www.concreteopenings.com](http://www.concreteopenings.com) banner ads can run for three, six, nine or twelve months.

## Ad Periods

**January 1–March 31**

**April 1–June 30**

**July 1–September 30**

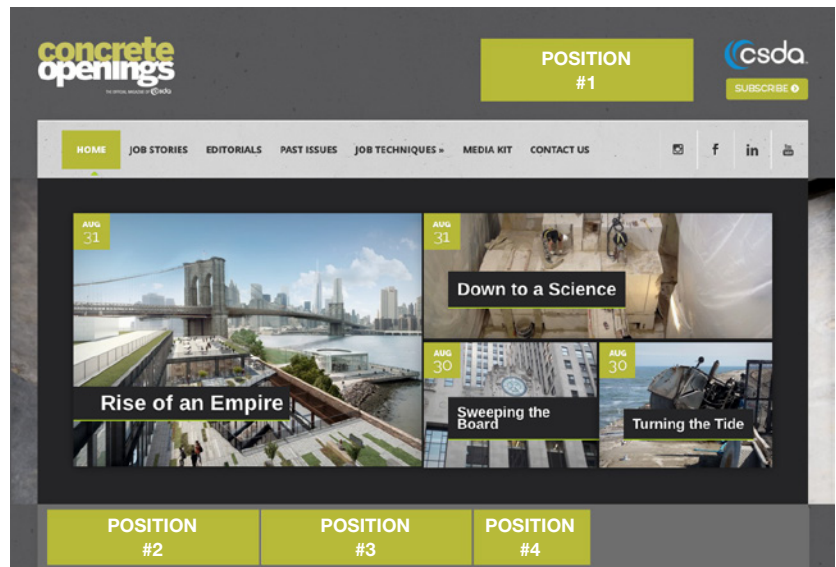
**October 1–December 31**

## Dimensions (in pixels)

	WIDTH		HEIGHT
Position #1	350	x	100
Position #2	350	x	90
Position #3	350	x	90
Position #4	190	x	90

Ads should be emailed to [rhitchen@concreteopenings.com](mailto:rhitchen@concreteopenings.com).

Images should have an effective resolution of 100 dpi or higher. Acceptable formats include .gif, .jpg and .png files.



## Notes for Advertisers

- Position #1 is a rotating ad banner that will include up to, but no more than six company ads at one time. Spaces are available on a first come, first served basis. Each impression rotates on a six-second interval.
- Positions #2, 3 and 4 are static ad spaces.
- The website has a responsive design, therefore content and ad positions automatically adjust to each visitor's device. All ads remain in prominent positions regardless.
- Artwork can be switched at any time. Advertisers should allow 24 hours for ad changes to be made following submission.



THE OFFICIAL MAGAZINE OF 

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**[www.concreteopenings.com](http://www.concreteopenings.com)**