



2024 MEDIA KIT

concrete
openings

READERSHIP



TARGET THE SPECIALIZED INDUSTRY OF **CONCRETE CUTTING, POLISHING, SELECTIVE DEMOLITION AND IMAGING**

A TARGETED AUDIENCE OF INDUSTRY PROFESSIONALS

Advertising in *Concrete Openings* magazine is the only way to reach the specialty market of cutting, polishing, selective demolition 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.

CIRCULATION

19,000+

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, selective demolition and imaging

READERSHIP



WE GUARANTEE A TARGETED AUDIENCE

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, selective demolition and imaging industry and more than 7,000 specifiers of these services around the world. Specifiers who receive the magazine include engineers, architects, general contractors and governmental agencies. Why waste your message on unnecessary circulation?

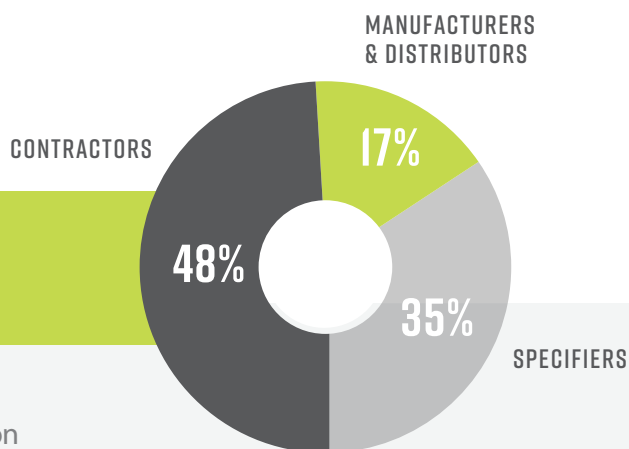
Advertising in *Concrete Openings* guarantees a targeted audience of industry professionals.

DIGITAL MEDIA

Visitors on our website can view a full-page turning copy of each issue. Rotating and static banner advertising opportunities are available throughout the year. For more information visit 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 every copy of the magazine for a total readership per issue of approximately 70,000.



ADVERTISING RATES

	Member Rate			Non-Member Rate		
	1x	2x	4x	1x	2x	4x
Center Spread	N/A	N/A	\$6,895	N/A	N/A	\$8,605
Back Outside Cover	N/A	N/A	\$4,550	N/A	N/A	\$5,370
Inside Front Cover	N/A	N/A	\$3,975	N/A	N/A	\$4,800
Inside Back Cover	N/A	N/A	\$3,975	N/A	N/A	\$4,800
Full Page	\$4,195	\$3,685	\$3,335	\$4,830	\$4,425	\$4,175
2/3 Page	\$3,110	\$2,790	\$2,530	\$3,850	\$3,560	\$3,335
1/2 Page Island	\$2,150	\$1,930	\$1,765	\$2,885	\$2,670	\$2,540
1/2 Page Horizontal	\$2,080	\$1,875	\$1,715	\$2,830	\$2,625	\$2,500
1/3 Page Vertical	\$1,675	\$1,495	\$1,380	\$2,420	\$2,245	\$2,140
1/3 Page Horizontal	\$1,675	\$1,495	\$1,380	\$2,420	\$2,245	\$2,140
1/4 Page	\$1,325	\$1,180	\$1,075	\$2,050	\$1,915	\$1,765
1/6 Page Vertical	\$960	\$850	\$775	\$1,675	\$1,580	\$1,505
1/6 Page Horizontal	\$960	\$850	\$775	\$1,675	\$1,580	\$1,505
1/12 Page	\$435	\$395	\$360	\$1,175	\$1,130	\$1,095

Page Placement \$350 Per Ad

Insert: 2-Sided, Full Page, Per Insert \$6,895 - Members Only

SUBMISSION DEADLINES FOR RESERVATION

March Issue
June Issue
September Issue
December Issue

January 17, 2024
April 18, 2024
July 18, 2024
October 17, 2024

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.



MECHANICAL REQUIREMENTS

ELECTRONIC FILE SUBMISSION

PDF/X-1a files are preferred.

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 ACCEPTED FILE FORMATS

Native Adobe Illustrator, Photoshop or InDesign files will be accepted, provided all fonts and linked images are included. Image files (.tif, .jpg) can be accepted provided the effective resolution (resolution at reproduction size) is at least 300 pixels per inch.

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.

PUBLISHER'S COPY PROTECTIVE CLAUSE

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.

Note: Avoid small text colored with or knocked out of "Rich Black" or "True Black/Registration Black" process builds. Small black text should be specified as 0C-0M-0Y-100K black.

Two- and three-color ads must be reproduced with CMYK process equivalents.

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.

WEB ADVERTISING RATES

ALL RATES ARE NET, NOT BASED ON COMMISSION

The all new revamped ConcreteOpenings.com website has 4 digital ads per page that allow you to reach thousands of new customers each month. Each ad position will have 3 rotating ads.

Drive new traffic to your website or offering, and create new leads each month. This special is a first-come, first-serve offer, please act fast since we only have ad space for 12 advertisers for the entire website.

AD PRICE PER QUARTER

POSITION	MEMBER	NON-MEMBER
Top Center:	\$1470	\$2940
Top Column	\$1270	\$2540
Bottom Center	\$960	\$1920
Bottom Right	\$720	\$1440

A 20% discount is available for those running print & digital ads. Only 12 spots available per Quarter.

AD LOCATION & SIZE

POSITION	WIDTH	HEIGHT
Top Center	948	x 133
Top Column	315	x 315
Bottom Center	948	x 133
Bottom Right	315	x 315

Ad Measurements in pixels

PLACEMENT OPTIONS

Top Center @ 3 rotations

Top Column @ 3 rotations

Bottom Center @ 3 rotations

Bottom Right @ 3 rotations

We only have space for 12 advertisers each quarter, if you are interested please act fast!

Ads should be emailed to ads@concreteopenings.com. Images should have an effective resolution of 100 dpi or higher. Acceptable formats include .gif, .jpg, and .png files

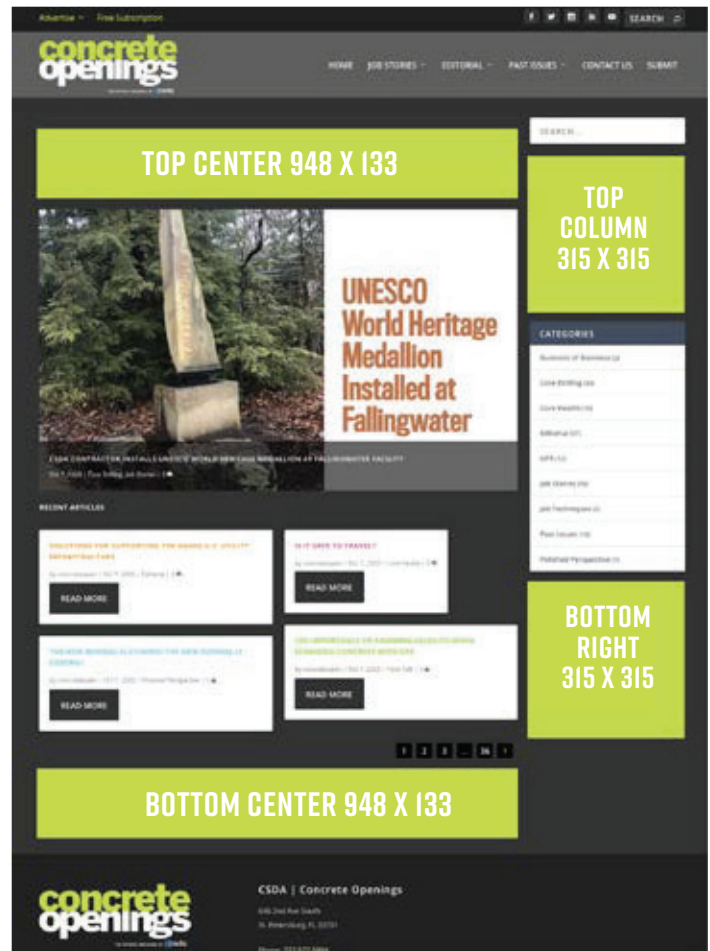
AD PERIODS

January 1 – March 31

April 1 – June 30

July 1 – September 30

October 1 – December 31



**concrete
openings**
THE OFFICIAL MAGAZINE OF CSDA

PO Box 324
St. Petersburg, FL 33731
Tel: 727-577-5004

ads@concreteopenings.com
www.concreteopenings.com