

A photograph of two construction workers on a concrete wall. One worker, wearing a yellow hard hat and safety glasses, is using a blue power drill on the wall. The other worker, wearing a blue hard hat and a green t-shirt, is standing in the foreground, looking towards the first worker. A green step ladder is positioned between them. The background shows trees and a clear sky. A semi-transparent blue rectangle is overlaid on the image, containing the text "2020 MEDIA KIT".

2020 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+

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,
selective demolition and imaging

READERSHIP

WE GUARANTEE A TARGETED AUDIENCE

HOW DO YOU REACH 19,000+ CONCRETE PROFESSIONALS?

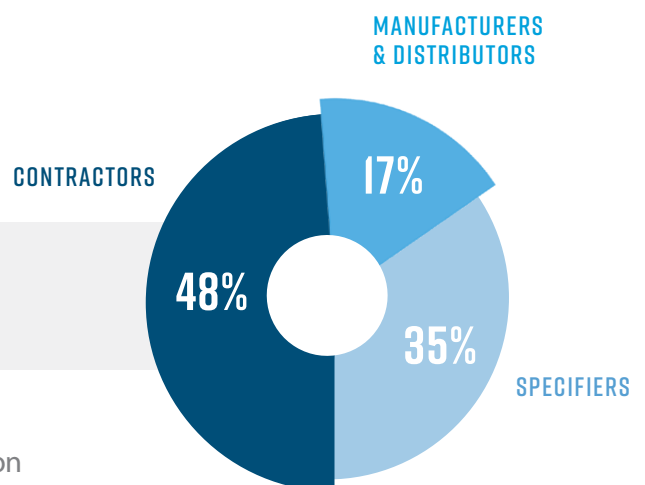
Each issue of *Concrete Openings* magazine is sent to more than 12,000 operators, equipment manufacturers and suppliers to the concrete cutting, polishing, selective demolition and imaging industry and more than 7,000 specifiers of these services around the world. Specifiers who receive the magazine 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	\$6,535	N/A	N/A	\$8,110
Back Outside Cover	N/A	N/A	\$4,315	N/A	N/A	\$5,055
Inside Front Cover	N/A	N/A	\$3,760	N/A	N/A	\$4,525
Inside Back Cover	N/A	N/A	\$3,760	N/A	N/A	\$4,525
Full Page	\$3,840	\$3,475	\$3,140	\$4,550	\$4,170	\$3,930
2/3 Page	\$2,930	\$2,630	\$2,385	\$3,625	\$3,355	\$3,140
1/2 Page Island	\$2,030	\$1,820	\$1,665	\$2,720	\$2,515	\$2,390
1/2 Page Horizontal	\$1,960	\$1,770	\$1,615	\$2,665	\$2,470	\$2,360
1/3 Page Vertical	\$1,575	\$1,410	\$1,300	\$2,280	\$2,115	\$2,020
1/3 Page Horizontal	\$1,575	\$1,410	\$1,300	\$2,280	\$2,115	\$2,020
1/4 Page	\$1,245	\$1,110	\$1,010	\$1,940	\$1,805	\$1,700
1/6 Page Vertical	\$900	\$805	\$725	\$1,575	\$1,490	\$1,420
1/6 Page Horizontal	\$900	\$805	\$725	\$1,575	\$1,490	\$1,420
1/12 Page	\$405	\$370	\$335	\$1,105	\$1,065	\$1,025

PAGE PLACEMENT: \$250 per ad, INSERT: 2-Sided, Full Page, Per Insert \$6,225

SUBMISSION DEADLINES FOR RESERVATION

March Issue: January 17, 2020

June Issue: April 17, 2020

September Issue: July 17, 2020

December Issue: October 16, 2020

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 (or native files that include all fonts and graphic support files, linked and updated).

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.

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

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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

RATE Ad Position #	MEMBER RATE			NON-MEMBER		
	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

AD PERIODS

JANUARY 1 - MARCH 31

APRIL 1 - JUNE 30

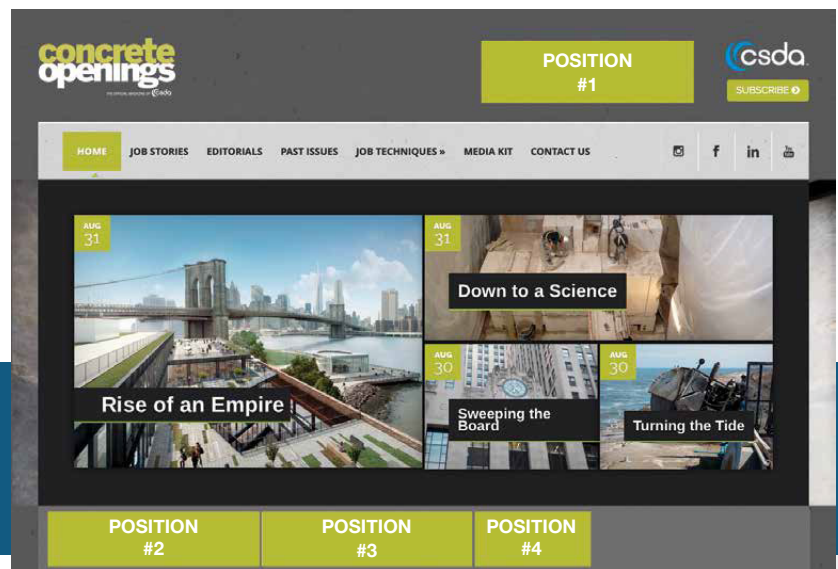
JULY 1 - SEPTEMBER 30

OCTOBER 1 - DECEMBER 30

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

CAMPAIGNS FOR ONLINE BANNER ADS CAN RUN FOR 3, 6, 9, OR 12 MONTHS



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.

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

**concrete
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THE OFFICIAL MAGAZINE OF CSDA

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