

**SAME RATES AS
2009!**

ASCENT
DESIGNING WITH PRECAST

2011 EDITORIAL CALENDAR

Winter – Military/Government Work

Spring – Parking

Summer – Schools and Higher Education

Fall – 49th Annual PCI Design Awards

Bonus Distribution

- 2011 PCI Convention and Bridge Conference
- World of Concrete

FURNISHED INSERTS

Available on a custom quote basis.

Advertising Contacts

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(312) 360-3206
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2011 CLOSING DATES AND DEADLINES

| Issue | Ad Close Date | Materials Due |
|--------|---------------|----------------|
| Winter | Dec. 10, 2011 | Dec. 17, 2011 |
| Spring | Mar. 18, 2011 | Mar. 25, 2011 |
| Summer | June 17, 2011 | June 24, 2011 |
| Fall | Sept. 9, 2011 | Sept. 16, 2011 |

| Ad Size | Width x Depth (in.) |
|---------------------|---------------------|
| Spread, bleed* | 16 1/4 x 10 7/8 |
| Spread | 15 1/8 x 10 |
| Full page, bleed* | 8 1/8 x 10 7/8 |
| Full page | 7 x 10 |
| 1/2 page vertical | 4 9/16 x 7 |
| 1/2 page horizontal | 7 x 4 3/8 |

LIVE AREA: 7 x 10 FINAL TRIM SIZE: 8 1/8 x 10 7/8

*Ad dimensions are TRIM size and should have 1/8 in. bleed beyond the trim size.

PROFILE

Ascent magazine is a quarterly publication of the Precast/Prestressed Concrete Institute. It is distributed to thousands of designers and decision makers in the construction industry.

DEMOGRAPHICS

Ascent is distributed to thousands, of which 62% are architects, engineers, bridge engineers, consultants, and project managers. An additional 23% are owners, developers, and contractors, and the remaining 15% is made up of PCI members and government officials.

| RATES | Display 4-Color | 1X Member | 1X Non-member | 4X Member | 4X Non-member |
|----------|-----------------|-----------|---------------|-----------|---------------|
| National | Two-Page Spread | \$8000 | \$12,000 | \$7200 | \$10,800 |
| | Full Page | \$4350 | \$6525 | \$3960 | \$5875 |
| | Half Page | \$2850 | \$4275 | \$2565 | \$3845 |
| Regional | Full Page | \$2898 | \$4350 | \$2610 | \$3915 |
| | Half Page | \$1898 | \$2850 | \$1710 | \$2565 |

RATES FOR PREMIUM POSITIONS

Available for full-page, four-color ads only. Advertiser is required to furnish schedule of insertions at start of contract period. Cannot be cancelled.

REGIONAL PREMIUM POSITIONS

| Preferred 4-Color | 1X Member | 1X Non-member | 4X Member | 4X Non-member |
|--------------------|-----------|---------------|-----------|---------------|
| Inside Front Cover | \$3343 | \$5025 | \$3045 | \$4575 |
| Inside Back Cover | \$3143 | \$4725 | \$2860 | \$4300 |
| Back Cover | \$3643 | \$4575 | \$3315 | \$4165 |

Regional Covers — Awarded on a first-come-first-served basis. Contact Advertising Sales Office to be wait-listed for one of three cover positions. Cover positions cannot be cancelled.



ELECTRONIC FILE PREPARATION

PDF files — Acrobat 4 (PDF 1.3) files are accepted. PDF files must be created using **Adobe InDesign 2 (or later) or Acrobat Distiller 4 (or later).** DO NOT USE Quark 6 export pdf setting. All PDFs must have crop marks with 1/8 in. bleed, and be high resolution with all fonts and graphics embedded.

Page files — **All page files must be provided in MAC format,** Adobe InDesign 2 (or later) or QuarkX-Press 4 (or later) 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, EPS 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 laser print **must** be supplied with all media for display ads, while a four-color matchprint-quality proof is strongly preferred.

Media — All files must be submitted via the PCI ftp site. Ads will not be accepted via email.

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.

MECHANICAL REQUIREMENTS

Ascent is a computer-to-plate publication. Digital ad files are required.

Final trim size — 8 1/8 in. x 10 7/8 in. All pertinent matter should be kept 1/2 in. from trim on all four sides. Ads must be created at 100%.

Spread ads — 16 1/4 in. x 10 7/8 in. All pertinent matter should be kept 3/8 in. from the gutter on both sides (3/4 in. total). Spread ads MUST be on two pages, not one.

Line screen — 150 line = 300 dpi at 100%.

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.

FTP Site

Use the PCI ftp site to quickly send your electronic files for advertisements:

Address: <ftp://ftp.pci.org>

User Name: advertising

Password: advertising

Mailing Instructions

Deliver proofs to:

PCI Publications

Attn: Ascent Advertising

200 W. Adams St., Ste. 2100, Chicago, IL 60606

(312) 360-3217