

PCI Journal

PROFILE

The *PCI Journal* is a quarterly technical publication of the Precast/Prestressed Concrete Institute. Its readers are engineers, architects, contractors, plant managers, and building code and government officials who are engaged in the design, production, or erection of precast concrete and precast, prestressed concrete structures worldwide.

The *PCI Journal* is distributed to all PCI members, with bonus distribution at World of Concrete, Green-build, and other national trade shows.

Each issue of the *PCI Journal* reports new techniques, current research, and project studies on the technical aspects of precast and prestressed concrete fabrication, design, and construction.

Of the informative articles featured in the *PCI Journal*:

- 70%** deal with design and construction
- 30%** relate to current research
- 40%** feature new applications
- 45%** address materials and equipment developments
- 55%** present industry developments



2011 EDITORIAL CALENDAR

Winter	Bridges
Spring	Fiber-Reinforced Polymers
Summer	Decks
Fall	Design

ISSUANCE AND CLOSING

The *PCI Journal* is published quarterly. No cancellations will be accepted after the closing date for advertising insertion orders. The publisher reserves the right to publish a previous ad if new art or instructions are not received by the final closing date.

2011 CLOSING DATES AND DEADLINES

Issue	Ad Close Date	Materials Due
Winter	Nov. 12, 2010	Nov. 19, 2010
Spring	Feb. 16, 2011	Feb. 23, 2011
Summer	May 18, 2011	May 25, 2011
Fall	Aug. 17, 2011	Aug. 24, 2011

RATES FOR PREMIUM POSITIONS

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

Price Per Insertion	PCI Member	Nonmember
Inside Front Cover	\$3000	\$4500
Inside Back Cover	\$2800	\$4200
Back Cover	\$3200	\$4800

Advertising Contact

Kirstin Osgood
 Manager of Sales and Member Development
 (312) 360-3206
 kosgood@pci.org

1X B/W INSERTION RATE

Size	PCI Member	Nonmember
Full page	\$1365	\$2050
Full-page spread	\$2460	\$3685
½-page (jr.) spread	\$1545	\$2320
½ page	\$870	\$1305

4X B/W INSERTION RATE

Size	PCI Member	Nonmember
Full page	\$1295	\$1945
Full-page spread	\$2330	\$3500
½-page (jr.) spread	\$1390	\$2085
½ page	\$825	\$1240

1X COLOR INSERTION RATE

Size	PCI Member	Nonmember
Full page	\$2725	\$3410
Full-page spread	\$3820	\$5045
½-page (jr.) spread	\$2905	\$3680
½ page	\$2230	\$2670

4X COLOR INSERTION RATE

Size	PCI Member	Nonmember
Full page	\$2655	\$3305
Full-page spread	\$3690	\$4860
½-page (jr.) spread	\$2750	\$3445
½ page	\$2185	\$2600

PCI MEMBER MARKETPLACE AD RATES*

	1 x	4 x
Classified ads (per 50 words)	\$180	\$170
Professional service cards	\$360	\$325

NONMEMBER MARKETPLACE AD RATES*

	1 x	4 x
Classified ads (per 50 words)	\$270	\$255
Professional service cards	\$540	\$490

*Marketplace rates apply to black-and-white ads. For any use of color, add \$100 to your total.

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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 QuarkXpress 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 files supplied must be high resolution (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 printout **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.



Size	Width x Depth, in.
Full-page spread*	16 1/4 x 10 7/8
Full page*	8 1/8 x 10 7/8
Junior spread, bleed*	16 1/4 x 4 3/8
1/2-page horizontal	7 x 4 3/8

LIVE PAGE 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.

Marketplace Professional Service Card Ads — Based on reproducing a standard-sized business card (either 2 in. x 3 1/2 in. or 3 1/2 in. x 2 in.). Provide your business card as an electronic file or as scannable artwork. For any use of color, add \$100 to your total. If a particular color needs to be achieved, the PMS number or CMYK percentage breakdown must be provided. For more information, call Kirstin Osgood at (312) 360-3206.

Marketplace Classified Ads — By word count, 50-word minimum. Supply your ad to the PCI Publications Department (Attn: Kirstin Osgood; kosgood@pci.org) as text only; all Marketplace ads will be typeset to a standard format. To include your logo, add \$100 to your total and supply the graphic as a PDF conforming to X1-a standards or as a high-resolution EPS, FreeHand, or Illustrator file with all fonts outlined or embedded. For any use of color, add \$100 to your total. If a particular color needs to be achieved, the PMS number or CMYK percentage breakdown must be provided. For more information, call Kirstin Osgood at (312) 360-3206.

NOTE: PCI preflights all ads to find problems such as missing fonts, low-resolution photos, or color problems. PCI is not responsible for improperly prepared files. PCI will attempt to notify agency/advertiser if a problem is found with native files or pdfs. **PDF files cannot be altered once received**, 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 Paul Grigonis (312) 360-3217 or email pgrigonis@pci.org.

MECHANICAL REQUIREMENTS

The *PCI Journal* 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 within the 7 in. x 10 in. live area. 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). **Full-page-spread and junior-spread ads MUST be on two pages, not one.**

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

Color — CMYK only; no Pantone spot colors.

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: Journal Advertising
 200 W. Adams St., STE 2100
 Chicago, IL 60606-5230
 (312) 786-0300