



PROFILE

Concrete is clearly the backbone of the nation’s transportation infrastructure and the material of choice for bridge designers and owner agencies. ASPIRE magazine is designed to not only protect, but expand this market share.

Reaching some 22,000 of America’s most influential bridge design professionals and owner agencies, the ASPIRE message targets key individuals and principal stakeholders in the bridge design and construction community.

Editorial pages document the benefits and advantages of all types of concrete bridge technologies—precast, prestressed concrete; cast-in-place concrete; and segmental construction—covering concrete bridge durability, longevity, safety, sustainability, and potential for accelerated bridge construction.

Each issue features a profile of a significant bridge engineer, information on trends and case histories, and departments providing news from the FHWA, state DOTs, county and city officials—plus updates on the activities and programs of the industry.

ASPIRE is produced by the Precast/Prestressed Concrete Institute (PCI) in cooperation with the associations of the National Concrete Bridge Council, including the American Segmental Bridge Institute (ASBI), Portland Cement Association (PCA), Post-Tensioning Institute (PTI), American Coal Ash Association (ACAA), Expanded Shale Clay and Slate Institute (ESCSI), National Ready Mix Concrete Association (NRMCA), Silica Fume Association (SFA), and the Wire Reinforcing Institute (WRI).

WINTER

Year of Sustainability

- ◆ Rapid Construction of Sustainable Concrete Bridges

Bonus Distribution

- ◆ Transportation Research Board Meetings
- ◆ World of Concrete
- ◆ FHWA Accelerated Bridge Construction Conference

SPRING

Year of Sustainability

- ◆ Recyclability of Sustainable Concrete Bridges

Bonus Distribution

- ◆ PCI Committee Days
- ◆ FHWA-NCBC Concrete Bridge Conference
- ◆ PTI Convention
- ◆ International Bridge Conference

SUMMER

Year of Sustainability

- ◆ Durability of Sustainable Concrete Bridges

Bonus Distribution

- ◆ AASHTO Bridge Engineers’ Meeting

FALL

Year of Sustainability

- ◆ Life-Safety Advantages of Sustainable Concrete Bridges

Bonus Distribution

- ◆ PCI Convention
- ◆ ASBI Convention
- ◆ Annual Buyer’s Guide

FEATURED IN EVERY ISSUE

- ◆ LRFD Briefing (by noted author Dr. Dennis Mertz)
- ◆ FHWA Update
- ◆ Featured Consultant
- ◆ State Article
- ◆ City/County Article
- ◆ Safety and Serviceability Feature

2010 CLOSING DATES AND DEADLINES

Issue	Ad Close Date	Materials Due
Winter	Dec. 2, 2009	Dec. 9, 2009
Spring	Feb. 23, 2010	March 2, 2010
Summer	May 19, 2010	May 26, 2010
Fall	Aug. 23, 2010	Aug. 30, 2010

RATES

Display 4-Color	1X	2X	4X*
2-Page Spread	\$11,375	\$10,840	\$10,325
Full Page*	\$6500	\$6200	\$5900
1/2 Page	\$4250	\$4000	\$3750
1/3 Page	\$3500	\$3250	\$3000

*4X Bonus: Web Banner and FREE Listing in Buyer’s Guide

Maintenance, Repair and Rehabilitation (MMR) Only

1/4 Page	\$2500	\$2250	2000
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RATES FOR PREMIUM POSITIONS

*Preferred Cover Position Premium (add to above full page rate)

Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	25%



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 $\frac{1}{8}$ 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 — Macintosh files must be supplied on a CD, DVD, or Iomega Zip disk (100MB or 250MB.)

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.

FURNISHED INSERTS

Available on a custom quote basis.

Advertising Contacts

Jim Oestmann, Advertising Sales Manager
(847) 838-0500
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Rob Brockley, Advertising Account Manager
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(847) 838-0500
taaron@arlpub.com

Ad Size	Width x Depth (in.)
Spread, bleed*	16 $\frac{1}{4}$ x 10 $\frac{7}{8}$
Spread	15 $\frac{1}{8}$ x 10
Full page, bleed*	8 $\frac{1}{8}$ x 10 $\frac{7}{8}$
Full page	7 x 10
$\frac{1}{2}$ page vertical	4 $\frac{9}{16}$ x 7
$\frac{1}{2}$ page horizontal	7 x 4 $\frac{5}{8}$
$\frac{1}{3}$ page vertical	2 $\frac{1}{4}$ x 10
$\frac{1}{3}$ page horizontal	4 $\frac{9}{16}$ x 4 $\frac{9}{16}$

LIVE AREA: 7 x 10 FINAL TRIM SIZE: 8 $\frac{1}{8}$ x 10 $\frac{7}{8}$

*Ad dimensions are TRIM size and should have $\frac{1}{8}$ in. bleed beyond the trim size.

MECHANICAL REQUIREMENTS

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

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

Spread ads — 16 $\frac{1}{4}$ in. x 10 $\frac{7}{8}$ in. All pertinent matter should be kept $\frac{3}{8}$ in. from the gutter on both sides ($\frac{3}{4}$ 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 there from 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

Send ad materials, disks, proofs, and instructions to:

PCI Publications
Attn: Aspire Advertising
200 W. Adams St., Ste. 2100
Chicago, IL 60606
(312) 360-3217