

Interlocking CONCRETE PAVEMENT MAGAZINE

*A publication
of the
Interlocking
Concrete
Pavement
Institute*

2012 Media Planner & Rate Card

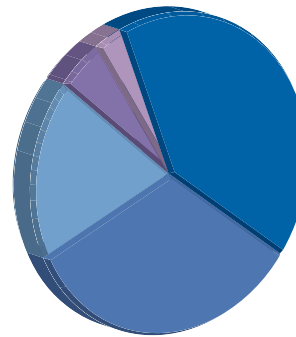


*Reach the Decision Makers in the North American
Segmental Concrete Pavement Industry*

Reach your target with the *Interlocking Concrete Pavement Magazine!*

More than 24,000 design professionals, contractors and industry leaders turn to the *Interlocking Concrete Pavement Magazine* for the latest news, applications, case studies and information in the segmental concrete pavement industry. This quarterly magazine's circulation also includes sponsored copies and copies distributed at key industry tradeshow and events. When you advertise in the *Interlocking Concrete Pavement Magazine* you'll reach a targeted and qualified audience not found anywhere else. We help you reach:

- Key decision makers in the North American segmental concrete pavement industry.
- Paver manufacturers in the U.S. and Canada and other professionals.
- Contractors who install most of the segmental concrete pavement systems in North America, plus select general contractors.
- Design professionals & specifiers—landscape architects, engineers and architects who design and specify segmental concrete pavers, concrete pavements, permeable interlocking concrete pavements, concrete grid pavers and precast concrete paving slabs.
- City engineers and public works officials responsible for street design and construction with segmental concrete pavers.



Purchasing Roles Among Our Readership



The *Interlocking Concrete Pavement Magazine* delivers more segmental pavement education and installation focused articles than any other landscape/hardscape industry publication. In

addition, the magazine is now available online and is easily searchable through archived editions. The magazine maximizes your advertising dollars with a digital version at icpi.wehaaserver.com/ delivering more repeat readers and a longer shelf life.

2012 *Interlocking Concrete Pavement Magazine* Editorial Calendar

Issue	Editorial Focus	Bonus Distribution
February Closes: 12/1/2011 Ad materials due: 12/13/2011	<ul style="list-style-type: none"> • Municipal/Commercial Project Focus • Construction Tolerances – Contractor Continuing Education Credits • ASTM and CSA Test Methods and Standards Update 	<ul style="list-style-type: none"> • ICPI Annual Meeting • ICON Show • The Precast Show
May Closes: 2/14/2012 Ad materials due: 3/9/2012	<ul style="list-style-type: none"> • Municipal/Commercial Project Focus • ICPI Industrial and Airport Pavement Design Manuals • ICPI Tech Spec 12 – Update on Snow Melting Systems • PICP Maintenance • PICP Model Ordinance • Paver Plant Certification Program 	
August Closes: 5/18/2012 Ad materials due: 6/8/2012	<ul style="list-style-type: none"> • Municipal/Commercial Project Focus • Hardscape North America Program Review • 10th International Conference on Concrete Block Paving Program Review • Contractor Focus: ICPI Tech Spec 2—ICP Construction Updates • State PICP Initiatives • ICPI Residential Technician Course Overview 	<ul style="list-style-type: none"> • ICPI Summer Meeting • HNA
November issue Closes: 8/29/2012 Ad materials due: 9/12/2012	<ul style="list-style-type: none"> • Municipal/Commercial Project Focus • LEED® 2012 Credits from Segmental Concrete Pavements • University of New Hampshire Stormwater Center – PICP Research Update • Toronto and Region Conservation Authority – PICP Research Update • Hardscape North America Award Winners • ICPI Tech Spec on Crosswalks 	

AD RATES

B/W Rates (ICPI members receive a 15% discount)

Size	1x	3x	4x	6x	8x
2 Page Spread	\$5,510	\$5,178	\$5,009	\$4,850	\$4,684
Full Page	\$3,067	\$2,886	\$2,793	\$2,699	\$2,607
2/3 page	\$2,780	\$2,610	\$2,526	\$2,447	\$2,363
1/2 page island	\$2,596	\$2,442	\$2,364	\$2,285	\$2,207
1/2 page	\$2,379	\$2,239	\$2,167	\$2,094	\$2,022
1/3 page	\$1,772	\$1,667	\$1,611	\$1,560	\$1,507
1/4 page	\$1,422	\$1,338	\$1,288	\$1,252	\$1,209
1/6 page	\$999	\$936	\$907	\$879	\$849

Color Rates (ICPI members receive a 15% discount)

Size	1x	3x	4x	6x	8x
2 Page Spread	\$7,077	\$6,746	\$6,577	\$6,229	\$6,017
Full Page	\$4,636	\$4,453	\$4,361	\$4,080	\$3,941
2/3 page	\$4,347	\$4,179	\$4,094	\$3,826	\$3,695
1/2 page island	\$4,163	\$4,010	\$3,932	\$3,664	\$3,539
1/2 page	\$3,947	\$3,806	\$3,734	\$3,474	\$3,355
1/3 page	\$3,341	\$3,235	\$3,179	\$2,941	\$2,841
1/4 page	\$2,990	\$2,905	\$2,856	\$2,632	\$2,542
1/6 page	\$2,568	\$2,503	\$2,475	\$2,261	\$2,184

*Discount based on B/W rates plus four-color process

Note: All 6x and 8x rates apply to Volume 19 or the calendar year 2012, i.e., multiple ads in one or more issues.

Bleeds: Add 10% (10% added to space rate. No charge for gutter bleeds on 2-page spreads).

Special Position Requests: Add 25% to space rate.

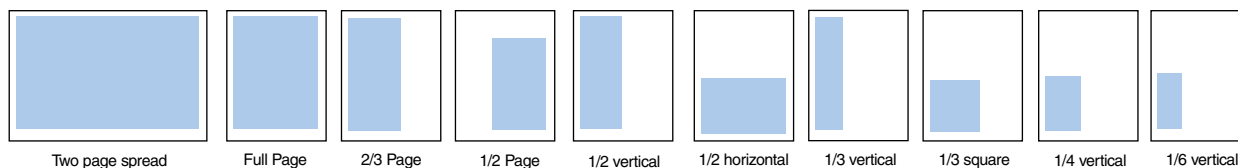
Mechanical Specifications, U.S., Metric

Trim size: 8.5 in. x 11 in. (215 cm x 275 cm),

Live area 7 in. x 10 in., (175 cm x 250 cm)

Saddle Stitched—Bleeds add 1/8 in. (3mm)

	Width in.	Height in.	Width cm	Height cm
2 page spread, no bleed	15 1/2"	10"	38 cm	25 cm
Full page, no bleed	7"	10"	19 cm	25 cm
2/3 page	4 9/16"	10"	12 cm	25 cm
1/2 page island	4 9/16"	7 1/2"	12 cm	19.5 cm
1/2 page vertical	3 5/16"	10"	12 cm	25 cm
1/2 page horizontal	7"	5"	19 cm	12 cm
1/3 page vertical	2 3/16"	10"	6 cm	25 cm
1/3 page square	4 9/16"	5"	12 cm	12 cm
1/4 page	3 5/16"	5"	6 cm	19 cm
1/6 page vertical	2 3/16"	5"	6 cm	12 cm



Premium Placement: (ICPI members receive a 15% discount)

	1x	3x	4x
Back Cover	\$5,896	\$5,662	\$5,548
Inside Cover	\$5,420	\$5,210	\$5,106



Permeable & Interlocking Concrete Pavement Marketing Resources

ICIM Fact Sheets

These fact sheets focus on the features and benefits of ICP and PCP in the industrial, commercial, institutional and municipal (ICIM) markets. These sheets are a great tool when presenting to design professionals or municipal officials.

More Marketing Resources are available at www.icpi.org

Order online at www.icpi.org

Sample ad

New in 2012

Marketplace Advertising

(ICPI members receive a 15% discount)

4-color, 1.75" x 4.5"	4x
Non-member	\$658
Member	\$560

Eight ads per page.

Advertising inserts are available—Call for pricing.

Classified Advertising:

Per column inch:	1x	3x	4x
Non-member	\$80	\$74	\$68
Member	\$68	\$60	\$54

Column width is 25/16 in. (60 mm). Classified ads may not be more than four column inches in length, and may be set in one- or two-column width.

No agency commission on classifieds.
No display ads.

Contact Amanda Daniel today at (972) 596-8777 or amanda@mohanna.com to reserve your preferred placement.

SPECIFICATIONS

Editorial Content

The *Interlocking Concrete Pavement Magazine* is the only publication dedicated to reporting production, design, construction and maintenance technology of segmental concrete pavements. Highlighted in the magazine are North American residential, commercial, municipal and heavy-duty segmental concrete pavement projects as well as unique applications from around the world. The editorial content offers insights for design professionals and contractors on the how and why of these pavement applications. Also, featured are industry events and educational opportunities for readers and new resources offered by the Interlocking Concrete Pavement Institute (ICPI). Additional highlights include:

- More articles on installation and education than any other publication in the landscape/ hardscape industry. This means more repeat readers and a longer shelf life.
- Contractor Focus and Engineer's View: Articles tailored to the interests of these readers

Advertising Policy

No advertising will be accepted from manufacturer or contractor companies. ICPI members advertising products or services in the magazine receive a 15% discount on rates. Editorial advertisements shall have the word ADVERTISEMENT on them so readers know it is an advertisement. Advertising will be accepted with endorsements or promotion of the product by manufacturer, associate or contractor ICPI members. No more than three manufacturer or contractor company names may be listed on the endorsing advertisement.

General Information

- Recognized agencies receive a 15% discount from net billing, only if paid within 30 days.

Advertising Sales

Amanda Daniel

Mohanna Sales Representatives
305 W. Spring Creek Pkwy.
Bldg C, Suite 101
Plano, TX 75023
(972) 596-8777
amanda@mohanna.com

- Editorial calendar is subject to change without notice.
- Special positioning only guaranteed on ads contracted at premium rates.
- Frequency discounts are given only as noted. Contract for all ads must be submitted with the first ad.
- All advertising is subject to approval by publisher.
- Publisher reserves the right to put the word "Advertisement" with copy that, in the publisher's opinion, resembles editorial matter.
- Publication circulation of more than 24,000.

Materials Specifications:

Output:

PDF/X-1a files are required for all ads. View specifications at swop.org or adobe.com (search on PDF/X compliance).

- Fonts must be outlined or embedded.
- All colors must be converted to CMYK.
- Crop marks and color bars should be outside printable area (12 pt offset).
- Only one ad page per PDF document.

Document Setup:

- QuarkXPress or Adobe InDesign should be used for ad layouts.
- Photoshop—350 dpi CMYK or grayscale, actual size, 600 dpi minimum bitmap, flattened layers, .tif or .eps format, binary encoding (no JPEG and no extra channels).
- Illustrator—outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK; no PMS/ Pantone spot colors.
- Black Text 12 pt. or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Ink density not to exceed 300%.

- Do not use registration swatch for black

Unacceptable File Types:

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files not accepted.

Proofs

- Contract Proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP® approved. View specifications online at swop.org. Publisher cannot be held responsible for the final outcome of ad/color on press if the appropriate proof is not provided.

Failure to follow these guidelines may require additional time and charges and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication.

FTP Submittal

To expedite the art submission process, please use ICPI's FTP site. To access the FTP site, we recommend using an FTP client application such as Fetch (Mac), CuteFTP, and FTP Voyager (Windows).

FTP Login information

host: media.icpi.org
username: media
password: icpi@2012

(please note that login is case sensitive)

Place files for upload in the "Ad Incoming" folder

Please notify Christy Bradford at christy@mohanna.com with the file name and the date of upload. Please include the advertiser name in the file name.

Editorial

Interlocking Concrete Pavement Institute

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