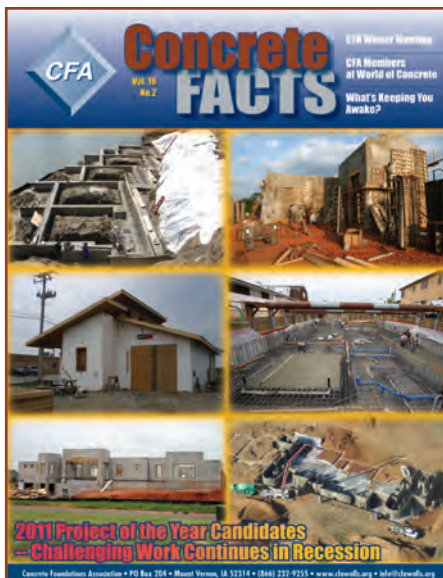


Concrete FACTS

MEDIA KIT VOL.19



If you manufacture or market a product for the concrete foundations wall industry...

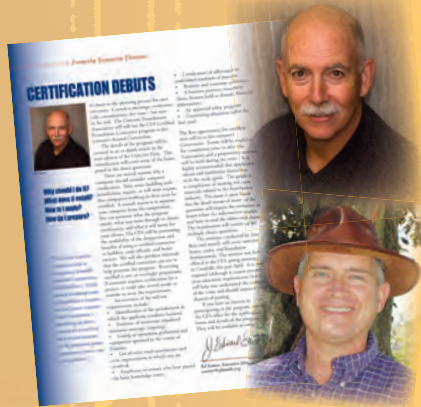
...you simply will not find a more efficient, effective way to reach your audience than advertising in **CONCRETE FACTS** magazine.

WHAT'S NEW

...4 print magazines per year in addition to online publication
...Print cycle from July 1 to June 30
...Free member ad incentive program
...Regular department content

CFA
NATIONAL
ASSOCIATE
MEMBERS...
FREE ADD
DISCOUNT
INSIDE!

At home in the pages of the leading foundation industry magazine, your advertisements will reach over 3,000 targeted readers, and even more with on-line viewers.



Inspiring and timely Executive Director and President messages are found in each issue, along with regular features containing current member and industry news, project and member profiles, and an additional management oriented article

Readers find your ad in CONCRETE FACTS delivered 4 times yearly by mail and at major industry events, and online at cfawalls.org

Concrete FACTS

MEDIA KIT VOL.19



Concrete Facts... a magazine designed to reach the maximum number of dedicated concrete foundation industry professionals along with a significantly increased readership. In print and online, and NOW published FOUR times yearly, we deliver your content to those that are most interested.

Each magazine in print is read by an average of 3-5 people and our members frequently communicate that they leave their copies out for all that visit them to read. This helps your message reach several thousand readers directly related to the concrete foundations industry. Online, recognized readership has steadily grown since introducing this option at the beginning of 2008. Our goal is to see this grow to more than 500 hits per month as people become more comfortable with viewing content online. It stands to be a significant benefit to your company and products.

Geographically, the print edition readers are located throughout the continental U.S., Alaska and Canada. Online, readership has expanded dramatically to reach around the world to all markets interested in concrete construction.

If you want to reach the concrete foundation industry, advertise in CONCRETE FACTS. Give us a call, and we'll put together a package that meets your specific needs. This brochure provides all of the information you need to begin making this decision but we remain dedicated to supporting this primary membership benefit and outreach of this Association.

We continually seek opportunities to extend this great resource to as much of the market as possible. A partial list of distribution points includes: World of Concrete, International Builders Show, CFA regional meetings, the CFA Summer Convention and other related industry events. Last year alone, more than 25,000 complimentary copies across the six editions were distributed.

If you want to reach the concrete foundation industry, advertise in 'Concrete Facts'. Give us a call, and we'll put together a package that meets your specific needs. This brochure provides all of the information you need to begin making this decision but we remain dedicated to supporting this primary membership benefit and outreach of this Association.

NEW RATES FOR 2011-2012

In Every Issue

It is the intent of CONCRETE FACTS to provide meaningful and business-shaping information in every issue while maintaining this resource as the primary communication voice to the network of CFA members. In order to connect readers and advertisers, maintaining fresh, up-to-date information ensures that each issue will be sought as much or more than the previous with anticipation. You are guaranteed to find the latest on Association and other industry events, training and certification, as well as the details pertinent to securing your involvement in these opportunities.

We continue to evolve CONCRETE FACTS to best serve our readers, especially our members. Each issue in Volume 19 will offer a broad range of features and programs that CFA now offers.

You will find your ad among these topics:

- Management Corner, containing information on legal, financial, best practice and other core business components;
- Technical Corner, containing the latest on codes, engineering, unique weather practices and a variety of construction practices and tips;
- Web Corner, introducing you to areas of the CFA's website that can become helpful tools and opportunities for your business;
- Certification Corner, providing the most current information on the CFA Foundation Certification Program such as recent certifications, upcoming events, CEU course listings and success stories;
- Membership Corner, providing stimulating articles of interest on CFA members, changes in the network and a wide variety of membership-based supporting content.

In short, CONCRETE FACTS is a professional newsletter with the look and feel of an industry periodical... providing 4-color photography and graphics combined with editorial content from knowledgeable writers. This is the one magazine dedicated to the concrete foundation industry that you can't afford to miss and can't afford to remove for consideration of your marketing dollars.

Concrete FACTS

EDITORIAL CALENDAR

Our new editorial calendar reflects a focus in each quarterly issue on the areas with greatest energy and impact on our member businesses. We are committed each month to bring forth content that offers risk management, worker safety and code issues along with inspirational and informative messages from our Executive Director and current CFA President. Our issues will also offer intriguing stories from the historical archives of the CFA and company profiles while maintaining our information on key events and the many programs established at the CFA. Take a look at the line-up for each issue planned this year:

Vol 19, No 1: September 2011

Ad closing date Aug 26

The Year Ahead and CFA Convention Wrap-Up

You can't host a major industry convention without spending time telling all about its success. This issue is dedicated to providing final information about the event, the dedication of the sponsors, and the quality of education and networking each attendee received. We'll also talk about the year ahead – the challenges, the opportunities, the events, etc.

Vol 19, No 2: December 2011

Ad closing date Nov 25

World of Concrete Preview and the Projects of the Year - CFA Style

This issue dedicates specific focus to the World of Concrete and your opportunities during this annual event. CFA will be on the display floor, as well as hosting several member educational and social events. One of them will be yet another opportunity to certify your technicians and your company as Certified Contractors within our industry. We will take some time in this issue to talk to those who have already certified and what it has meant to them.

Vol 19, No 3: March 2012

Ad closing date Feb 25

World of Concrete - The Wrap-Up

On the heels of the concrete industry's largest event, this issue will focus on the myriad of features uncovered during the 2011 World of Concrete and describe the powerful networking and involvement of the CFA and residential industry as a whole in this event. This issue dedicates a specific editorial piece to the winning projects of the 2012 CFA Projects of the Year competition. These projects were displayed and voted on at World of Concrete, and now are presented with expanded information on the accomplishments and the challenges that were faced. We'll also get in a glimpse of what our Annual Convention will provide.

Vol 19, No 4: June 2012

Ad closing date May 25

CFA Annual Convention - The Detail

The signature event in the CFA calendar each year, Convention brings together the top professionals in the residential foundation industry in an event that is designed to relax, refresh and renew their business focus. The peer group that assembles at this event is committed to making each and every person in attendance committed to the year ahead. CFA responds with an event schedule and education program that provides the right combination of inspiration and networking opportunity.

Learn 2012 event details and how advantageous it is for your company to be involved in the powerful networking and exhibit opportunities.

ALL ACTIVE CFA NATIONAL ASSOCIATE

MEMBERS will receive a free ¼ page ad – a \$500 value per issue (or may be applied toward a larger ad space). Contact CFA Headquarters to find out more of the details on membership and to confirm your company status. Visibility of the products and services offered through the CFA to the industry is of primary importance in this Association.

**CFA
NATIONAL
ASSOCIATE
MEMBERS**

**Concrete
Foundations Association
of America**

www.cfawalls.org

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Concrete FACTS

MEDIA KIT VOL.19



AD RATES & SIZES

Digital Specifications

Media Accepted: CD, email, or ftp
Formats Accepted: ONLY send high resolution PDF, jpg, tif, or eps file. PDF preferred.

Color: Color images should be saved in CMYK format. Please convert images to 300 dpi CMYK color before creating PDF.

Graphics: Resolution 300 dpi.

Fonts: Use Adobe or Open Type fonts – do not use True Type fonts.

WHERE TO SEND YOUR AD

UPLOAD

You may send your file to us using any current upload site provided you email us the connection information.

EMAIL ...

jbaty@cfawalls.org

MAIL ... (with Hi-Res hard copy)

Concrete Facts – attn: Editor
 Concrete Foundations Association
 113 1st St NW, PO Box 204
 Mount Vernon, IA 52314

CONTACT INFORMATION

ADVERTISING INSERTION ORDER QUESTIONS

For billing and advertising placement, contact the CFA Office

866-CFAWALL
 or 319-895-6940, Jim Baty
 Fax 320-213-5556
 jbaty@cfawalls.org

GRAPHICS

319-389-8602 or email to
 jbaty@cfawalls.org

Size Dimensions TRIM SIZE OF PUBLICATION IS 8.5 X 11 INCHES

NEW RATES FOR 2011-2012

AD SIZE	ORIENTATION	LIVE AREA, inches	WITH BLEED, inches	COST PER ISSUE
FULL PAGE	Vertical	7.5 wide x 10 tall	8.75 wide x 11.25 tall	\$200 - \$500 = \$1500
<small>INSIDE FRONT COVER AND INSIDE BACK COVER OPTIONS AVAILABLE. CONTACT CFA FOR CURRENT RATES.</small>				
FULL PAGE	Vertical	7.5 wide x 10 tall	NO bleed	\$200 - \$500 = \$1500
HALF PAGE	Horizontal only	7.5 wide x 4.875 tall	bleed not available	\$1200 - \$500 = \$700
<small>OUTSIDE BACK COVER OPTION AVAILABLE. CONTACT CFA FOR CURRENT RATE.</small>				
QUARTER PAGE	Vertical only	3.875 wide x 4.875 tall	bleed not available	\$500 - \$500 = FREE!!!

Current holders of premium spaces (inside front and back and outside back of cover) have the first right of refusal for that space. Space is available on a first-come-first-serve basis, determined by receipt of payment.

FULL PAGE
 VERTICAL
 BLEED
 8.5 X 11
 WITH 1/8
 BLEED ADDED
 TO ALL SIDES

FULL PAGE
 VERTICAL
 7.5 X 10

HALF PAGE
 7.5 wide
 x 4.875 tall

QTR PAGE
 3.65 wide
 x 4.875 tall

**YOU MUST HOLD A CURRENT
MEMBERSHIP TO ADVERTISE**

Contract Conditions: Advertisers and their agencies assume all liability for their ad content. The publisher is not responsible for errors in the advertiser's index. Publisher may reject any advertising. Publisher will label editorial-style copy with the title 'Advertisement'. Extreme care will be taken to assure that each advertising order is handled to the exact requirements of the advertiser and/or advertising agency.