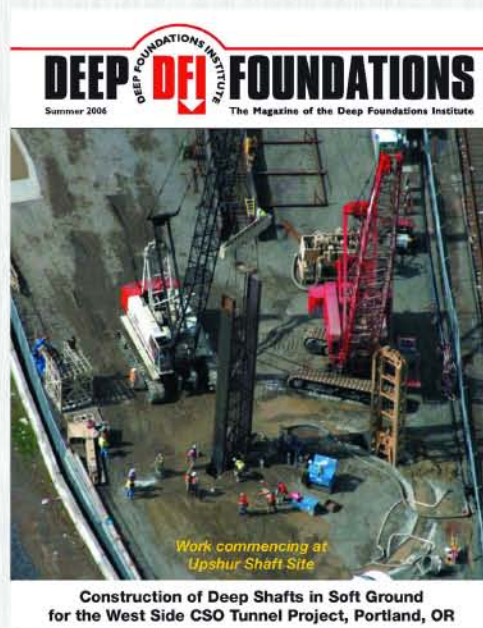
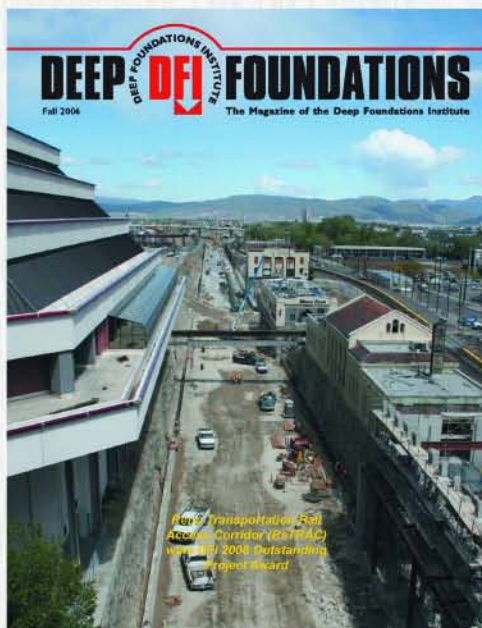
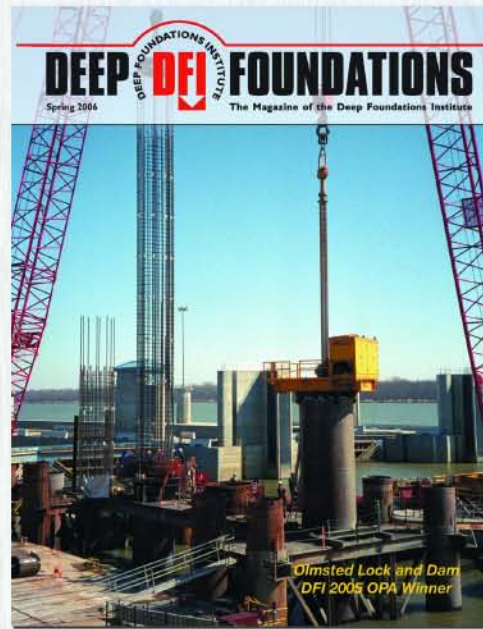


DEEP FOUNDATIONS MAGAZINE

DFI MEDIA KIT



DEEP FOUNDATIONS MAGAZINE

MEDIA KIT

Who we are:

DEEP FOUNDATIONS Magazine is the publication of the Deep Foundations Institute, the interdisciplinary association which provides a forum to discuss the technical issues and concerns unique to the field of deep foundation design and construction.

What we do:

DEEP FOUNDATIONS is created by the industry for the industry and we strive to keep readers up to speed with the state of the art that addresses the concerns and interests of the Deep Foundation Professional. The contributors and editors of DEEP FOUNDATIONS have one specific goal in mind: **Keep the reader's informed about the industry the reader's themselves are shaping.** Content is developed for this particular reason and our writer's are held to the highest level of professionalism in reporting.

Also fresh in every issue, we aim to:

- keep DFI members up-to-date on the ongoing and upcoming events and activities of the Institute and its technical committees
- dispense information on new techniques, products and technology in the industry
- provide news on the leading corporations and individuals in the industry
- announce upcoming industry events

**Also included in each issue is a centerfold technical article, a cover story on an outstanding industry foundation project, a section dedicated to information from DFI Europe, a section entitled FHWA Forum which brings new developments from the Federal Highway Administration, as well as editorials by the DFI President, DFI Executive Director and the Executive Vice President of the ASFE.

Who we reach:

DFM has a worldwide circulation base of over 1,800 readers which includes Contractors, Engineers, Material/Equipment Suppliers, Service Providers, Testing Providers, Academia, Government Employees, and Students. Our readers are on the forefront of the industry and conceptualize and contribute to major projects such as Dams, Highways, Commercial Buildings, Bridges, Storm Retention Systems, and Historical Building Preservation, just to name a few.

Why advertise in DFM?

Advertising in DEEP FOUNDATIONS is one of the brightest and best moves your company can make to increase business. DFM is a magazine created by the industry for the industry, so what better way to promote services, enhance product awareness or increase consumer traffic than to advertise in a publication that hits a unique and specialized demographic? If you are reading DEEP FOUNDATIONS, chances are you are directly or peripherally involved in the deep foundation construction industry. What better assurance in your advertising dollars, than knowing that your audience is being reached on a consistent basis?

To advertise in DFM one must be a corporate member in good standing.

DEEP FOUNDATIONS MAGAZINE

AD INFO

Acceptable File Formats for Advertisements:

- QuarkXpress 7 Highest
 - Adobe Illustrator CS2 Highest
 - Indesign CS2
 - PageMaker 7.0 Highest
 - High Resolution PDF* files
(Adobe Acrobat Distiller 4.0 specs:
"Job Options: Press Optimized")
- *PDF files can be color CMYK*

Submission Guidelines:

To submit an advertisement for the Deep Foundations Magazine please choose one of the following methods (PC or Macintosh Formats)

- Mail – the preferred method of submission is via mail. Please mail CD and a hard copy of your ad to Leanne Pedlar c/o DFI Headquarters.
- Email 10MB or smaller files to **lpedlar@dfi.org**. A hard copy of your ad still **MUST** be mailed for comparison purposes
- FTP upload – Simply go to <ftp://dfiftp:deep@ftp.dfi.org/DFMAAds/> and drag and drop your files/folders onto our FTP site. When transporting files or folders please include in the file title your corporation's name and the issue in which the ad will appear.

Graphic Guidelines:

- Graphics, photos & fonts associated with the ad file must be included and a 100% size laser print proof must be mailed to DFI Headquarters for comparison
- Bitmap graphic images should be at minimum 800 dpi and maximum 1200 dpi.
- Photographic prints, slides & transparencies are acceptable.

- Electronic color photos must be a minimum of 300 dpi saved in .eps or .tiff formats. (when using a digital camera set to high resolution for optimal results)
- **HARD-COPY DIGITAL PHOTOS AND/OR FILM ARE NOT ACCEPTABLE.**

General Magazine Information:

- Trim Size:** 8 1/2" x 11"
- Distribution:** DFI members (1800+)
- Paper Stock:** 70# Coated
- Frequency:** Quarterly
- Binding:** Saddle Stitched
- Readers:** Contractors, Engineers, Material/Equipment Suppliers, Service Providers, Testing Providers, Educators, Government Employees

Content: DFI News, Featured Technical Article, Committee Reports, DFI European News, Crew Reports, Supply Line, Upcoming DFI Events, Upcoming Industry Events, General Industry News

Sizes & Rates:

Page Fraction	Alternate Sizes Width x Height	Black & White	Four Color
1/8 page	3-5/8" x 2-1/4"	\$140	\$200
1/4 page	3-5/8" x 4-1/2"	\$225	\$300
1/2 page	8-3/4" x 5" (horizontal bleed)	\$350	\$480
	7-3/4" x 4-1/2" (horizontal-no bleed)		
	3-5/8" x 9-3/8" (vertical-no bleed)		
Full page	7-3/4" x 9-3/8" (no-bleed image area)	\$740	\$960
	8-3/4" x 11-1/4" (full page bleed)		

Insertion Order Form

DFI Corporate Member Advertiser Information:

Date: _____

Organization: _____

Contact Name: _____

Address: _____

City: _____ State/Country: _____ Zip Code: _____

Tel: _____ Fax: _____

Email: _____

Submission Deadlines:

Winter 07: October 13, 2006

Summer 07: April 13, 2007

Spring 07: January 12, 2007

Fall 07: July 13, 2007

Please check issue(s) in which you would like this ad to run:

Winter 2007

Summer 2007

Spring 2007

Fall 2007

Please answer the following questions about your insertion:

Will you be running:

The same ad for all issues indicated

A different ad for each issue indicated

I am only signing up for one issue at this time

Ad Size:

1/8 Page

1/4 Page

1/2 Page

Full Page

Ad Color:

Black & White

Four-Color

Ad Type (for 1/2 and full page ads only):

Bleed

No Bleed

We will be submitting the ad in the following format:

CD

Email attachment

FTP upload

***** All Advertisers Must Also Provide ***
a Hard Copy of Ad for Comparison Purposes**

Return to: DFI, 326 Lafayette Avenue, Hawthorne, NJ 07506

Fax: 973-423-4031 • Email: lpedlar@dfi.org

Signature: _____

Date: _____

Print Name: _____

Terms and Conditions:

By signing you agree to the following:

1. No advertisements will be accepted without a signed insertion order on file.
2. Advertisers must submit a hard copy of ad for quality assurance purposes by the ad submission deadline.
3. Insertion orders must be received before or with the advertisement by the ad submission deadline for each issue. DFI is not responsible to include late arrivals or to modify advertisements after the deadlines dictated.
4. Insertion orders are commitments to advertise in the issues specified. Cancellations are subject to full payment for the ad space reserved.
5. DFI Ad Rates are net rates and do not include any commission for ad agencies.
6. It is the advertiser's responsibility to adhere to graphic submission criteria. DFI will notify the advertiser if ads fall below the graphic requirements; however, changes must be made by the advertiser or are subject to production fees.
7. DFI has the right to refuse any advertisements.

****For companies choosing to run the same ad for all four issues:** Please note the issue deadlines. If you wish to change your ad for any issue, it is your responsibility to inform us, **and to submit a new ad** by the appropriate deadline. If a new ad is not received by the issue deadline, we will continue to run the most current ad we have on file.