



DEEP FOUNDATIONS

2010 Media Kit

The Magazine of the Deep Foundations Institute

Who We Are:

DEEP FOUNDATIONS is the magazine of the Deep Foundations Institute, the interdisciplinary association that provides a forum to discuss technical issues, trends, innovations and other concerns unique to the deep foundation design and construction industry.

Who We Reach:

DEEP FOUNDATIONS has a circulation base of over 2,500 readers, which includes contractors, engineers, material/equipment suppliers, service providers, testing providers, government employees, educators and students. Our readers are at the forefront of the industry; they conceptualize and contribute to major projects such as dams, highways, commercial buildings, bridges, storm retention systems, historical building preservation and more.

What We Do:

DEEP FOUNDATIONS is created by the industry for the industry. The contributors and editors of DEEP FOUNDATIONS have one goal—keep the readers informed about the industry they themselves are shaping. In every issue, we aim to:

- keep DFI members up-to-date on the ongoing and upcoming events and activities of the Institute, especially its technical committees
- inform readers of state-of-the-art projects
- report on new techniques, products and technology in the industry
- provide news on the leading corporations and individuals in the industry
- announce upcoming industry events

Our writers are held to the highest level of professionalism in reporting. Each issue features a technical article; a cover story on an outstanding foundation project; a member profile and news stories on state-of-the-art projects, outstanding individuals and new products. There are regular columns about DFI Europe, the U.S. Federal Highway Administration, as well as editorials by the DFI President and DFI Executive Director.

Why Advertise In Deep Foundations?

Advertising in DEEP FOUNDATIONS is one of the best moves your company can make to increase business. What better way to promote services and enhance product awareness 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 way to spend your advertising dollars? Know that your audience is being reached on a consistent basis.

Distribution Schedule

- Winter: January 2010 (Ads due November 2, 2009)
- Spring: April 2010 (Ads due February 1, 2010)
- Summer: July 2010 (Ads due May 3, 2010)
- Fall: October 2010 (Ads due August 2, 2010)



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Ad Rates

B&W	1X	4X*
1/4	\$240	\$232
1/3	\$316	\$306
1/2	\$408	\$396
Full Page	\$790	\$766
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Color	1X	4X
1/4	\$331	\$322
1/3	\$428	\$415
1/2	\$535	\$519
Full Page	\$1030	\$999
Inside Covers	\$1400	\$1358

* The 4x rate is based on a commitment to advertise in all four issues at the start of the year.

Premium Position Charges

Special position requests are subject to an additional 15% charge.

Ad Sizes

Ad Sizes	Width x Depth
Full Pg.	7.5" x 10" 190.5 x 254mm
Full Pg. Bleed	8.75" x 11.25" 222.25 x 285.75mm
1/2 Pg. H.	7.5" x 4.885" 190.5 x 124.08mm
1/2 Pg. V.	3.635" x 10" 92.33 x 254mm
1/4 Pg. V.	3.635" x 4.885" 92.33 x 124.08mm
1/3 Pg. Square	4.93" x 4.885" 125.22 x 124.08mm
1/3 Pg. V.	2.35" x 10" 59.69 x 254mm

Also available are two-page spreads and half-page bleed ads. Please contact the Ad Manager for details and specifications.

DEEP FOUNDATIONS Inserts

For rates on inserts, consult Advertising Manager.

Acceptable File Formats for Advertisements:

- High Resolution PDF* files in CMYK (*preferred format*).
- EPS and TIFF files are also acceptable.
- Native files (Adobe Illustrator with converted text may also be submitted).
- All files must contain high-resolution graphics, photos and embedded fonts or fonts converted to graphics.
- Bitmap graphic images (black and white images) should be a minimum of 800 dpi and a maximum of 1200 dpi.

Electronic color photos must be a minimum of 300 dpi saved in EPS, TIFF or JPG formats. Set digital cameras to high resolution for optimal results.

Submission Guidelines:

To submit an advertisement for DEEP FOUNDATIONS magazine please choose one of the following methods (PC or Macintosh Formats):

- Mail a CD and a hard copy of your ad to:
Karol Paltsios, Advertising Manager
914 S. Aiken Avenue
Pittsburgh, PA 15232
412-683-5227
- Email 10MB or smaller files to magads@dfi.org. A hard copy of your ad MUST be mailed for comparison purposes to the Advertising Manager.
- Upload your ad to our FTP site. Open "My Computer." In the address bar, type the following address exactly: <ftp://dfiftp:deep@ftp.dfi.org/DFMAds> Open another copy of "My Computer" and from here open the file or folder with your ad (*make sure your file includes the company name and magazine issue*). Click edit/copy and then paste in the DFI ftp folder or resize the windows side-by-side and drag and drop the ad into the DFI ftp folder. A hard copy of your ad MUST be mailed for comparison purposes to the Advertising Manager.

General Magazine Information:

Trim Size:	8 1/2" x 11"
Paper Stock:	60# Coated
Binding:	Saddle Stitched
Frequency:	Quarterly
Distribution:	2,500+ members

Full Page: 7.5" x 10" 190.5 x 254 mm
Full Bleed: 8.75" x 11.25" 222.25 x 285.75 mm
Page Trim: 8.5" x 11" 215.9 x 279.4 mm
Safe Area*: 7.5" x 10" 190.5 x 254 mm

1/2 Page Vertical:
3.635" x 10"
92.33 x 254 mm

1/4 page Vertical:
3.635" x 4.885"
92.33 x 124.08 mm

1/2 Page Horizontal:
7.5" x 4.885" 190.5 x 124.08 mm

1/3 Page Square:
4.93" x 4.885"
125.22 x 124.08 mm

1/3 Page Vertical:
2.35" x 10"
59.69 x 254 mm

Terms and Conditions:

By signing you agree to the following:

1. No ads 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 ad by the ad submission deadline for each issue. DFI is not responsible to include late arrivals or to modify ads after the deadlines dictated above.
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 ads.
8. Positioning of ads is at the discretion of DFI except where Special Position requests at an additional 15% are acknowledged by DFI.

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.

Signature _____

Print Name _____

Date _____

DFI Corporate Member Advertiser Information:

Organization _____
(Name as it will appear in Ad Index)

Contact Name _____

Address _____

City _____ State/Country _____ Zip Code _____

Tel _____ Fax _____

Email _____

Billing Information (if different than above)

Organization _____

Contact Name _____

Address _____

City _____ State/Country _____ Zip Code _____

Tel _____ Fax _____

Email _____

Submission Deadlines:

Winter 10 – November 2, 2009 Spring 10 – February 1, 2010
Summer 10 – May 3, 2010 Fall 10 – August 2, 2010

This ad is to run in the following 2010 issue(s):

Winter Spring Summer Fall

We will be running: The same ad for all issues indicated
 A different ad for each issue indicated
 In the indicated issue only
 A new member ad (coupon enclosed)

Ad Size: 1/4 Page Vertical 1/3 Page Square
 1/3 Page Vertical 1/2 Vertical
 1/2 Page Horizontal Full Page
 Full Page Inside Cover

Ad Color: Black and White Four Color

Ad Type (1/2 and full page color ads only): Bleed No Bleed

Ad Delivery: CD Email attachment FTP upload

Special Position Request: Please note requested position for 15% additional charge and DFI acceptance of request _____

All Advertisers Must Also Provide a Hard Copy of Ad for Comparison Purposes. Return Materials to:

Karol Paltsios, Advertising Manager, 914 S. Aiken Ave., Pittsburgh, PA 15232 • Fax: 412-683-5228 • Email: magads@dfi.org