



What better way to promote your services and enhance product awareness than to advertise in a publication targeted to a specialized demographic.

DEEP FOUNDATIONS MAGAZINE

Deep Foundations, the publication of the DFI, is created by the industry for the industry. The magazine keeps members informed about the industry they themselves are shaping. Every issue includes articles on state-of-the-art projects; new techniques, products and technology; news on leading corporations and individuals in the industry; committee activities and upcoming events; and regular columns from the DFI President and Executive Director. The full-color magazine is distributed to DFI Members worldwide, as well as engineering libraries at several universities and colleges.

NEW THIS YEAR

- 1 **Increased Distribution:** Starting in 2012 the magazine will be published six times a year. The advantages are many... readers will get more information in a more timely manner about projects and people in the deep foundation industry. In addition to newsworthy technologies, ground-breaking advances and innovations, members will learn more quickly about DFI activities and events, and how they can make the most of their membership.
- 2 **Themed Issues:** Two of the six issues will be themed. The May/June *Innovation* issue will focus on inventions, technologies and people, past and present, that changed the deep foundation industry. The November/December *Landmark Projects* issue will recognize projects, large and small, that made a difference in our industry, and the people behind them.
- 3 **Digital Version:** Starting with the January/February issue, the magazine is available in an enhanced Digital Flipbook Edition in addition to being provided in print to all members; providing Corporate Member advertisers with increased exposure and opportunities. Include a URL and your ad in the new, digital version of the magazine will automatically link to your website – *at no additional cost!*

Other features include:

- Advertising opportunity to add Flash to your ad or a Hyperlink to a Video.
- Option to add a link out to more information from an article or press release you author that is chosen for inclusion in an issue.
- Digital version can be bookmarked, noted, translated to other languages, shared via social media or emailed to colleagues with the click of a button— *components that mean your ad is seen by more people, more often!*

DFI MAGAZINE SPECIFICATIONS

DEADLINES

January/February (ads due November 1, 2011)
March/April (ads due January 2, 2012)
May/June – Special Issue on Innovations
(ads due March 1, 2012)
July/August (ads due May 1, 2012)
September/October (ads due July 2, 2012)
November/December – Special Issue on
Landmark Projects (ads due September 3, 2012)

REQUIREMENTS

High resolution PDF in CMYK (preferred)
EPS or TIF images
Adobe Illustrator (AI) CS2 highest version
Images must be at least 300 dpi and fonts must
be embedded in files

An Insertion Order must be received for all ads.
Download Insertion Order at:
www.dfi.org/update/InsertionOrder.pdf

SUBMISSIONS

Email 10MB or smaller files to magads@dfi.org
Upload to <ftp://dfiftp:deep@ftp.dfi.org/DFMAds>
Mail CD to address below

DIGITAL ADVERTISING OPPORTUNITIES

Facing Cover Ad

Sponsor the digital edition with your name
and logo and a brief message on a special left-
hand page facing the cover of the magazine.
\$1,000/each (limit 2x a year per company)

Streaming Flash/Video Link

Add Flash/Videos that link from your ads or
articles. **\$500 each**

Article Link

Add a website link to an article to provide
more information on your products, services
or publications. **\$250 each**

AVAILABLE TO

DFI Corporate
Members Only

FREQUENCY

Bi-monthly

DISTRIBUTION

3,000 DFI Members:
contractors, engineers,
material/equipment
suppliers, service
providers, testing
providers, government
employees, educators
and students, PLUS
attendees of DFI and
Industry Events and
online to other Deep
Foundation
professionals

CONTACT INFO

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magads@dfi.org

AVAILABLE ADS

Ad Sizes	Width x Depth (inches)	(millimeters)
2-Page Spread	16" x 10"	406.4 x 254
2-Page Spread Bleed	17.25" x 11.25"	438.15 x 285.75
Full Page	7.5" x 10"	190.5 x 254
Full Page Bleed	8.75" x 11.25"	222.25 x 285.75
1/2 Page Horizontal	7.5" x 4.885"	190.5 x 124.08
1/2 Page Vertical	3.635" x 10"	92.33 x 254
1/4 Page Vertical	3.635" x 4.885"	92.33 x 124.08

2012 AD RATES

Ad Size	1x Rate	4x Rate	6x Rate
¼ Page	\$345	\$335	\$318
½ Page	\$557	\$540	\$524
Full Page	\$1071	\$1039	\$1008
Inside Covers:	\$1457	\$1413	\$1371

* All ads are full-color.

PREMIUM POSITION

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

Reach the Deep
Foundations
leaders and
decision makers
with an ad in *Deep
Foundations*



DEEP FOUNDATIONS MAGAZINE INSERTION ORDER FORM 2012

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.
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 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)

URL _____
(web page that your ad will link to in Digital Edition)

Contact Name _____

Address _____

City _____ State/Country _____ Zip Code _____

Tel _____ Email _____

Billing Information (if different than above)

Organization _____

Contact Name _____

Address _____

City _____ State/Country _____ Zip Code _____

Tel _____ Email _____

This ad is to run in the following 2012 issue(s):

- January/February (ads due November 1, 2011)
 March/April (ads due January 2, 2012)
 May/June (ads due March 1, 2012)
 July/August (ads due May 1, 2012)
 September/October (ads due July 2, 2012)
 November/December (ads due September 3, 2012)

- Ads will be:** The same ad for all issues indicated
 A different ad for each issue indicated
 A new member ad (coupon enclosed)

- Ad Type:** 1/4 Page Vertical 1/2 Page Vertical
 1/2 Page Horizontal Inside Cover
 Full Page 2-page Spread
 Facing Cover Ad (Digital Version)
 Streaming Flash/Video Link (Digital Version)

Ad Type (1/2 and full page 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:

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