MAKE YOUR PLAN FOR 2019!
A Bi-monthly Publication of the International Concrete Repair Institute

2019 MEDIA KIT

WHERE THE PROFESSIONALS CONTRACTORS • ENGINEERS • SUPPLIERS GO TO FIND THE LATEST INDUSTRY NEWS • PROJECT PROFILES • NEW PRODUCTS TO HELP THEM DO BETTER REPAIR
MAKE THE MOST OF YOUR ADVERTISING DOLLAR

The Concrete Repair Bulletin, the bimonthly magazine of the International Concrete Repair Institute (ICRI), reaches 5,000+ concrete repair specialists worldwide. Our readers request our magazine to stay on the cutting edge of the restoration and repair industry and the best products and services available. And you won’t find a better return on your investment in any other publication. ICRI members automatically receive a 25% discount on all advertising rates! It pays for your membership in less than a year.

By advertising in the magazine, you bring your company name and its products and services to each and every one of our readers. That’s 5,000+ potential customers! Plus, we have several additional ways you can use the CRB to reach the right people in the industry with your message.

BECOME AN AUTHOR

Have you worked on a major project recently or compiled data for a case study that you would like to share with our readers? Do you have an article or an idea that matches any of our upcoming themes? Reinforcing your advertising campaign with a noncommercial technical article enables you to show your technical expertise to our readers.

GET NOTICED

Do you have a brand new product or service that you believe to be of interest to professionals in the industry? Do you have news of recent staff promotions or additions? Our New Products and People on the Move sections are the perfect vehicles to complement your advertising plans.

A FEW EXTRAS FOR OUR ADVERTISERS

In addition to our worldwide readership, ICRI continually markets the magazine to additional groups and at major events. This year, the magazine will be made available at several important events in the construction industry: the ICRI 2019 Spring and Fall Conventions and World of Concrete 2020.

See page 4 of the 2019 Marketing Planner for more ICRI Marketing opportunities.

CONCRETE REPAIR BULLETIN 2019 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>THEMES</th>
<th>JANUARY/ FEBRUARY</th>
<th>MARCH/ APRIL</th>
<th>MAY/ JUNE</th>
<th>JULY/ AUGUST</th>
<th>SEPTEMBER/ OCTOBER</th>
<th>NOVEMBER/ DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cracks and Joints</td>
<td>November 1, 2018</td>
<td>January 2, 199</td>
<td>March 1, 199</td>
<td>May 1, 2019</td>
<td>July 1, 2019</td>
<td>September 3, 2019</td>
</tr>
<tr>
<td>Resiliency: Above and Beyond Concrete Restoration</td>
<td>January 30, 2019</td>
<td>March 29, 199</td>
<td>May 31, 2019</td>
<td>July 31, 2019</td>
<td>September 30, 2019</td>
<td></td>
</tr>
<tr>
<td>Corrosion</td>
<td>November 5, 2018</td>
<td>February 5, 199</td>
<td>April 5, 199</td>
<td>June 5, 2019</td>
<td>August 5, 2019</td>
<td>October 7, 2019</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION

ADVERTISING AND ICRI MARKETING OPPORTUNITIES
Blake Finger, Advertising and Sales Coordinator: 651-288-3423; blakef@icri.org
1000 Westgate Drive, Suite 252 | St. Paul, MN 55114

ARTICLES AND PRESS RELEASES
Sue Peterson, Communications Director: suep@icri.org

CRB DESIGN AND PRODUCTION
Sue Peterson, Communications Director: suep@icri.org
CONCRETE REPAIR BULLETIN 2019 ADVERTISING RATES

Commit to placing ads in all six issues for 2019 and receive additional discounts! Ad size can change by issue.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLACK-AND-WHITE RATES</th>
<th>FULL-COLOR RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Single</td>
<td>3X</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$4340</td>
<td>$4240</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$4160</td>
<td>$4080</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$4730</td>
<td>$4660</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Full page</td>
<td>$3840</td>
<td>$3720</td>
</tr>
<tr>
<td>2/3 page vertical/horizontal</td>
<td>$2780</td>
<td>$2690</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>$2430</td>
<td>$2350</td>
</tr>
<tr>
<td>1/2 page vertical/horizontal</td>
<td>$2250</td>
<td>$2130</td>
</tr>
<tr>
<td>1/3 page vertical/square/horizontal</td>
<td>$1590</td>
<td>$1470</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>$1330</td>
<td>$1270</td>
</tr>
<tr>
<td>1/6 page vertical/horizontal</td>
<td>$960</td>
<td>$890</td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Market Place</td>
<td>$530</td>
<td>$505</td>
</tr>
</tbody>
</table>

DISCOUNTS
ICRI Members—25% (insertion rate)
Supporting Members—10% (insertion rate after member discount)
Agency—15% (gross)

CLASSIFIEDS

MECHANICAL SPECIFICATIONS
TRIM SIZE: 8.125 IN. X 10.875 IN.
KEEP LIVE MATTER AT LEAST 0.5 IN. FROM TRIM.
CROP/REGISTRATION MARKS: Only full page ad files need crop marks. All other ad files should be cropped to size indicated, no marks.

SPACE UNIT       | WIDTH x HEIGHT (INCHES)
------------------|-------------------|
Full page (no bleed) | 7 x 10
Full page with bleed (v) 8.375 x 11.125 (includes .25 inch bleed) (h) 7 x 7.375
2/3 vertical/horizontal (v) 4.562 x 9.875 (h) 7 x 7.375
1/2 island         | 4.562 x 7.375
1/3 vertical/horizontal (v) 3.375 x 9.875 (h) 7 x 4.875
1/3 square         | (v) 2.187 x 9.875 (h) 7 x 3.375
1/3 square         | 4.562 x 4.562
1/4 vertical       | 3.375 x 4.875
1/6 vertical/horizontal (v) 2.187 x 4.875 (h) 4.562 x 2.375
1/8 horizontal (color) | 3.625 x 2.25
Market Place (b/w) | 3.625 x 2.25

DIGITAL DATA
PLATFORM: All files are converted to MAC FORMAT for printing.
PREFERRED FILE FORMAT: PDF files saved at 300 DPI, PRESS-RESOLUTION. Files not to exceed 30MB
MEDIA ACCEPTED: ICRI Website upload - file size cannot exceed 30MB. Do not use any compression scheme on the graphics (jpeg, lzw).
IMAGES: Color images should be saved in CMYK format. Convert all spot colors to CMYK. Please supply all placed images.
DO NOT EMBED IMAGES IN THE FILE. Do not trap files. If necessary, this will be done by our printer.
ALL FONTS MUST BE CONVERTED TO OUTLINES. IF CONVERTING TO OUTLINES IS NOT POSSIBLE. MAC FONTS PREFERRED, ALL PC FONTS USED MUST BE SUPPLIED.
PLEASE NOTE: AD FILES NOT CONFORMING TO THESE STANDARDS MUST BE SUBMITTED AHEAD OF TIME, AS EXTRA TIME WILL BE NEEDED TO CORRECT SUCH NONCONFORMING ADS.
OTHER ICRI MARKETING OPPORTUNITIES

Go to www.icri.org for more information on the following opportunities.

Website Advertising

Place your company one click away from the concrete repair industry’s most active and comprehensive resource website, www.icri.org. With over 6,000+ visitors a month and growing, your ad will appear throughout ICRI’s website, delivering your message to qualified industry buyers in the United States, Canada, India, China, Mexico and more.

Ad Placement & Frequency:

• Your ad will be featured on all website pages with a right rail throughout the ICRI website.

• Your ad will run for one (1) quarter. Quarters begin January 1, April 1, July 1, and October 1.

• Your ad will be linked to the URL of your choice.

• Space is limited.

Online Buyers Guide

The International Concrete Repair Institute (ICRI) is pleased to offer a Buyer’s Guide that focuses on sharing the contact information of vendors and companies associated with ICRI. The Buyer’s Guide will be available electronically as a static webpage for the calendar year on the ICRI website. All current ICRI Supporting Members will automatically receive a complimentary Basic Listing in the Buyers Guide.

Basic listings can be upgraded to a premium or platinum listing for increased visibility, Enhancing drawing attention to your organization.

Listing Options

Platinum listing

• Premium and Basic listings plus…

• Business card ad at top of one category listing (250w x 100h px)

Premium listing

• Basic listing plus…

• Company description (50 word)

• Logo with hyperlink to company website

Basic listing

• Company name

• Address

• City, State, Zip

• Phone number

• Company contact

• Company contact email

• Company website URL

• Complimentary for ICRI Supporting Members

Convention Exhibit and Sponsor Opportunities

Bring your products and services to the decision makers of the concrete repair industry. ICRI Members have the unique opportunity to showcase products and services at an exclusive exhibit area at both our Spring and Fall Conventions.

ICRI Project Awards

Be sure to keep track of your finest achievements. The ICRI Project Awards program recognizes the top concrete repair projects of the year. Winners are recognized at the Annual ICRI Awards Banquet at the ICRI Fall Convention and in the November/December issue of the Concrete Repair Bulletin.
Advertiser Information (please complete all fields and print clearly)

☐ ICRI Member  ☐ ICRI Mon-Member

First/Last Name: __________________________ Title: __________________________

Organization: __________________________________________________________________

Address: __________________________________________ City: ___________________

State/Province: __________________________ Postal Code: __________________________ Country: __________________________

Phone: __________________________ Fax: __________________________

Email: __________________________

Agency Information (please complete all fields and print clearly)

First/Last Name: __________________________ Title: __________________________

Organization: __________________________________________________________________

Address: __________________________________________ City: ___________________

State/Province: __________________________ Postal Code: __________________________ Country: __________________________

Phone: __________________________ Fax: __________________________

Email: __________________________

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Ad Close</th>
<th>Material Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Cracks and Joints</td>
<td>11/30/2018</td>
<td>12/5/2019</td>
</tr>
<tr>
<td>March/April</td>
<td>Resiliency: Above and Beyond Concrete Restoration</td>
<td>1/30/2019</td>
<td>2/5/2019</td>
</tr>
<tr>
<td>July/August</td>
<td>Strengthening</td>
<td>5/31/2019</td>
<td>6/5/2019</td>
</tr>
<tr>
<td>September/October</td>
<td>Waterproofing with Aesthetics: Making It Dry and Appealing to the Eye</td>
<td>7/31/2019</td>
<td>8/5/2019</td>
</tr>
<tr>
<td>November/December</td>
<td>ICRI Project Awards</td>
<td>9/30/2019</td>
<td>10/7/2019</td>
</tr>
</tbody>
</table>

I commit to placing ads in all six issues to save 5% off of the 2019 rates. Ad size can change by issue.

Ad Size

- Inside Front Cover
  - Full Page
  - 1/2 Vertical
  - 1/3 Square
  - 1/8 Horizontal
- Inside Back Cover
  - 2/3 Vertical
  - 1/2 Horizontal
  - 1/4 Vertical
  - Market Place
- Outside Back Cover
  - 2/3 Horizontal
  - 1/3 Vertical
  - 1/6 Vertical
  - Classified
- Two-Page Spread
  - 1/2 Island
  - 1/3 Horizontal
  - 1/6 Horizontal

Please reserve space in the issue(s) indicated on behalf of the advertiser listed above. No cancellations after space closing allowed. Neither ICRI nor the publishers will be held responsible for statements made in advertisements. The advertiser shall indemnify and hold ICRI harmless from liability of any kind arising from such claims, including attorney’s fees and all other costs of litigation. By submission of copy, the advertiser certifies that consent has been obtained for use of photographs, endorsements or copyrighted materials. ICRI reserves the right to refuse any advertisement determined to be inappropriate or conflicting with the interests of ICRI.
### Color

- [ ] Black and White
- [ ] 4-Color Process

### Ad Information

- [ ] Ad Provided
- [ ] Ad to Follow by: ____________ / ____________ / ____________
- [ ] Use ad from previous issue. Issue date: ____________
- [ ] Changes/Special Instructions (please include on separate page)

### Billing Information

- [ ] Space Rate
- [ ] Member Discount - 25%
- [ ] Supporting Member Discount - 10%
- [ ] Agency Discount - 15%

### Payment Information

Amount Enclosed $_________________________

The ICRI requires full payment for registration fees by check or credit card. All credit card fields are required.

**Method of Payment:**
- [ ] Check enclosed, payable to “ICRI”
- [ ] VISA  [ ] MasterCard  [ ] American Express

**Card Number** ____________________________________________  
Exp. Date _______________  Security Code ________________

**Cardholder Name (print)** ____________________________________________  
Cardholder Phone ____________________________________________

**Billing Address:** ____________________________________________  
City: __________________________

**State/Province:** __________________________  **Postal Code:** __________________________  **Country:** __________________________

Cardholder Signature ____________________________________________

Please reserve space in the issue(s) indicated on behalf of the advertiser listed above. No cancellations after space closing allowed. Neither ICRI nor the publishers will be held responsible for statements made in advertisements. The advertiser shall indemnify and hold ICRI harmless from liability of any kind arising from such claims, including attorney’s fees and all other costs of litigation. By submission of copy, the advertiser certifies that consent has been obtained for use of photographs, endorsements or copyrighted materials. ICRI reserves the right to refuse any advertisement determined to be inappropriate or conflicting with the interests of ICRI.

**MAIL OR FAX THIS COMPLETED FORM + PAYMENT TO:**

**ICRI**  
1000 Westgate Drive, Suite 252 | St. Paul, Minnesota 55114 USA  
**FAX:** +1 651.290.2266  
**PLEASE DO NOT EMAIL FORMS WITH CREDIT CARD INFORMATION.**