



ASPIRE® is a valuable resource to key individuals and principal stakeholders in the bridge design, construction, and maintenance community. Since its launch in 2007, ASPIRE has had one focus: to bring practical, cutting-edge knowledge (design ideas, practical solutions, lessons learned) to the designers, specifiers, and owners of concrete bridges.

National Circulation

22,000+

34% design consultants; 27% bridge contractors; 13% municipal engineers; 10% DOTs & FHWA; 7% engineers; 6% suppliers; 3% academia

Recurring Features

- Online version
- Concrete bridge technology
- A Professor's Perspective
- Aesthetic Commentary (by noted architect/engineer Fred Gottemoeller)
- State article
- City/County article
- LRFD Briefing
- FHWA Update
- Featured Consultant or Contractor
- Concrete Connections

2018 Editorial Calendar

Issue	Bonus Distributions	Ad Close Date	Material Due
Winter	<ul style="list-style-type: none"> • Transportation Research Board Meetings • World of Concrete • PCI Convention and National Bridge Conference/The Precast Show 	Nov. 13	Nov. 23
Spring	<ul style="list-style-type: none"> • AASHTO Subcommittee on Bridges and Structures Annual Meeting • International Bridge Conference • PTI Convention • DBIA Transportation Conference 	Feb. 12	Feb. 22
Summer	<ul style="list-style-type: none"> • PCA Professors Seminar • AASHTO Subcommittee on Materials Annual Meeting 	May 14	May 24
Fall	<ul style="list-style-type: none"> • ASBI Annual Convention • Annual Buyer's Guide • PCI Committee Days and Membership Conference 	Aug. 14	Aug. 24

No cancellations will be accepted after the closing date for advertising insertion orders. The publisher reserves the right to publish a previous ad if new art or instructions are not received by the material due date.

Rates

Premium Position Rates	
Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	25%

Color Insertion Rates	1X	2X	3X
Two-page spread	\$11,375	\$10,840	\$10,325
Full-page	\$6500	\$6200	\$5900*
Half-page	\$4250	\$4000	\$3750
1/3-page	\$3500	\$3250	\$3000

*4X bonus: Web banner and FREE listing in Buyer's Guide

Concrete Bridge Preservation (CBP) Only

	1X	2X
1/4-page	\$2500	\$2250

Specifications

Ad Size	Width × Height	Ad Size	Width × Height
Spread with bleed	16.25 in. × 10.875 in.	1/2 page vertical	4.562 in. × 7 in.
Spread	15.125 in. × 10 in.	1/2 page horizontal	7 in. × 4.625 in.
Full page with bleed	8.125 in. × 10.875 in.	1/3 page vertical	2.25 in. × 10 in.
Full page	7 in. × 10 in.	1/3 page horizontal	4.562 in. × 4.562 in.
Concrete Bridge Preservation (CBP) Section ONLY		1/4 page vertical	3.375 in. × 4.625 in.

Ad dimensions are TRIM size and must include 0.125 in. bleed beyond the trim size.

Final trim size: 8.125 in. × 10.875 in.

Live Area: 7 in. × 10 in.

All images should be CMYK and 300 dpi, high vector EPS. *Please send all finished ads as PDF or TIFF files.*

NOTE: PCI preflights all advertisements to find problems such as missing fonts, low-resolution photos, or color problems. PCI is not responsible for improperly prepared files. PCI will attempt to notify agency/advertiser if a problem is found with native files. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted.

Contact

Please contact Jim Oestmann or Tracey Aaron for advertising contracts for ASPIRE®.

Jim Oestmann

Advertising Sales Manager
(847) 924-5497
joestmann@arlpub.com

Tracey Aaron

Advertising Account Manager
(815) 404-1762
taaron@arlpub.com