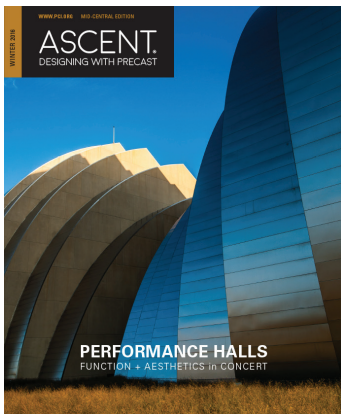


Periodicals Ascent®



Ascent® magazine is a free quarterly publication of the Precast/Prestressed Concrete Institute and great resource for architects, engineers, owners, developers, general contractors, and other stakeholders in the construction industry.

Each issue features in-depth case studies highlighting precast concrete industry trends and innovative design, comprehensive articles on specific design challenges from industry experts, and special features on the high-performance attributes of precast concrete.

National Circulation

33,000+

69% architects; **18%** developers and owners; **8%** contractors;
4% engineers and consultants; **1%** other

2018 Editorial Calendar

Issue	Bonus Distributions 5000+	Ad Close Date	Material Due
Winter <i>Parking Structures</i>	<ul style="list-style-type: none"> • PCI Convention and National Bridge Conference/The Precast Show • World of Concrete 	Nov. 15	Nov. 22
Spring <i>PCI Annual Design Awards</i>	<ul style="list-style-type: none"> • American Institute of Architects • International Parking Institute • Structural Engineering Institute 	Feb. 23	Mar. 2
Summer <i>Architectural Façades & Building Envelopes</i>	PCI Committee Days	June 8	June 15
Fall <i>K-12 Education</i>	DBIA/Offsite Construction Expo	Aug. 29	Sep. 5

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.

Contact sales@pci.org, or call (312) 360-3206 or (312) 583-6784.

Rates

Regional Premium Positions	Member Rate	Nonmember Rate
Back Cover	\$4354	\$4987
Inside Front Cover	\$3960	\$5486
Inside Back Cover	\$3748	\$5250
Belly Band	\$5385	\$5670

National Premium Positions	Member Rate	Nonmember Rate
Back Cover	\$4488	\$5486
Inside Front Cover	\$4495	\$6037
Inside Back Cover	\$3937	\$5670
First Page	\$5985	\$7927
Belly Band	\$5985	\$6280

Insertion Ads – National

Position	Member Rate	Nonmember Rate
Two-Page Company Profile	\$9150	\$13,200
Two-Page Product Profile	\$8500	\$10,600
Full-Page	\$5355	\$7822

Reduced rates apply for multiple placements; contact sales@pci.org, or call (312) 360-3206 or (312) 583-6784 for rates and availability.

Specifications

Final Trim Size: 9 in. × 10.875 in.

Live Area: 8 in. × 9.875 in. (All pertinent matter should be kept 0.5 in. from trim on all four sides.)

Bleed Area: 9.25 in. × 11.125 in.

(Create ad to trim size and extend bleed 0.125 in. beyond trim size on all four sides.) All measurements are in inches (width by height).

Ads must be created at 100% of size at 300 dpi at 100% size used (high resolution = 2 × line screen (150 line) = 300 dpi at 100% size used). All images should be CMYK and 300 dpi, high vector EPS.

Please send all finished ads as PDF or TIFF files.

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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.