

TILT-UP TODAY

A print and online publication of the Tilt-Up Concrete Association

2012 MEDIA KIT

...your invitation to advertise in the coming four issues of 2012

TILT-UP TODAY, a publication of the Tilt-Up Concrete Association, is THE source for Tilt-Up industry news, market intelligence, business strategies, technical solutions, product information, and other resources for professionals in the Tilt-Up industry. Quarterly subscriptions to **TILT-UP TODAY** are included with TCA membership and many companies receive multiple copies. Subscriptions for potential TCA members are available.

In addition to being distributed widely to professionals in the Tilt-Up industry, the magazine is distributed at no cost during key industry events including World of Concrete, the TCA Annual Convention, and any other show or event the TCA is exhibiting.

TILT-UP TODAY ONLINE

This year, **TILT-UP TODAY** turned a new page with a surging new online presence. The new online magazine site has been issued to dramatically increase readership.

The new interactive site will be tremendously useful to visitors and provide content more flexible and accessible than the former pdf host site for our ezine product. Our goal is to get your company in front of the global Tilt-Up industry with this site. Just a few of the benefits of the new site include, better social media integration allowing us and our readers to share individual articles, added ad exposure as your ad is viewable from every page instead of just one, dynamic content that is up to date and relevant, not to mention a very slick user-friendly interface.

If you manufacture or market a product or service for the Tilt-Up industry, you simply will not find a more efficient, effective way to reach your audience than advertising in TILT-UP TODAY magazine.



All of our advertisers for 2012 will receive a FREE web ad on this new site! The ad will be displayed on the sidebar of the home page and every article (past and current)!! Full page advertisers will receive a 250px x 250px web ad, half page advertisers receive a 250px x 125px web ad. 1/4 page advertisers will receive a text ad, 15 words of text and a 5 word Headline. Ads will be online through the entire duration of the issue and will be linked to a target specified by the advertiser.

Check it out: <http://tilt-up.org/tilt-uptoday/>

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READERSHIP

Tilt-Up or General Contractors - 48%
Architects and Engineers - 17%
Product suppliers - 27%
Other related professionals - 8%

ADVERTISING CALENDAR

Issue 19-1 | March 2012

Advertising deadline - January 15, 2012

Issue 19-2 | June 2012

Advertising deadline - April 15, 2012

Issue 19-3 | September 2012

Advertising deadline - July 15, 2012

Issue 19-4 | December 2012

Advertising deadline - October 15, 2012

DIGITAL SPECIFICATIONS

Media Accepted: CD, email, or ftp

Formats Accepted: PDF Preferred, otherwise only send high resolution jpg, tif, or eps files.

Color: Color images should be saved in CMYK format. Please convert all images to CMYK before creating PDF.

Graphics: 300 dpi resolution at print size.

Fonts: Use Adobe or Open Type fonts - do not use True Type fonts.

WHERE TO SEND YOUR AD

Email: mbloomquist@tilt-up.org

Mail: Tilt-Up Today - attn: Editor
Tilt-Up Concrete Association
113 1st Street NW
Mount Vernon, Iowa 52314

CONTACT INFORMATION

For billing, advertising, graphics and placement contact Mitch Bloomquist at mbloomquist@tilt-up.org or at (319) 895-6911

AD RATES AND SIZES

Full Page | \$1,700 (IFC \$1,925, IBC \$1,925)

Live Area (inches) 7.5 wide 10 tall
With Bleed 8.75 wide 11.25 tall

250px x 250px Web Ad included FREE!

Outside Back Cover (3/4 page) | \$1,400

Live Area (inches) 7.5 wide 7 tall
With Bleed 8.75 wide 8.125 tall
(no bleed at top)

250px x 250px Web Ad included FREE!

Half Page | \$1,025

Live Area (inches) 7.5 wide 4.875 tall
(Bleed not available)

250px x 150px Web Ad included FREE!

Quarter Page | \$575

Live Area (inches) 3.875 wide 4.875 tall

Current holders of premium spaces (inside front and back and outside back of cover) have the first right of refusal for that space. Space is available on a first-come-first-serve basis, determined by receipt of payment.

Web Ad included FREE! (15 words of text and a 5 word Headline)

CONTRACT CONDITIONS

Advertisers and their agencies assume all liability for their ad content. The publisher is not responsible for errors in the advertiser's index. Publisher may reject any advertising. Publisher will label editorial-style copy with the title 'Advertisement'. Extreme care will be taken to assure that each advertising order is handled to the exact requirements of the advertiser and/or advertising agency.

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2012 INSERTION ORDER

Company: _____

If agency, client you are placing advertising for: _____

Name of person responsible for advertising: _____

Phone: _____ Fax: _____

Email: _____

Billing address: _____

City: _____ State: _____

Zip: _____ Country: _____

Signature: _____ Date: _____

ADVERTISER MUST BE A CURRENT TCA MEMBER.

Full Page \$1,700 x # ___ issues = \$ _____

Half Page \$1,025 x # ___ issues = \$ _____

Quarter Page \$ 575 x # ___ issues = \$ _____

Inside Front \$1,925 x # ___ issues = \$ _____

Inside Back \$1,925 x # ___ issues = \$ _____

Outside Back \$1,400 x # ___ issues = \$ _____

We would like to pay for the entire years advertising
upfront and receive a 10% discount: \$ _____

(discount will appear on the last invoice of 2012 advertising year.)

We would like to pay quarterly: \$ _____

Holding prices for the 5th straight year!

Method of payment: Check (US funds only)

Invoice (full year)

Invoice (quarterly)

Credit Card

 Visa

 AMEX

 Mastercard

Credit Card Number: _____

Expiration Date: _____

Authorization Code: _____

Name on Card: _____

Email: _____

Mail, fax, or email Insertion Order to:

Tilt-Up Today
Tilt-Up Concrete Association
113 1st Street NW, PO Box 204
Mount Venron, Iowa 52314
Fax: (320) 213-5556 attn: Mitch
mbloomquist@tilt-up.org

