



## PROFILE

Since its launch in 2007, *ASPIRE*—the concrete bridge magazine has had one true focus: to bring practical and cutting-edge knowledge (design ideas, practical solutions, lessons learned) to the designers, specifiers, and owners of concrete bridges. This has not been a stagnant process, however. The editors and staff working on *ASPIRE* continually are feeling the pulse of the concrete bridge industry so that our team with you can serve as embrasures to changes in the marketplace. How do we achieve all this?

## REACH

*ASPIRE's* carefully managed mailing list reaches 22,000 of America's most-influential bridge design professionals and owner agencies, and it is estimated that number is greater than 40,000 with the propensity of users to pass the magazine to younger and seasoned colleagues alike. Because *ASPIRE* supplies useful information, it is a valuable resource to key individuals and principal stakeholders in the bridge design, construction, and maintenance community.

## COLLABORATION

*ASPIRE* is produced by the Precast/Prestressed Concrete Institute (PCI) in cooperation with some of the associations of the National Concrete Bridge Council and other associations. These associations include the American Segmental Bridge Institute (ASBI), Epoxy Interest Group (EIG), Expanded Shale Clay and Slate Institute (ESCSI), and Portland Cement Association (PCA).

## POPULAR KEY FEATURES

- Online version
- Concrete Bridge Technology
- A Professor's Perspective

## SOLID RECURRING FEATURES

- LRFD Briefing
- FHWA Update
- Featured Consultant or Contractor
- Aesthetic Commentary (by noted architect/engineer Frederick Gottemoeller)
- State Article
- City/County Article
- Concrete Connections

## PULSE OF THE INDUSTRY

Reporting on new challenges, threats, and opportunities to the concrete bridge industry. Our editors and contributors are on the ground. They attend industry forums like committee meetings; they participate in design-bid-build and design-build project deliveries; they talk with owners and agencies, and bring this knowledge to *ASPIRE* readers.

*ASPIRE* also provides practical information on how owner agencies, department of transportation professionals, and consulting engineers can use, and are using, concrete to solve increasingly unique design challenges in a sustainable way. The intrinsic characteristics of concrete to provide low initial costs and low service-life costs make it very attractive. Your firm will gain exposure to the current practitioners but also the next generation of bridge professionals. Share why and how your firm integrates into the broader bridge delivery here in the United States. This nationwide exposure will put your firm at the top of the list of have-to-reads. You have to advertise and support this important publication to get noticed.





#### ASPIRE TARGETS KEY PLAYERS\*

##### Owner Agencies

**400** FHWA and Federal Engineers

**700** State DOT Bridge Engineers

**2,000** County Officials in 1,920 Counties

**850** Municipal Engineers/MPOs in 695 Cities

**225** Railroad and Toll Road Authorities

**1,000** DOT Administrators/Engineers

##### Consultants/Builders

**5,850** Bridge Contractors at 4,925 Companies

**7,250** Design Consultants in 5,100 Locations

**550** Professors and Students

**1,300** Suppliers

**1,400** Association Members/Engineers

**75** Congressional

\* Subscribers in 2018

## SOLID FEATURES TO MAINTAIN QUALITY EMPLOYEES, PROMOTE NEW TECHNOLOGY

### Concrete Bridge Technology

*ASPIRE* is known for showcasing the best, most-technologically advanced concrete bridges. Each issue documents the benefits and advantages of all types of concrete bridge technologies. It is for this reason, among others, that *ASPIRE* enjoys such a wide readership among practicing bridge engineers. And it is exactly that audience, the practicing bridge engineers, that the *ASPIRE* team had in mind when it discussed the development of a new, reoccurring feature for *ASPIRE* titled, "Concrete Bridge Technology."

This expanded feature is a way for practicing engineers to speak directly to practicing engineers about lessons learned, in an attempt to share the wealth, which, in this case, is knowledge.

### A Professor's Perspective

The transition from college student to entry-level engineer is an exciting and challenging prospect for most new graduates. Although college prepares students for practice by providing a broad foundation of topic knowledge, the actual transition can be frustrating for students who want to be helpful immediately. This frustration is shared by employers who are frequently challenged to find adequate time for the amount of mentoring needed for new graduates. Thus, it is in this capacity, that *ASPIRE* created a new feature aimed at professors and students.

"A Professor's Perspective," authored by invited academicians, focuses on addressing two sets of topics related to creating the next generation of concrete bridge engineers. The first focus addresses topics that are relevant to professors that educate concrete bridge engineers. Topics aimed at professors relate to the design of concrete bridges and structures. The second focus of "A Professor's Perspective" introduces students to topics related to transitioning from a more-theory-and-research educational environment to their career as a practicing bridge engineer. Professors Oguzhan Bayrak, Michelle Roddenberry, and Andrea Schokker have authored 16 interesting and valued articles. Students and professors are encouraged to read these historical archives.

### FEATURED IN EVERY ISSUE

Editorial pages document the benefits and advantages of all types of concrete bridge technologies—precast, prestressed concrete, cast-in-place concrete, and segmental construction—covering concrete bridge durability, longevity, safety, sustainability, and potential for accelerated bridge construction.

Each issue features a profile of a significant bridge engineer; information on trends and case histories; and departments providing news from the FHWA, state DOTs, and county and city officials—plus updates on the activities and programs of the industry.

### Concrete Bridge Preservation

A special section devoted to Concrete Bridge Preservation occurs biannually, in the Winter and Summer issues. These articles feature a mixture of successful project reports and techniques, providing good technology transfer to practitioners. The special section provides the opportunity to introduce the use of modern methods and new materials to extend the lives of our nation's concrete bridges.

### ADVERTISING SPECIFICATIONS

Ad Size	Width × Depth	Ad Size	Width × Depth
Spread with bleed	16½" × 11½"	½ page horizontal	7" × 4⅝"
Spread	15⅝" × 10"	⅓ page vertical	2¼" × 10"
Full page with bleed	8⅞" × 11⅞"	⅓ page horizontal	4⅞" × 4⅞"
Full page	7" × 10"	¼ page vertical	3⅞" × 4⅞"

#### Concrete Bridge Preservation (CBP) Section ONLY

LIVE AREA: 7" × 10"

FINAL TRIM SIZE: 8⅞" × 10⅞"

Ad dimensions are TRIM size and should have ⅛" bleed beyond the trim size. See Electronic File Preparation (back page for further details).





## RATES

Display 4-Color	1x	2x	4x*
<b>2-Page Spread</b>	\$11,375	\$10,840	\$10,325
<b>Full Page*</b>	\$6,500	\$6,200	\$5,900
<b>½ Page</b>	\$4,250	\$4,000	\$3,750
<b>¼ Page</b>	\$3,500	\$3,250	\$3,000

\*4x Bonus: Web Banner and FREE Listing in Buyer's Guide

Concrete Bridge Preservation (CBP) ONLY			
<b>1/4 Page</b>	\$2,500	\$2,250	

## RATES FOR PREMIUM POSITIONS

Preferred Cover Position Premium (add to above full page rate)

Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	25%

## 2019 CLOSING DATES & DEADLINES

Issue	Ad Close Date	Materials Due
Winter	Nov. 15, 2018	Nov. 26, 2018
Spring	Feb. 14, 2019	Feb. 22, 2019
Summer	May 16, 2019	May 24, 2019
Fall	Aug. 15, 2019	Aug. 23, 2019

**Associate your product or service in a proactive environment of practical and innovative concrete solutions to today's bridge needs and concerns.**

### Advertising Contacts

**Jim Oestmann, Advertising Sales Manager**  
(847) 924-5497  
joestmann@arlpub.com

**Tracey Aaron, Advertising Account Manager**  
(815) 404-1762  
taaron@arlpub.com

## EDITORIAL CALENDAR 2019

### Continued Focus on Resiliency

Concrete can be an extremely durable and resilient material. Designers have wide flexibility to augment and increase this performance. In 2019, *ASPIRE* will continue to keep pace with the market place by focusing on resiliency and preservation. In addition, the benefits of accelerated bridge construction (ABC) will continue to be highlighted.

### Why Advertise in *ASPIRE*?

Reach the people you need to reach—every one a decision maker in the bridge design community.

*ASPIRE*'s high-quality, hand-selected circulation of key decision makers provides a prime audience for both concrete materials and equipment suppliers and bridge designers.

*ASPIRE* features inspirational and practical information in a four-color, high-impact format that showcases how YOUR bridge systems and expertise can extend design boundaries; span environmental-impact, aesthetic, and safety concerns; and produce high-performance, long-lasting, and low-maintenance bridges.

### Grow YOUR Market Share!

Concrete now accounts for nearly 75 percent of new and replacement bridges (based on FHWA figures). *ASPIRE* magazine helps our industry protect **AND GROW** this market share. That means more business for **YOU**.

### Concrete Bridge Preservation

A special section devoted to Concrete Bridge Preservation occurs biannually, in the Winter and Summer issues. These articles feature a mixture of successful project reports and techniques, providing good technology transfer to practitioners. The special section provides the opportunity to introduce the use of modern methods and new materials to extend the lives of our nation's concrete bridges.

### For Manufacturers and Suppliers...

*ASPIRE* allows you to position your technology, materials, and equipment as available, effective, and state-of-the-art answers to the nation's bridge builders and owners.

### For Bridge Design Consultants...

*ASPIRE* allows you to document your design capabilities and expertise to both potential customers and potential employees in an environment of excitement and innovation in bridge design.

For more information on how to participate in this exciting magazine, contact Jim Oestmann at (847) 924-5497.

## BONUS DISTRIBUTION

WINTER	SPRING	SUMMER	FALL
<ul style="list-style-type: none"> <li>Transportation Research Board Meetings</li> <li>World of Concrete</li> <li>PCI Convention in partnership with The Precast Show</li> </ul>	<ul style="list-style-type: none"> <li>AASHTO Subcommittee on Bridges and Structures Annual Meeting</li> <li>International Bridge Conference</li> <li>DBIA—Transportation</li> </ul>	<ul style="list-style-type: none"> <li>PCA Professors Seminar</li> <li>AASHTO Subcommittee on Materials Annual Meeting</li> </ul>	<ul style="list-style-type: none"> <li>ASBI Annual Convention</li> <li>Annual Buyer's Guide</li> <li>PCI Committee Days and National Bridge Conference</li> </ul>

**Simulation of Publication Format:** The publisher reserves the right to reject any advertisement and to designate as advertising any advertisement resembling editorial matter.  
**Publisher's Protective Clause:** Advertisers and their agencies assume liability for all content (including text, representation, and illustrations) of advertisement printed, and assume responsibility for any claims arising therefrom made against the publisher.

**Rate Protection:** The publisher may revise rates on 90 days' notice. Advertisers may cancel their orders at the time the change in rates becomes effective without incurring a short rate adjustment, provided the rate has been earned up to the date of cancellation.

**Publisher Error:** The publisher's liability for any error will not exceed the cost of printing for the page(s) in question.



## ASPIRE®

Digital ad files are **REQUIRED**.

### FINAL TRIM SIZE

8½ x 10⅞ inches.

All pertinent matter should be kept ½ inch from trim on all four sides.  
(Ads must be created at 100%)

### SPREAD ADS

16½ x 11⅞ inches. All pertinent matter should be kept ⅜ inch from the gutter on both sides (¾ inch total).

**Spread ads MUST be on two pages, not one.**

### LINE SCREEN

150 line = 300 dpi at 100%.

### FTP SITE

ASPIRE magazine offers an FTP site. You can quickly send your electronic files for articles and advertisements. Contact: [lscacco@pci.org](mailto:lscacco@pci.org).

### MEDIA DELIVERY

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## ELECTRONIC FILE PREPARATION

<b>PDF FILES</b>	Acrobat 4 (PDF 1.3) files are accepted. PDF files must be <b>Press Ready</b> . DO NOT USE Quark 6 export PDF setting. All PDFs must have crop marks with 1/8 inch bleed, and be high-resolution with all fonts and graphics embedded.
<b>PAGE FILES</b>	<b>All page files must be provided in Mac or PC format</b> , Adobe InDesign 6 or QuarkXPress 8 files, including all fonts (screen and printer) and all high-resolution (300 dpi) graphic files.
<b>GRAPHIC FILES</b>	All illustrations, logos, etc., must be provided in Illustrator, Freehand, or Photoshop.
<b>PHOTO IMAGES</b>	All high-resolution files must be supplied (100% size at 300 dpi). Files must be <b>CMYK, TIFF files</b> (NO DCS FILES).
<b>FONTS</b>	All screen and printer fonts must be included. Also include all fonts used in any Illustrator or Freehand files, if applicable.
<b>PROOFS</b>	A <b>four-color matchprint-quality proof</b> must be supplied with all media for display ads. If only a laser print is supplied, a color matchprint will be pulled and the advertiser will be billed an additional \$90.
<b>MEDIA</b>	Macintosh or PC files must be supplied on a CD, on a DVD, or electronically via FTP. Contact Lisa Scacco at PCI, (312) 583-6782, for complete details.
<b>RETURN OF MEDIA</b>	Materials will be retained by the publisher for one year unless otherwise requested. The publisher is not responsible for keeping material beyond one year and will discard if return is not requested.

**NOTE:** We preflight all ads to find problems such as missing fonts, low-resolution photos, or color problems. We are not responsible for improperly prepared files. We will attempt to notify agency/advertiser if we find a problem with your native files or PDFs. **PDF files cannot be altered once we receive them**, so any changes necessary will need to be submitted as a new file. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted. If you have any questions please call Lisa Scacco at (312) 583-6782 or email her at [lscacco@pci.org](mailto:lscacco@pci.org).

## ASPIRE SPEAKS FOR AN ENTIRE INDUSTRY...

## ...THE CONCRETE BRIDGE INDUSTRY.

ASPIRE is a quarterly magazine published by the Precast/Prestressed Concrete Institute in cooperation with the associations of the National Concrete Bridge Council. The editorial content focuses on the latest technology and key issues in the concrete bridge industry.

From federal, state, and local agencies to consultants, planners, universities, and contractors, ASPIRE delivers to the most influential audience of more than 40,000\* national stakeholders.

\*Estimated including pass-along readership



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