

THE VOICE AND RECOGNIZED AUTHORITY FOR THE RESIDENTIAL CONCRETE INDUSTRY

# CONCRETE FACTS

## 2024-25 MEDIA KIT

**T**he readership of Concrete Facts is a diverse collection of concrete professionals from across North America. Products and Services manufactured specifically for the cast-in-place concrete industry have exceptional visibility through this industry voice. As a free subscription, access to its content is assured to be of vested interest to the reader. Rewarding this interest, CFA offers timely articles on key technical matters, risk management, legal advice,

marketing and sales strategies and much more, penned by some of the most trusted names in the industry.

Reach your target audience with a consistent and trusted brand, using Concrete Facts magazine as the right vehicle for an effective and economical advertising medium.





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# CONCRETE FACTS

PO Box 204  
Mount Vernon, IA 52314  
(319) 895-6940

## 2024-25 MEDIA KIT

Concrete Facts is the leading magazine in the concrete foundation industry. It is designed to reach the largest number of decision makers and readers in the industry four times a year. Readers are located in the U.S. and Canada.



**C**oncrete Facts continues to offer advertisers a very broad industry distribution. As an industry voice, the CFA has positioned our magazine to project the CFA mission statement, “to support the cast-in-place contractor as the voice and recognized authority for the residential concrete industry.” In continued service of this mission, our goal is to reach every practicing foundation contractor in North America. We target a qualified readership in print, digital flip book and through our online article resources site at [www.concretefactsmagazine.com](http://www.concretefactsmagazine.com). More than 6,000 active companies are targeted each issue. Each magazine’s print edition will be read by an average of 3-5 people in a company directly and many members report using this as an attractive piece in their office foyers.

Online, recognized readership has steadily grown since introducing this option at the

beginning of 2008. In 2023, the magazine introduced its newest product form, the digital flip book version to make it easier for persons to share and read content, primarily aimed at non-member readers.

Each article of significance will be maintained for the history of our industry presence. Current advertisers will be maintained in a presence for this year complimentary with your paid ad commitment. It stands to be a significant benefit to your company and products.

If you want to reach the concrete foundation industry, advertise in ‘Concrete Facts’. Give us a call, and we’ll put together a package that meets your specific needs. This brochure provides all of the information you need to begin making this decision but we remain dedicated to supporting this primary membership benefit and outreach of this Association.

Concrete Facts is a publication of the Concrete Foundations Association (CFA). Advertising is an exclusive benefit of CFA membership.



**James Baty II**  
Executive Director of the CFA

At home in the pages of the foundation industry’s leading magazine, your advertisements will reach over 5,500 targeted readers, and even more with our online edition.

Inspiring and timely messages from the CFA’s executive director and president are found in each issue, along with regular features containing current member and industry news, projects and member profiles, in addition to management oriented articles.

## IN EVERY ISSUE

It is the intent of CONCRETE FACTS to provide meaningful and business- shaping information in every issue, while maintaining this resource as the primary communication voice to the network of CFA members. In order to connect readers and advertisers, maintaining fresh and up-to-date information ensures that each issue will be sought as much or more than the previous with anticipation. You are guaranteed to find the latest on Association and other industry events, training and certification, as well as the details pertinent to securing your involvement in these opportunities.

We position CONCRETE FACTS to best serve our readers, especially our members. Each issue of Volume 31 will continue to offer a broad range of features and programs that CFA now offers. You will find your ad among these topics:

- **Management:** Information on legal, financial, best practice and other core business components.
- **Technical:** Codes, engineering, unique weather practices and a variety of construction practices and tips.
- **Certification:** The most current information on the CFA Certification Program.
- **Membership:** Stimulating articles of interest on CFA members, changes in the network and a wide variety of membership-based supporting content.
- **Sales/Marketing:** Creative challenges to see your sales and marketing strategies in different ways beneficial to building a stronger company.

In short, CONCRETE FACTS is a professional newsletter with the look and feel of an industry periodical, providing 4-color photography and graphics combined with editorial content from knowledgeable writers. This is the one magazine dedicated to the concrete foundation industry that you can't afford to miss.

If you have a product or service in the cast-in-place concrete industry, advertise with Concrete Facts to reach the top decision makers across the country.

Readers will find your ad in Concrete Facts four times a year by mail, at major industry events and online at [www.cfaconcretepros.org](http://www.cfaconcretepros.org)

## EDITORIAL CALENDER

### Fall 2024 (Closes 9/1/2024)

Celebrating Foundations - CFACON24 - Puerto Rico in the rear view mirror, this issue will be devoted to celebrating the many ways that an entire industry can appreciate the accomplishments of the latest award-winning projects and influential leaders. Specific attention will be given to the 2024 Projects of the Year and the challenges faced by construction professionals.

### Winter 2024 (Closes 11/01/2024)

Learning From The Best - this issue will be taking a look at the different training systems being used throughout the industry. From Convention to World of Concrete, on-boarding through training to become a job superintendent, the future of this industry is to be found in the effectiveness and attractiveness of training and education. What stories can be learned and applied?

### Spring 2025 (Closes 3/01/2025)

Learning by Networking - Featuring content learned from WOC2025 and anticipating the schedule for both the Spring Executive Retreat and CFACON25, this issue will be about the strength of networking that contractors, suppliers and consultants are finding within membership.

### Summer 2025 (Closes 5/1/2025)

Anticipating the biggest of celebrations as the Association stretches to the midway mark of its 50th year, this issue will be looking back at some signature moments that make 50 years a remarkable milestone. Enduring some of the most unlikely and most unforeseen challenges; delivering quality and performance time and again; and welcoming members to an evolving landscape that provides the biggest reasons to grow, revise and continually imagine.

## Thank you to our 2023-24 advertisers



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## 2024-25 MEDIA KIT

### MEMBER-ONLY ADVERTISING SIZES & RATES

SIZE	ORIENTATION	LIVE AREA	WITH BLEED	COST PER ISSUE	WEB AD SIZE
FULL 2 PAGE SPREAD	2 Full Pages	N/A	17.25 wide x 11.25 tall	\$4250	350px x 250 px
JUNIOR SPREAD	Horizontal	16 wide x 4.875 tall	17.25 wide x 5.125 tall	\$3000	350px x 250 px
FULL PAGE	Vertical	7.5 wide x 10 tall	8.75 wide x 11.25 tall	\$2750	350px x 250 px
HALF PAGE	Horizontal	7.5 wide x 4.875 tall	Bleed not Available	\$1,800	250 px x 250 px
QTR. PAGE	Vertical	3.65 wide x 4.875 tall	Bleed not Available	\$900	Logo Banner
PREMIUM PLACEMENT - Inside Front Cover, Inside Back Cover, Back Page 10% Additional Premium					

Current holders of premium spaces (inside front/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.

You must hold a current CFA membership to advertise or apply for membership at time of submitting for space Please include Insertion Order form with all advertising placements.

#### DIGITAL SPECIFICATIONS

**Media Accepted:** Send high resolution PDF, jpeg, tif or eps files. PDF preferred.

**Color:** Color images should be saved in CMYK format at 300 ppi before creating PDF.

**Graphics:** Resolution 300 ppi.

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

If possible, convert all fonts to outlines before creating PDF.

#### SENDING YOUR AD

**email to:** [mlentzkow@cfaconcretepros.org](mailto:mlentzkow@cfaconcretepros.org)

**Mark Lentzkow**  
Content and Brand Manager

#### QUESTIONS?

Contact the CFA office:  
(319) 895-6940

[jbaty@cfaconcretepros.org](mailto:jbaty@cfaconcretepros.org)

Concrete Foundations Association  
402 1st Ave SE | PO Box 204  
Mount Vernon, IA 52314

1/4 page image

$\left[3\frac{5}{8}'' - 3.625''\right] \times \left[4\frac{7}{8}'' - 4.875''\right]$

1088 x 1463pi @ 300dpi

Full page **FULL BLEED** image

$8\frac{3}{4}'' \times 11\frac{1}{4}''$

2625 pi X 3375 pi @300dpi

Full page **NO BLEED** image

$7.5'' \times 10''$

2250 pi X 3000 pi @300dpi

1/2 page image

$7\frac{1}{2}'' \times \left[4\frac{7}{8}'' 4.875''\right]$

2250pi 1463pi @300dpi

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### ORDER INSERTION

#### COMPANY NAME:

If agency, client you are placing advertising for: \_\_\_\_\_

Name of person responsible for advertising (Bill to): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address:

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

#### ADVERTISING SPACE REQUESTED - Select All Appropriate Boxes of Interest

(Pricing is per issue, available 4 times per year, must be a member).

- 2-page Spread: \$4,250   
  Junior Spread \$3,000   
  Full Page: \$2,750   
  Half Page: \$1,800   
  Quarter Page: \$900  
 Fall-Sept. 2024   
  Winter-Nov. 2024   
  Spring-Feb. 2025   
  Summer-May. 2025

\*For premium or special space requests, please contact [jbaty@cfaconcretepros.org](mailto:jbaty@cfaconcretepros.org)

- New art will be submitted   
  Use ad from previous issue   
 TOTAL: \$

When you purchase an ad in "Concrete Facts" magazine, you also qualify for a FREE ad space online at [concretefactsmagazine.com](http://concretefactsmagazine.com). Available sizes include: Full Page (350px tall x 250px wide), Half Page (250px x 250px), Qtr. Page (125px x 125px). All web ads include a hotlink.

- Check here to confirm that you will be submitting art for your free online ad space

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### PAYMENT METHOD

- Invoice for total amount due (full year)   
  Invoice after each issue  
 Check (US funds only)   
  Credit Card : Visa | Amex | Master Card (circle one)

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Authorization Code: \_\_\_\_\_

Name on Card \_\_\_\_\_



Mail or fax this form to Concrete Foundations Association – Attn: James Baty  
PO Box 204 | Mount Vernon, IA | 52314 | Fax: 320-213-5556  
Questions? Call or Email: 319-895-6940 | [jbaty@cfaconcretepros.org](mailto:jbaty@cfaconcretepros.org)