

CONCRETE REPAIR BULLETIN

The bimonthly publication of the
International Concrete Repair Institute



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2012 INSERTION ORDER FORM

Must be submitted with signature for ad placement. Internal forms/invoices not accepted.

ADVERTISER ICRI Member
 Nonmember

AGENCY

Company _____
Name/Title _____
Address _____
City/State/Zip _____
Telephone _____
Fax _____
E-mail _____

Company _____
Name/Title _____
Address _____
City/State/Zip _____
Telephone _____
Fax _____
E-mail _____

ISSUE	THEME	AD CLOSE	MATERIAL CLOSE
<input type="checkbox"/> January/February	Decorative Repairs	12/2/11	12/9/11
<input type="checkbox"/> March/April	Water & Wastewater Treatment Plant Repairs	2/3/12	2/10/12
<input type="checkbox"/> May/June	Industrial Repairs	4/2/12	4/9/12
<input type="checkbox"/> July/August	Strengthening & Blast Resistance	6/1/12	6/8/12
<input type="checkbox"/> September/October	Preservation Engineering—Masonry/Stone/Concrete	8/3/12	8/10/12
<input type="checkbox"/> November/December	ICRI Project Awards	10/5/12	10/12/12

I commit to placing ads in all six issues to save 5% off the 2012 rates.
Ad size can change by issue.

AD SIZE*

- Inside Front Cover 1/2 Island 1/4 Vertical
 Inside Back Cover 1/2 Vertical 1/6 Vertical
 Outside Back Cover 1/2 Horizontal 1/6 Horizontal
 Two-Page Spread 1/3 Vertical 1/8 Horizontal
 Full Page 1/3 Horizontal Market Place
 2/3 Vertical 1/3 Square Classified
 2/3 Horizontal

**For exact ad dimensions, please call Dale Regnier at 847-827-0830.*

AD INFORMATION

- Ad provided
 Ad to follow by: _____ / _____ / _____
 Use ad from previous issue. Issue date: _____
 Changes/Special instructions (please include on separate page)

COLOR

- B/W
 2-color (specify cyan, magenta or yellow) _____
 4-color process

CLIENT PROFILE

- When do you determine your advertising budget? ___ Q1 ___ Q2 ___ Q3 ___ Q4
- My preferred method of contact is: ___ Phone ___ Mail ___ Fax ___ E-mail
- Would you be interested in Web advertising through ICRI? ___ Yes ___ No
- In how many other publications do you advertise? _____
- On a scale of 1 to 10, with 1 being least impactful and 10 the most, what drives your decision to advertise?
 - Technical quality of magazine _____
 - To keep a regular presence _____
 - Because competition advertises _____
 - Subject matter of a particular issue matches our product(s) _____

The information submitted is for ICRI staff use only and will be kept in confidence.

BILLING INFORMATION

Space Rate	_____
Member Discount – 25%	_____
Supporting Member Discount – 10%	_____
Color Charge	_____
Subtotal	_____
Agency Discount – 15%	_____
TOTAL NET	<input style="width: 100px; height: 20px;" type="text"/>

Please reserve space in the issue(s) indicated on behalf of the advertiser listed above. No cancellations after space closing allowed. Neither ICRI nor the publishers will be held responsible for statements made in advertisements. The advertiser shall indemnify and hold ICRI harmless from liability of any kind arising from such claims, including attorney's fees and all other costs of litigation. By submission of copy, the advertiser certifies that consent has been obtained for use of photographs, endorsements or copyrighted materials. ICRI reserves the right to refuse any advertisement determined to be inappropriate or conflicting with the interests of ICRI.

Authorized Signature _____ Date _____

Contact Kelly Page, Executive/Technical Director, for information and guidelines on contributing technical articles:
(847) 827-0830 or Kelly.Page@icri.org