



2024 Media Kit



**WHERE THE PROFESSIONALS
CONTRACTORS • ENGINEERS • SUPPLIERS
GO TO FIND THE LATEST
INDUSTRY NEWS • PROJECT PROFILES • NEW PRODUCTS
HELPING THEM DO BETTER REPAIR**

MAKE THE MOST OF YOUR ADVERTISING DOLLAR

The *Concrete Repair Bulletin*, the bimonthly magazine of the International Concrete Repair Institute (ICRI), reaches **5,000+** concrete repair specialists worldwide. Our readers request that our magazine stay on the cutting edge of the restoration and repair industry with the best products and services available. You won't find a better return on your investment in any other publication. ICRI members automatically receive a 25% discount on all advertising rates! It pays for your membership in less than a year.

By advertising in the magazine, you bring your company name and its products and services to each and every one of our readers. That's **5,000+** potential customers! Plus, we have several additional ways you can use the *CRB* to reach the right people in the industry with your message.

BECOME AN AUTHOR

Have you worked on a major project recently or compiled data for a case study that you would like to share with our readers? Do you have an article or an idea that matches any of our upcoming themes? Reinforcing your advertising campaign with a noncommercial technical article enables you to show your technical expertise to our readers.

GET NOTICED


Do you have a brand new product or service that you believe to be of interest to professionals in the industry? Do you have news of recent staff promotions or additions? Our New Products and People on the Move sections are the perfect vehicles to complement your advertising plans.

A FEW EXTRAS FOR OUR ADVERTISERS

In addition to our worldwide readership, ICRI continually markets the magazine to additional groups and at major events. This year, the magazine will be made available at several important events in the construction industry: the **ICRI 2024 Spring and Fall Conventions** and **World of Concrete**, as well as others.

See page 4 for more ICRI Marketing opportunities.

CONCRETE REPAIR BULLETIN 2024 EDITORIAL CALENDAR

 CONCRETE REPAIR BULLETIN	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
THEMES	Sustainability	Plan-Inspect-Restore Preventing Structural Failures	Grouting Technology for Repair	Specifications for Concrete Repair	Transportation: Roadways, Bridges and Tunnels	2024 ICRI Project & Safety Awards
EDITORIAL MATERIAL CLOSE	November 1, 2023	January 2, 2024	March 1, 2024	May 1, 2024	July 1, 2024	September 3, 2024
AD ORDER CLOSE	November 30, 2023	January 31, 2024	March 29, 2024	May 31, 2024	July 31, 2024	September 30, 2024
AD ARTWORK CLOSE	December 5, 2023	February 5, 2024	April 5, 2024	June 5, 2024	August 5, 2024	October 4, 2024

FOR MORE INFORMATION

ADVERTISING AND ICRI MARKETING OPPORTUNITIES

Jacob Nelson, Sales Coordinator: 651-379-7304; jacobn@ewald.com
11601 Utica Avenue South, Suite 213 | Minneapolis, MN 55416

TECHNICAL ARTICLES

Matthew Carter, ICRI Technical Director: matthewc@icri.org

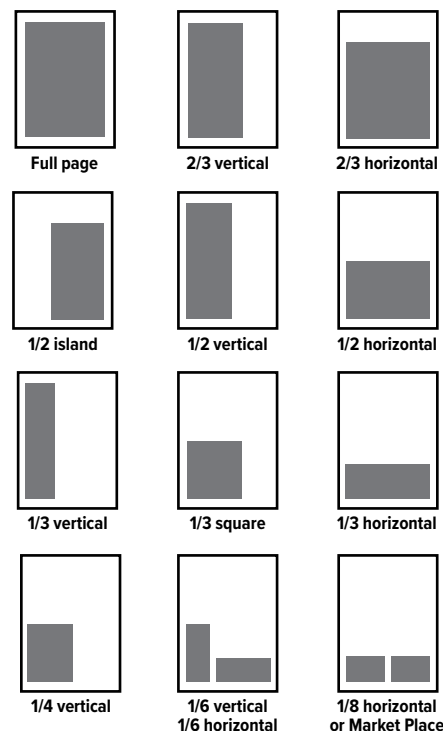
PRESS RELEASES, NEW PRODUCTS, INDUSTRY/ASSOCIATION NEWS

Editor: editor@icri.org

CONCRETE REPAIR BULLETIN 2024 ADVERTISING RATES

Commit to placing ads in all six issues for 2024 and receive additional discounts! Ad size can change by issue.

AD SIZE	BLACK AND WHITE RATES			FULL-COLOR RATES		
	Single	3X	6X	Single	3X	6X
Inside front cover	\$4340	\$4240	\$4120	\$5450	\$5350	\$5160
Inside back cover	\$4160	\$4080	\$3970	\$5230	\$5130	\$4990
Outside back cover	\$4730	\$4660	\$4440	\$5950	\$5830	\$5620
Two-page spread	N/A	N/A	N/A	\$9970	\$9690	\$9400
Full page	\$3840	\$3720	\$3590	\$4780	\$4670	\$4520
2/3 page vertical/horizontal	\$2780	\$2690	\$2620	\$3460	\$3400	\$3330
1/2 page island	\$2430	\$2350	\$2270	\$2920	\$2810	\$2710
1/2 page vertical/horizontal	\$2250	\$2130	\$2030	\$2660	\$2550	\$2420
1/3 page vertical/square/horizontal	\$1590	\$1470	\$1400	\$1910	\$1780	\$1680
1/4 page vertical	\$1330	\$1270	\$1210	\$1570	\$1520	\$1470
1/6 page vertical/horizontal	\$960	\$890	\$860	\$1150	\$1110	\$1060
1/8 page horizontal	N/A	N/A	N/A	\$820	\$800	\$730
Market Place	\$530	\$505	\$480	N/A	N/A	N/A



DISCOUNTS CLASSIFIEDS File TRANSFERS

ICRI Members—25% (insertion rate)

Supporting Members—10%
(insertion rate after member discount)

Agency—15% (gross)

\$50/column inch

Files too large to e-mail?

We have a file upload site available
for sending ad files up to 30MB.

MECHANICAL SPECIFICATIONS

TRIM SIZE: 8.125 IN. X 10.875 IN.

KEEP LIVE MATTER AT LEAST 0.5 IN. FROM TRIM.

CROP/REGISTRATION MARKS: Full page ad files with bleeds must include bleed and crop marks. All other ad files should be cropped to size indicated, no marks.

SPACE UNIT	WIDTH x HEIGHT (INCHES)
Full page (no bleeds)	7 x 10
Full page with bleed	8.375 x 11.125 (includes .25 inch bleed)
2/3 vertical/horizontal	(v) 4.562 x 9.875 (h) 7 x 7.375
1/2 island	4.562 x 7.375
1/2 vertical/horizontal	(v) 3.375 x 9.875 (h) 7 x 4.875
1/3 vertical/horizontal	(v) 2.187 x 9.875 (h) 7 x 3.375
1/3 square	4.562 x 4.562
1/4 vertical	3.375 x 4.875
1/6 vertical/horizontal	(v) 2.187 x 4.875 (h) 4.562 x 2.375
1/8 horizontal (color)	3.625 x 2.25
Market Place (b/w)	3.625 x 2.25

DIGITAL DATA

All files are converted to **MAC FORMAT** for printing.

PREFERRED FILE FORMAT: High Resolution PDF files saved at PDF/X-1a:2001 or PRESS-QUALITY RESOLUTION. (Illustrator or Photoshop accepted saved in EPS format. Do not submit files using Microsoft Word or Publisher.)

MEDIA ACCEPTED: ICRI Website upload or email submission - file size cannot exceed 30MB.

COLOR: All Spot and Pantone colors **must** be changed to process CMYK.

IMAGES: Minimum resolution 300 dpi. Color images should be saved in CMYK format. Do not use compression scheme on the graphics (jpeg, lzw). Please supply all placed images.

DO NOT EMBED IMAGES IN THE FILE. Do not trap files. If necessary, this will be done by our printer.

ALL FONTS MUST BE CONVERTED TO OUTLINES. IF CONVERTING TO OUTLINES IS NOT POSSIBLE. MAC FONTS ARE PREFERRED, ALL PC FONTS USED MUST BE SUPPLIED.

PLEASE NOTE: Ad files not conforming to these standards may not appear as desired in the finished publication.

OTHER ICRI MARKETING OPPORTUNITIES

Go to www.icri.org for more information on the following opportunities.

Website Advertising

Place your company one click away from the concrete repair industry's most active and comprehensive resource website, www.icri.org. With over 6,000+ visitors a month and growing, your ad will appear throughout ICRI's website, delivering your message to qualified industry buyers in the United States, Canada, India, China, Mexico and more.

Ad Placement, Frequency & Cost

- Your ad will be featured rotating with other ads on all website pages except the home page.
- Your ad will run for one (1) quarter. Quarters begin January 1, April 1, July 1, and October 1.
- Your ad will be linked to the URL of your choice.
- Space is limited.
- \$750 per Quarter

The screenshot shows the ICRI website's 'Strategic Vision and Plan' page. At the top is the ICRI logo and navigation menu. The main content area is titled 'ICRI's Strategic Vision and Plan' and features a central diagram. The diagram is divided into four quadrants around the ICRI logo:

- Industry Leadership:** ICRI will be the voice of the art, science, and research world of delivering long-lasting, durable, and professional solutions to the most industry's challenges.
- Professional Development:** ICRI will develop and deliver programs, products, and services that provide continuing, local, and global education.
- Organization Strength:** ICRI will have the resources, talent, and expertise to fully deliver on its strategic vision.
- Organization Credibility:** ICRI will be a well-governed, transparent, and respected brand, locally, nationally, and globally.

Below the diagram, a large red arrow points to a blue box labeled 'Your Ad Here 720 x 90 pixels'. The footer contains contact information for ICRI, including phone numbers and website links.

Make the Most of Your Ad or Sponsorship

Does your company utilize Google Analytics or other website analytics program to monitor the effectiveness of traffic to your website? Did you know you can create and send ICRI a trackable UTM link for your ad/logo? [Find out more.](#)

Advertiser Information *(please complete all fields and print clearly)*

ICRI Member ICRI Non-Member

First/Last Name: _____ Title: _____

Organization: _____

Address: _____ City: _____

State/Province: _____ Postal Code: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

Agency Information *(please complete all fields and print clearly)*

First/Last Name: _____ Title: _____

Organization: _____

Address: _____ City: _____

State/Province: _____ Postal Code: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

Issue	Theme	Ad Order Close	Ad Artwork Close
<input type="checkbox"/> January/February	Sustainability	11/30/2023	12/5/2024
<input type="checkbox"/> March/April	Plan-Inspect-Restore – Preventing Structural Failure	1/31/2024	2/5/2024
<input type="checkbox"/> May/June	Grouting Technology for Repair	3/29/2024	4/5/2024
<input type="checkbox"/> July/August	Specifications for Concrete Repair	5/31/2024	6/5/2024
<input type="checkbox"/> September/October	Transportation: Roadways, Bridges and Tunnels	7/31/2024	8/5/2024
<input type="checkbox"/> November/December	2024 ICRI Project and Safety Awards	9/30/2024	10/4/2024
<input type="checkbox"/> I commit to placing ads in all six issues to save 5% off of the 2024 rates.			

Ad Size

<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Vertical	<input type="checkbox"/> 1/3 Square	<input type="checkbox"/> 1/8 Horizontal
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> 2/3 Vertical	<input type="checkbox"/> 1/2 Horizontal	<input type="checkbox"/> 1/4 Vertical	<input type="checkbox"/> Market Place
<input type="checkbox"/> Outside Back Cover	<input type="checkbox"/> 2/3 Horizontal	<input type="checkbox"/> 1/3 Vertical	<input type="checkbox"/> 1/6 Vertical	<input type="checkbox"/> Classified
<input type="checkbox"/> Two-Page Spread	<input type="checkbox"/> 1/2 Island	<input type="checkbox"/> 1/3 Horizontal	<input type="checkbox"/> 1/6 Horizontal	

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.

Advertising Contact:
Jake Nelson, Sales Manager
P: (651) 379-7304
E: jacobn@ewald.com



Color

<input type="checkbox"/> Black and White
<input type="checkbox"/> 4-Color Process

Ad Information

<input type="checkbox"/> Ad Provided
<input type="checkbox"/> Ad to Follow by: _____ / _____ / _____
<input type="checkbox"/> Use ad from previous issue. Issue date: _____
<input type="checkbox"/> Changes/Special Instructions (please include on separate page)

Billing Information

<input type="checkbox"/> Space Rate
<input type="checkbox"/> Member Discount - 25%
<input type="checkbox"/> Supporting Member Discount - 10%
<input type="checkbox"/> Agency Discount - 15%

Payment Information

Amount Enclosed \$ _____

The **ICRI** requires full payment for registration fees by check or credit card.
All credit card fields are required.

Method of Payment: Check enclosed, payable to "ICRI"
 VISA MasterCard American Express Discover

Card Number _____ Exp. Date _____ Security Code _____

Cardholder Name (print) _____ Cardholder Phone _____

Billing Address: _____ City: _____

State/Province: _____ Postal Code: _____ Country: _____

Cardholder Signature _____

MAIL OR FAX THIS COMPLETED FORM + PAYMENT TO:

ICRI
1601 Utica Ave. S., Suite 213 | Minneapolis, Minnesota 55416 USA
FAX: +1 651.290.2266

**PLEASE DO NOT EMAIL
FORMS WITH CREDIT CARD INFORMATION.**

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