

Editorial Calendar

Every issue of CI reaches the **40,000 most powerful decision makers** in the concrete industry! Be where these decision makers go for their most trusted concrete industry news and information in every issue.

January

Theme: Admixtures & Cementitious Materials

Space Deadline: **11/11/2011**
Artwork Deadline: **11/18/2011**

Product/Services Showcase:
Admixtures

Bonus Distribution:
World of Concrete

February

Theme: Infrastructure

Space Deadline: **12/12/2011**
Artwork Deadline: **12/19/2011**

Product/Services Showcase:
Reinforcement

Bonus Distribution:
ACI Spring Convention

March

Theme: Decorative & Architectural Concrete

Space Deadline: **1/13/2012**
Artwork Deadline: **1/20/2012**

Product/Services Showcase:
Decorative Concrete Products

Bonus Distribution:
ACI Spring Convention

April

Theme: Repair & Renovation

Space Deadline: **2/10/2012**
Artwork Deadline: **2/17/2012**

Product/Services Showcase:
Repair Products

May

Theme: Concrete in Extreme Environments

Space Deadline: **3/15/2012**
Artwork Deadline: **3/22/2012**

Product/Services Showcase:
Anchorage Systems

June

Theme: Formwork

Space Deadline: **4/13/2012**
Artwork Deadline: **4/20/2012**

Product/Services Showcase:
Wall and Column Forms

Bonus Distribution:
ASCC CEO Forum

July

Theme: Floors & Foundations

Space Deadline: **5/14/2012**
Artwork Deadline: **5/21/2012**

Product/Services Showcase:
Grinding & Cutting Equipment

August

Theme: Mixing, Placing & Curing

Space Deadline: **6/11/2012**
Artwork Deadline: **6/18/2012**

Product/Services Showcase:
Curing Products

September

Theme: Software, Technology & Design

Space Deadline: **7/13/2012**
Artwork Deadline: **7/20/2012**

Product/Services Showcase:
Design & Management Software

Bonus Distribution:
ACI Fall Convention
ASCC Annual Convention

October

Theme: Precast/Prestressed & Post Tensioned

Space Deadline: **8/13/2012**
Artwork Deadline: **8/20/2012**

Product/Services Showcase:
Testing Equipment

Bonus Distribution:
ACI Fall Convention

November

Theme: Functional Resilience

Space Deadline: **9/12/2012**
Artwork Deadline: **9/19/2012**

Product/Services Showcase:
Durability Enhancing Products

December

Theme: 2012 Concrete Product Guide

Space Deadline: **10/12/2012**
Artwork Deadline: **10/19/2012**

Product/Services Showcase:
Innovative Products

Bonus Distribution:
World of Concrete 2013

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Advertising Contact

Jeff Rhodes

Phone 410-584-8487

Fax 410-584-8353

Email

concrete@networkmediapartners.com

Editorial Contact

Rex Donahey

Concrete International
38800 Country Club Drive
Farmington Hills, MI 48331

Phone 248-848-3752

Fax 248-848-3150

Email rex.donahey@concrete.org

Shipping Address

Network Media Partners, Inc.

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Executive Plaza I, Suite 900
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Hunt Valley, MD 21031

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Cassie Paton, Traffic Coordinator
Network Media Partners, Inc.
Executive Plaza I, Suite 900
11350 McCormick Road
Hunt Valley, MD 21031

Phone 410-584-1953

Fax 410-584-8491

Email

cpaton@networkmediapartners.com

4-Color

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| Full Page | \$4,950 | \$4,700 | \$4,540 | \$4,350 | \$4,160 |
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| 1/2 Island | \$3,720 | \$3,540 | \$3,430 | \$3,325 | \$3,150 |
| 1/2 Page | \$3,500 | \$3,340 | \$3,230 | \$3,130 | \$3,000 |
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| 1/4 Page | \$2,650 | \$2,550 | \$2,480 | \$2,425 | \$2,340 |
| 1/6 Page | \$2,425 | \$2,340 | \$2,280 | \$2,215 | \$2,160 |
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Black and White

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|------------|---------|---------|---------|---------|---------|
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| 1/2 Page | \$2,210 | \$2,060 | \$1,950 | \$1,850 | \$1,715 |
| 1/3 Page | \$1,630 | \$1,525 | \$1,440 | \$1,340 | \$1,240 |
| 1/4 Page | \$1,370 | \$1,270 | \$1,200 | \$1,140 | \$1,060 |
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2-Color

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(includes color; 12x insertions only)

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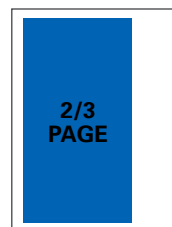
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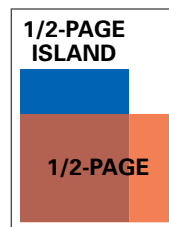
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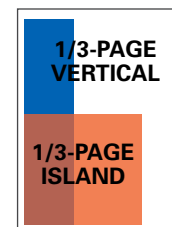
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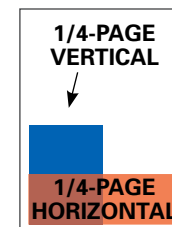
2/3 PAGE



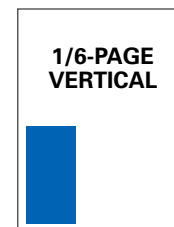
1/2-PAGE ISLAND



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1/4-PAGE VERTICAL



1/6-PAGE VERTICAL