

Editorial Calendar

January

Theme: Admixtures & Cementitious Materials

Space Deadline: **11/15/2010**
Artwork Deadline: **11/22/2010**

Product/Services Showcase:
Admixtures

Bonus Distribution:
World of Concrete

February

Theme: Infrastructure

Space Deadline: **12/10/2010**
Artwork Deadline: **12/17/2010**

Product/Services Showcase:
Testing Equipment

Bonus Distribution:
CONEXPO-CON/AGG

March

Theme: Mixing, Placing, & Curing

Space Deadline: **1/14/2011**
Artwork Deadline: **1/21/2011**

Product/Services Showcase:
Curing Products

Bonus Distribution:
ACI Spring Convention
CONEXPO-CON/AGG

April

Theme: Repair & Renovation

Space Deadline: **2/11/2011**
Artwork Deadline: **2/18/2011**

Product/Services Showcase:
Repair Products

Bonus Distribution:
ACI Spring Convention
ICRI Spring Convention

May

Theme: Concrete in Extreme Environments

Space Deadline: **3/15/2011**
Artwork Deadline: **3/22/2011**

Product/Services Showcase:
Grinding & Cutting Equipment

June

Theme: Formwork

Space Deadline: **4/14/2011**
Artwork Deadline: **4/21/2011**

Product/Services Showcase:
Wall and Column Forms

Bonus Distribution:
ASCC CEO Forum

July

Theme: Floors & Foundations

Space Deadline: **5/13/2011**
Artwork Deadline: **5/20/2011**

Product/Services Showcase:
Safety Equipment

August

Theme: Decorative & Architectural Concrete

Space Deadline: **6/10/2011**
Artwork Deadline: **6/17/2011**

Product/Services Showcase:
Decorative Concrete Products

September

Theme: Design & Technology

Space Deadline: **7/15/2011**
Artwork Deadline: **7/22/2011**

Product/Services Showcase:
Design & Management Software

Bonus Distribution:
ACI Fall Convention
ASCC Annual Convention

October

Theme: Precast/Prestressed & Post Tensioned

Space Deadline: **8/12/2011**
Artwork Deadline: **8/19/2011**

Product/Services Showcase:
Fiber Reinforcement

Bonus Distribution:
ACI Fall Convention

November

Theme: Durability

Space Deadline: **9/12/2011**
Artwork Deadline: **9/19/2011**

Product/Services Showcase:
Maintenance Equipment

December

Theme: 2012 Concrete Product Guide

Space Deadline: **10/13/2011**
Artwork Deadline: **10/20/2011**

Product/Services Showcase:
Innovative Products

Bonus Distribution:
World of Concrete 2012

2011 Advertising Rates

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4-Color

Page Size	1X	3X	6X	9X	12X
Full Page	\$4,950	\$4,700	\$4,540	\$4,350	\$4,160
2/3 Page	\$4,220	\$4,030	\$3,885	\$3,770	\$3,575
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1/2 Page	\$3,500	\$3,340	\$3,230	\$3,130	\$3,000
1/3 Page	\$2,910	\$2,800	\$2,720	\$2,625	\$2,520
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
Spread	\$8,980	\$8,460	\$8,140	\$7,720	\$7,380

Black and White

Page Size	1X	3X	6X	9X	12X
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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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