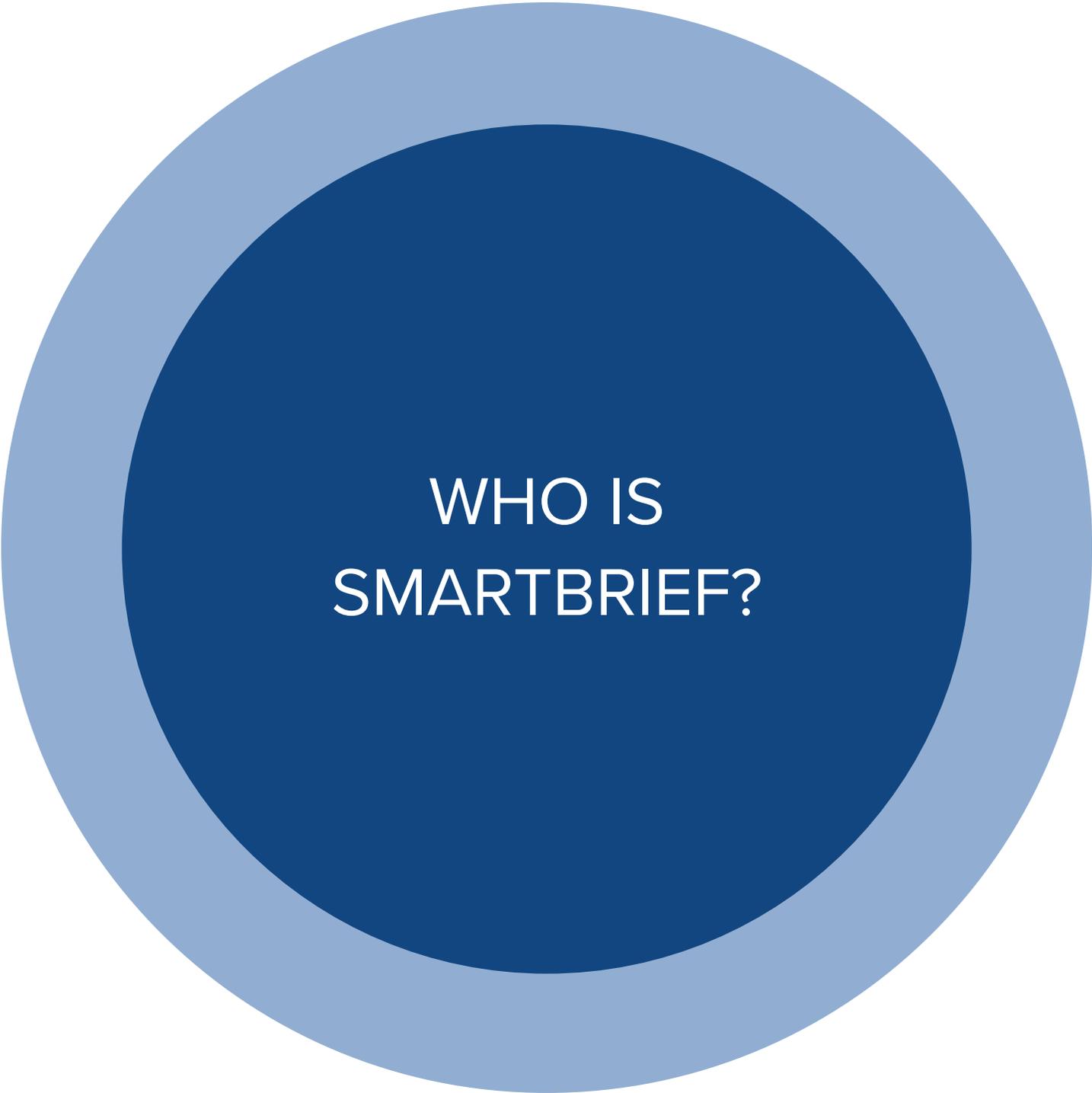


2023 ACI Concrete SmartBrief Middle East Media Kit



American Concrete Institute
دائما تتقدم

 **SmartBrief**
A FUTURE COMPANY



WHO IS
SMARTBRIEF?



SmartBrief is the leading digital media publisher of targeted business news and information by industry.

In partnership with nearly 150 leading trade organizations, SmartBrief publishes more than 200 industry-specific newsletters each day.

SmartBrief publications vary in frequency and audience size, with some delivering daily to 250,000 readers and others weekly to several thousand.

From advertising professionals to health insurance executives to general contractors, nearly 6 million business leaders rely on SmartBrief to stay up to date about the latest news in their industry and their career on a regular basis.

SmartBrief offers something for nearly any professional and an ideal target audience for any B2B marketer.



WHO IS
ACI?



History

For more than 100 years, the American Concrete Institute has been providing concrete professionals from around the world with industry-leading information. From design codes and construction specifications to published research, innovative technologies, certification programs, and more, ACI meets the demand of a changing world.

Membership

Membership in the American Concrete Institute means knowledge! Through annual subscriptions, ACI members now have free access to all ACI University webinars and on-demand courses, plus unlimited access to the Institute's 200+ practices (including all ACI guides and reports) and symposium volumes.

ACI with SmartBrief

ACI has worked with SmartBrief for more than 10 years to reach our members and customers, dedicated to informing concrete construction, engineering, testing, and design professionals of the news shaping their industry. Developed in exclusive partnership with the American Concrete Institute, this SmartBrief provides a regional weekly summary of essential industry intelligence.

2023 PRICING

Display & Native Advertising

- Above-the-Fold Takeover—\$700/issue
- Billboard Banner—\$550/issue
- Rectangle-Text Ad—\$800/issue
- Video-Text Ad—\$800/issue
- Featured Content—\$800/issue

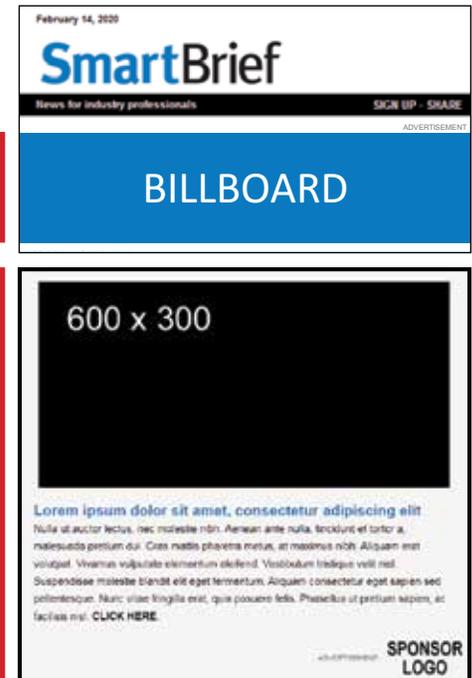
Exclusive Opportunities

- Conference Report—\$4,275
- Special Report Single Issue—\$4,275
- Spotlight Send—\$5,050
- Dedicated Send—\$5,050

Above-the-Fold Takeover—\$700/issue

This high-impact brief sponsorship includes both a billboard banner/display ad atop the newsletter and the large format half-page text ad unit in the top-most news section, offering both high impact and engagement.

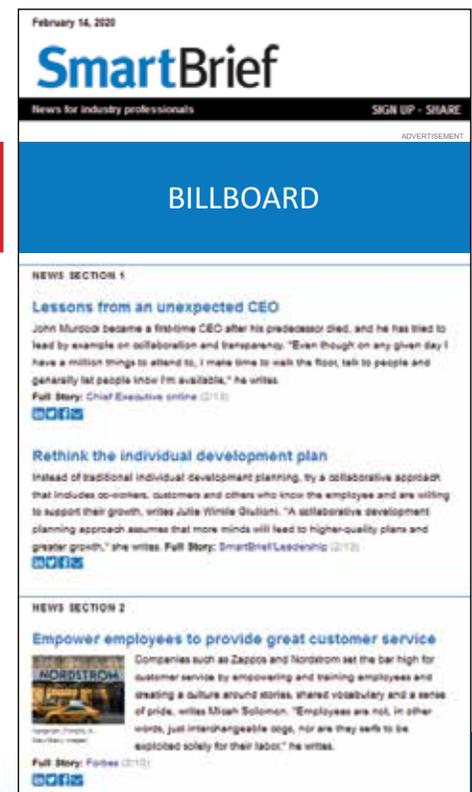
- Ad Size: 970x250 px + 600x300 px
- Headline: 40 characters, excluding spaces
- Ad Copy: 250-300 characters
- Logo



Billboard Banner—\$550/issue

SmartBrief's most commonly used display ad type. The IAB-standard Billboard format is placed atop the newsletter, immediately below the masthead, offering maximum visibility and impact to sponsor brand and messaging.

- Ad Size: 970x250 px
- File Size: 250k maximum
- Click-through URL
- File Type: GIF, JPEG, PNG

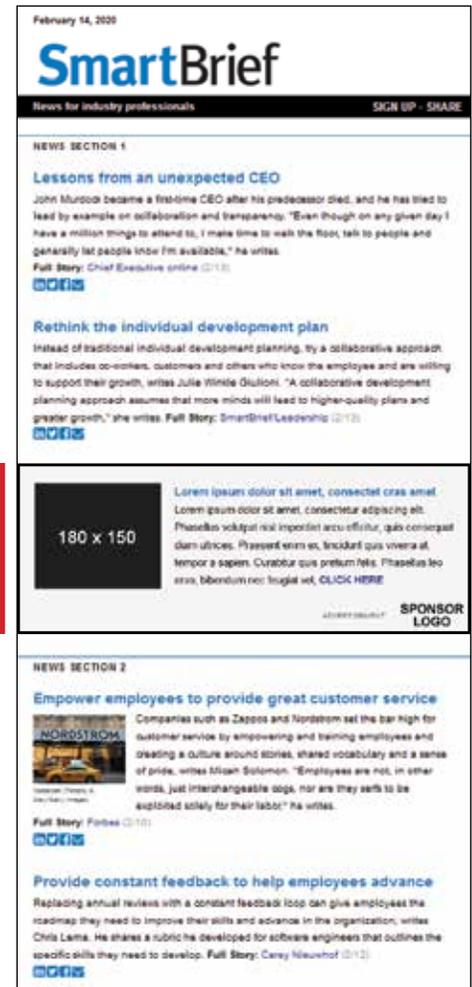


Rectangle-Text Ad—\$800/issue

SmartBrief's most widely used ad format may be run as a sponsorship within a single newsletter or targeted at a subset of readers across multiple publications.

Including both text and a 180x150 px image, this format is ideal for lead generation via content syndication.

- Ad Image: 180x150 px; 50k maximum
- Headline: 40 characters, excluding spaces
- Ad Copy: 250 characters, excluding spaces
- Click-through URL
- File Type: GIF, JPEG, PNG
- Sponsor Logo (optional):
 - 120x60 px; 50k maximum
 - PNG with transparent background



Video-Text Ad—\$800/issue

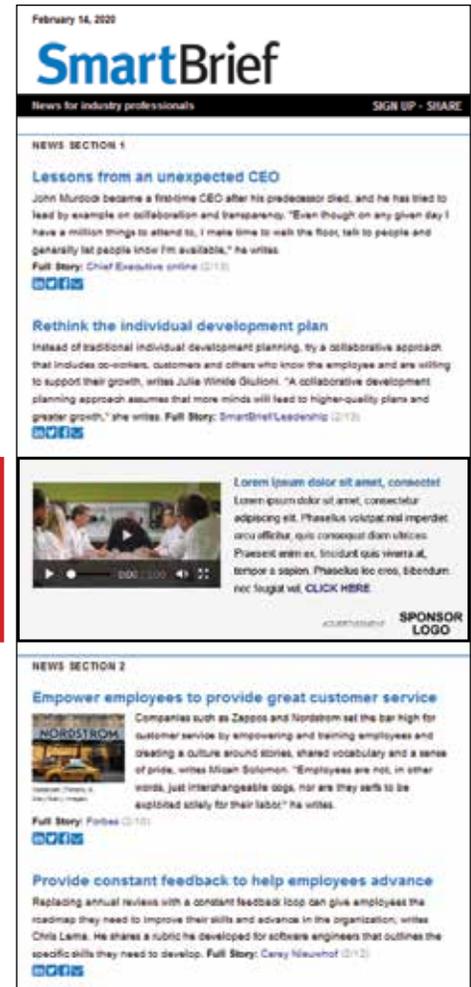
The Video-Text format provides the unique opportunity to display live click-to-play video within the inbox, ideal for brand awareness campaigns, product tutorials, or other engaging video promotions. Note: Some widely used email applications, including Gmail, Yahoo, and Outlook, do not support embedded video. Readers viewing video ads in these email applications may click to be redirected to a website where the video can be viewed.

AD UNIT

- Headline: 40 characters, excluding spaces
- Ad Copy: 250 characters, excluding spaces
- Click-through URL
- Preview Image (optional): 267x150 px (16x9) static image (to be displayed in email clients that do not support embedded video). 50k maximum; GIF/JPEG/PNG
- Sponsor Logo (optional):
 - 120x60 px; 50k maximum
 - PNG with transparent background

VIDEO FILE

- File Size: 500 MB maximum; 100 MB or less preferred
- Length: 2 minutes maximum; 20 seconds or less recommended
- Aspect Ratio: 16x9 (HD) or 4x3 (SD)
- Accepted standard codecs and video formats:
 - MP4
 - WMV
 - FLV (Sorensen, H.264 codecs only)
 - YouTube link
 - MPEG- 4
 - MOV (Quicktime)
 - H.264
 - ETC



Featured Content—\$800/issue

Section Header: 30 characters, excluding spaces

SmartBrief's most native ad format, Featured Content enables sponsors to insert a section of their own into a publication. Designed to mimic the appearance of the editorial content within the brief, including headline and font colors, this format is ideal for promoting original content such as blog posts, research reports, etc.

1. Headline Unit

- Headlines: 30-50 characters, excluding spaces
 - Click-through URLs
 - Section may include up to five headlines

2. Summary Unit

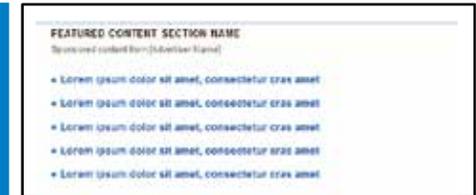
- Headline: 30-50 characters, excluding spaces
- Summary: 300 characters, excluding spaces
- Image: 180x150 px, 50k maximum, GIF/JPEG/PNG
 - (including click-through URL and may include up to two summaries)

3. 300x250 px Unit

- Headline: 30-50 characters, excluding spaces
- Summary: 300 characters, excluding spaces
- Image: 300x250 px, 50k maximum, GIF/JPEG/PNG
 - (including click-through URL and may include one version per issue)



Featured Content includes **Section Header** in combination **with** one of the following formats:



Conference Report—\$4,275

As the exclusive sponsor of an official Conference Report, your organization can reach attendees before and after the event with customized, relevant content. The two-part series offers readers a pre-show overview of conference themes and events, and a post-conference look back at key takeaways and highlights. (See [Special Report Single Issue](#) for ad specs.)

Special Report Single Issue—\$4,275

The Special Report offers exclusive sponsorship of a special issue focused on a trending industry topic or upcoming industry event and includes multiple ad placements designed to deliver impact, visibility, and engagement.

Billboard

- Creative Size: 970x250 px
- File Size: 250k maximum
- File Type: GIF/JPEG/PNG
- Click-through URL
- Animation: 15 seconds maximum
 - Note: Ad will display at 650x167 px in desktop view and scale on mobile devices
 - Note: Creatives sized at 728x90 px may also be accepted

Half-Page Ad Unit

- Ad Image: 600x300 px: 250k maximum; GIF/JPEG/PNG
- Headline: 40 characters, excluding spaces
- Click-through URL
 - Sponsor Logo (optional): 120x60 px; 50k max.
 - PNG with transparent background preferred

Rectangle Text-Ad Unit (optional)

- Ad Image: 180x150 px; 50k maximum; GIF/JPEG/PNG
- Headline: 40 characters, excluding spaces
- Ad Copy: 250 characters, excluding spaces
- Click-through URL
 - Sponsor Logo (optional): 120x60 px; 50k max.
 - PNG with transparent background preferred

February 14, 2020
SmartBrief
News for industry professionals SIGN UP · SHARE

BILLBOARD

NEWS SECTION 1
Lessons from an unexpected CEO
John Mundak became a first-time CEO after his predecessor died, and he has tried to lead by example on collaboration and transparency. "Even though on any given day I have a million things to attend to, I make time to walk the floor, talk to people and generally let people know I'm available," he writes.
Full Story: Chief Executive online (2/13)

NEWS SECTION 2
Empower employees to provide great customer service
Companies such as Zappos and Nordstrom set the bar high for customer service by empowering and training employees and creating a culture around stories, shared vocabulary and a sense of pride, writes Mitch Solomon. "Employees are not, in other words, just interchangeable dogs, nor are they seen to be exploited solely for their labor," he writes.
Full Story: Forbes (2/13)

600 x 300

SPONSOR LOGO

NEWS SECTION 3
Here are 6 qualities of post-M&A cross-selling
Mergers and acquisitions can create new customer groups and thus robust opportunities for cross-selling, provided the salesforce is capable and has bandwidth, the products are complementary and the company is committed to the idea, according to this McKinsey analysis. "The organizations that focus systematically on more of these six core dimensions outperform those that focus on one or none by more than 20 percent," the authors write. Full Story: McKinsey (2/2020)

Provide constant feedback to help employees advance
Replacing annual reviews with a constant feedback loop can give employees the roadmap they need to improve their skills and advance in the organization, writes Chris Lema. He shares a rubric he developed for software engineers that outlines the specific skills they need to develop. Full Story: Career Researcher (2/13)

180 x 150

SPONSOR LOGO

Spotlight Send—\$5,050

An advertorial-style sponsorship, the Spotlight Send is a standalone send that highlights branded sponsor content alongside relevant news and information summarized by the SmartBrief content services team.

Featured Section

Content Block—One article

- **Headline:** 50 characters maximum, excluding spaces
- **Summary:** 500 characters maximum, excluding spaces
- **Click-through URL,** ungated
- **Optional Image:** 300 px max. width; 40k max.; GIF or JPEG

— OR —

Summaries—Two articles

- **Headline:** 50 characters maximum; excluding spaces
- **Summary:** 300 characters, excluding spaces
- **Click-through URL,** ungated
- **Optional image:** 150x150 px; 30k max.; GIF or JPEG

Additional Resources

Summaries (1-2)

- **Headline:** 50 characters maximum, excluding spaces
- **Summary:** 300 characters, excluding spaces
- **Click-through URL**
- **Optional Image:** 150x150 px; 30k max.; GIF or JPEG

— AND/OR —

Headlines (3-5)

- **Headline:** 50 characters max., excluding spaces
- **Click-through URLs**

— AND/OR —

Infographic

- **600x300 px maximum;** 100k max.; GIF or JPEG
- **Click-through URL**

Company Profile and Logo

- **Logo:** 120x60 px; 60k max.; GIF or JPEG
- **Profile:** 500 characters max., excluding spaces or URLs



Dedicated Send—\$5,050

Dedicated Send offers an exclusive opportunity to speak directly to an audience via a standalone email send and using custom HTML creative. Dedicated sends may target an individual newsletter subscriber list or a custom audience segment across the SmartBrief portfolio of newsletters.

Subject Line and Preheader

- 50 characters max recommended for subject line and preheader.
- Avoid these terms: “New,” “Free,” “Special.”
- Do not use all CAPS or exclamation points (these phrases, fonts, and punctuation may cause your email to get marked as spam).

HTML code

Design:

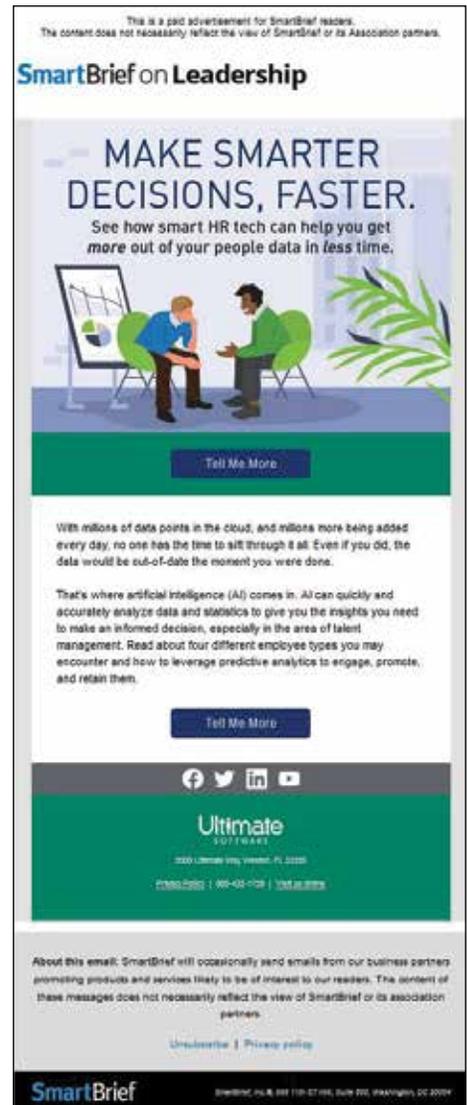
- Limit the design width to no more than 650 px.
- Design with tables and nested tables (relevant code should begin with the <table> tag and end with the </table> tag).
- Code links on one line: linked text.
- Use inline styling. Except for media queries, SmartBrief only incorporates code between the body tags into our template.
- Media queries should be in style tags in the head element. SmartBrief can only accept media queries that have a Class or an ID.

Images:

- Use JPEGs or GIFs.
- Use absolute URL and image paths (images, links, etc.).
- Images and files must be hosted by client.
- Use image width and height attributes and values to preserve layout structure when images are disabled.

Do not:

- Do not use dynamic scripts (Javascript) or any form elements (checkbox, radio button, input field).
- Do not use background images, image mapping, or animated GIFs.
- Do not embed Flash or any other type of video.



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