

# 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

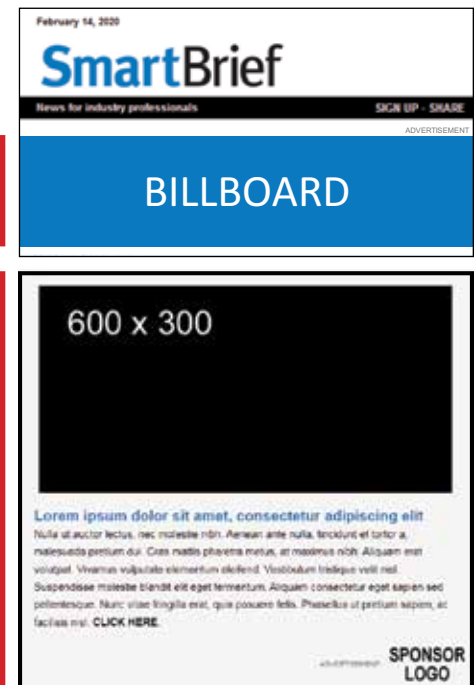
- Conference Report—\$4,275
- Special Report Single Issue—\$4,275
- Spotlight Send—\$5,050
- Dedicated Send—\$5,050



# 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.

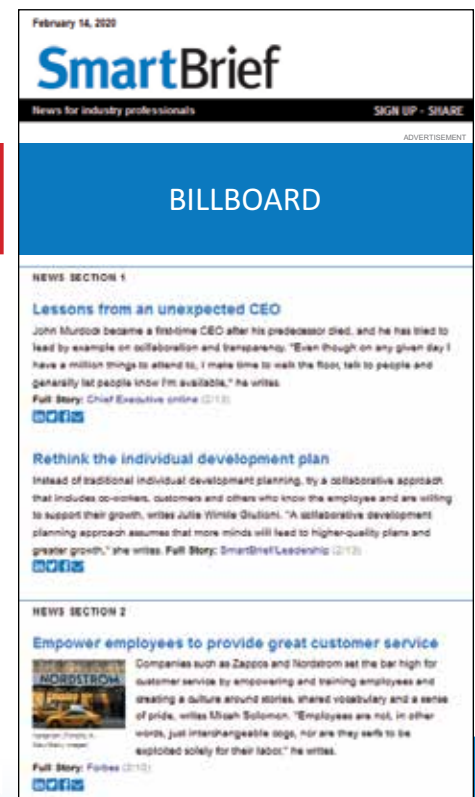
- Ad Size: 970x250 px + 600x300 px
- Headline: 40 characters, excluding spaces
- Ad Copy: 250-300 characters
- Logo



## 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

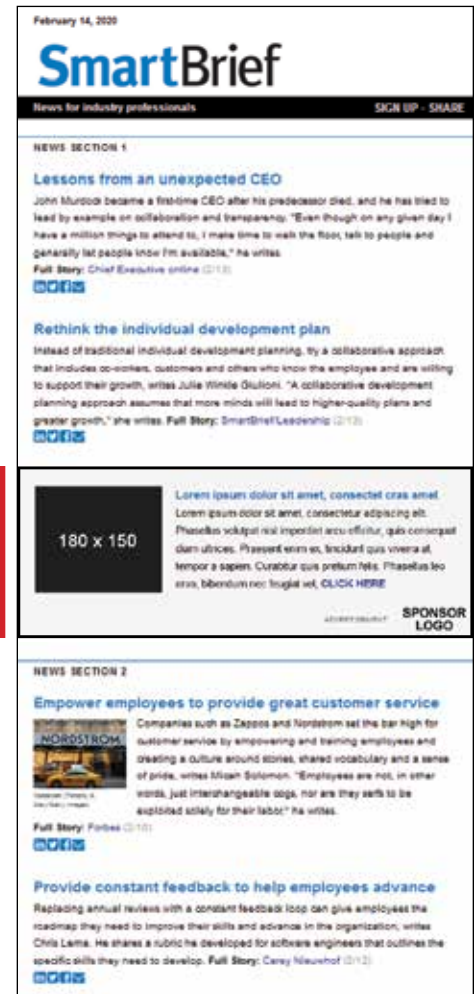


# Rectangle-Text Ad—\$800/issue

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

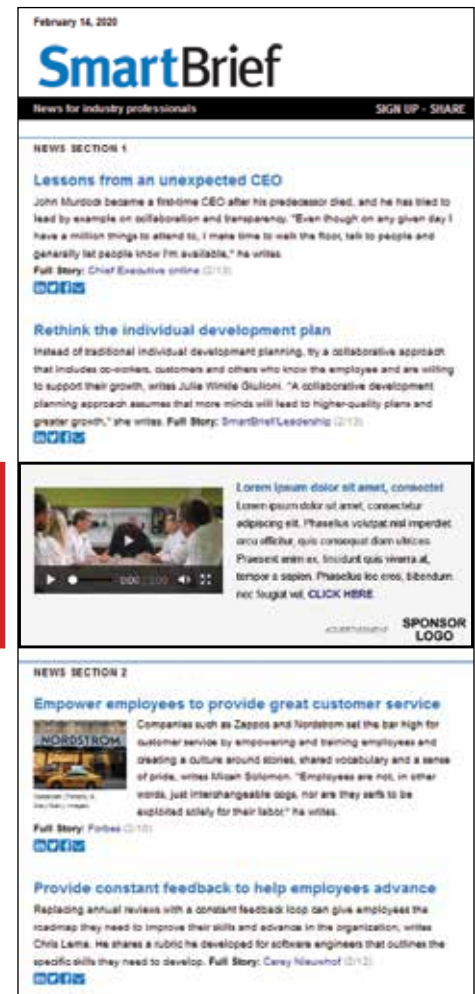
The Video-Text format provides the unique opportunity to display live click-to-play video within the inbox, ideal for brand awareness campaigns, product tutorials, or other engaging video promotions. Note: Some widely used email applications, including Gmail, Yahoo, and Outlook, do not support embedded 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 SECTION NAME  
(Sponsored content from [Advertiser Name])

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

FEATURED CONTENT SECTION NAME  
(Sponsored content from [Advertiser Name])

- Lorem ipsum dolor sit amet, consectetur cras amet
- Lorem ipsum dolor sit amet, consectetur cras amet
- Lorem ipsum dolor sit amet, consectetur cras amet
- Lorem ipsum dolor sit amet, consectetur cras amet
- Lorem ipsum dolor sit amet, consectetur cras amet

FEATURED CONTENT SECTION NAME  
(Sponsored content from [Advertiser Name])

180 x 150

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180 x 150

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FEATURED CONTENT SECTION NAME  
(Sponsored content from [Advertiser Name])

300 x 250

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# 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



# 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:

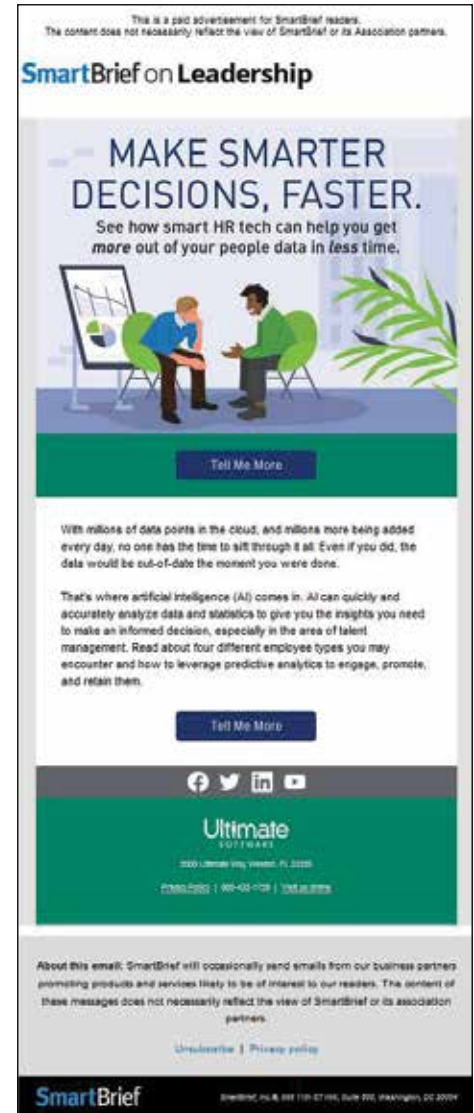
- Limit the design width to no more than 650 px.
- Design with tables and nested tables (relevant code should begin with the <table> tag and end with the </table> tag).
- Code links on one line: <a href="URL" >linked text</a>.
- Use inline styling. Except for media queries, SmartBrief only incorporates 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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