



ci Concrete international

The Magazine of the Concrete Community

MEDIA KIT

Concrete International Magazine

Concrete International (CI) feature articles are written by top concrete professionals in the industry. The authors are experts in highly specialized areas ranging from design and construction of slabs-on-ground to the construction of landmarks and the design of reinforced masonry structures in regions of high seismic risk. Articles cover the hottest topics in the industry. Examples include structural design, construction materials and methods, repair, failure investigations, code changes that affect design and construction, and advances in concrete equipment and methods.

Readers tout *CI* as “the most credible news source in the industry.” It remains the preferred print publication for more than 40,000 readers specializing in concrete design, construction, production, and repair. It is a primary and essential member benefit for both ACI and the American Society of Concrete Contractors (ASCC).



American Concrete Institute
Always advancing



Advertising Rates

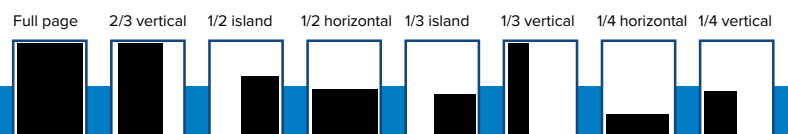
4-Color

Page Size	1X	3X	6X	9X	12X
Full Page	\$5,200	\$4,935	\$4,770	\$4,570	\$4,370
2/3 Page	\$4,430	\$4,230	\$4,160	\$3,960	\$3,755
1/2 Page Island	\$3,950	\$3,750	\$3,635	\$3,525	\$3,340
1/2 Page	\$3,950	\$3,750	\$3,635	\$3,525	\$3,340
1/3 Page Island	\$3,115	\$2,995	\$2,910	\$2,810	\$2,700
1/3 Page Vertical	\$3,115	\$2,995	\$2,910	\$2,810	\$2,700
1/4 Page	\$2,835	\$2,730	\$2,655	\$2,620	\$2,530
Inside Front Cover (Cover 2)	\$6,500	\$6,225	\$6,050	\$5,825	\$5,600
Inside Back Cover (Cover 3)	\$6,200	\$5,935	\$5,770	\$5,570	\$5,370
Back Cover (Cover 4)	\$6,500	\$6,225	\$6,050	\$5,825	\$5,600
Spread	\$8,980	\$8,460	\$8,140	\$7,720	\$7,380

Black & White

Page Size	1X	3X	6X	9X	12X
Full Page	\$4,170	\$3,880	\$3,700	\$3,455	\$3,255
2/3 Page	\$3,340	\$3,120	\$2,975	\$2,825	\$2,600
1/2 Page Island	\$2,800	\$2,585	\$2,460	\$2,350	\$2,145
1/2 Page	\$2,800	\$2,585	\$2,460	\$2,350	\$2,145
1/3 Page Island	\$1,885	\$1,785	\$1,665	\$1,550	\$1,430
1/3 Page Vertical	\$1,885	\$1,785	\$1,665	\$1,550	\$1,430
1/4 Page	\$1,600	\$1,480	\$1,400	\$1,330	\$1,235

AD SIZES



Advertorial

Shape how the industry perceives your brand with an advertorial piece in *Concrete International* magazine—exclusive opportunity limited to one advertiser per *CI* issue.

Rate: \$5,980/issue

Standard frequency discounts can be applied when coupled with additional ad insertions in multiple issues of *CI*.

Note: Deadlines for the advertorials are earlier than those for the display ads.

Requirements:

- Word count: 725 words max (can include images – images should be as close to 300 dpi as possible).
- “Advertisement” label is required on the top of the page.
- The advertorial must be submitted through the ad portal as a final full-page hi-res print-ready PDF. Please go to <https://aci.sendmyad.com> to submit files.
- The advertorial must not imply an endorsement from ACI or an associated committee.
- ACI reserves the right to review and edit the content prior to insertion in an issue of *CI*.
- The content must be similar to a case study in nature, meaning it educates readers on how your product or service contributed to the best use of concrete. It cannot be a sales pitch.

ADVERTISEMENT

GCP's Sustainable Solutions Help Reduce CO₂ Emissions by 23M Tons*

With concrete accounting for over 6% of global man-made greenhouse gases, it is paramount to source solutions to improve sustainability, to combat this global crisis, GCP is developing products that make construction – and the manufacture of construction materials such as concrete – more energy efficient and less wasteful.

GCP's products are designed to help lower the carbon footprint across the entire concrete industry. In fact, their product solutions address over 60% of actions outlined by the Global Cement and Concrete Association (GCCA) to commit to producing carbon neutral concrete by 2050.

GCP recognizes that operators must also be cost efficient, and offers products that not only reduce carbon throughout the lifecycle of concrete, but reduce costs. In 2021, GCP's cement additives and concrete admixtures enabled their customers to reduce CO₂ emissions by an estimated 23 million tons, equivalent to taking seven million cars off the road every day.

"This is a pivotal moment in the concrete and cement industry. Producers are under considerable pressure to change the way they produce cement and develop new approaches that are more sustainable. We are here to help them get there," said GCP President & CEO Simon Bates. "Our solutions reduce waste and energy consumption through the entire cycle of concrete production while improving strength. GCP products enable plants to reduce their environmental footprint, while also saving them money."

GCP's products align with the GCCA 2050 Cement and Concrete Industry Roadmap for Net Zero Concrete, playing a key role in reducing CO₂ and operational costs. In addition to extending the life of concrete structures, the company's sustainability goal is to further enable cement and concrete producers to save 500 million tons of CO₂ per year, thereby reducing over 1% of man-made CO₂ emissions.

GCP's product solutions for a sustainable concrete and cement industry include:

SAVINGS IN CLINKER, CEMENT AND BINDERS:

- The newest range of CO₂ ST⁺ Reducers allows higher clinker substitution with supplementary cementitious materials in cement, and of portland cement in concrete mixes.

EFFICIENCY IN CONCRETE PRODUCTION:

- OPTEM[®] quality improvers enhance the efficiency of cement production, and offset the negative impact of environmentally-friendly solutions such as alternative fuels.
- ADVA[®] & MIRA[®] water reducers and DARASET[®] accelerators reduce the cement factor and allow optimized mix designs.
- VERIP[®] in-transit concrete management makes concrete delivery more consistent and efficient and reduces overdesign and waste.
- RECOVER[®] hydration stabilizers, AIRLOK[®] air-entraining agents and V-MAR[®] viscosity modifiers improve concrete placement and characteristics.

DECARBONIZATION OF ELECTRICITY:


- THEROP[®] grinding aids reduce energy consumption and optimize cement production outside of carbon-intensive energy peak hours.

EFFICIENCY IN DESIGN AND CONSTRUCTION:

- CLARENA[®] RC returned concrete management solutions enable the reuse of returned concrete and the use of local, low-carbon materials.
- DCP corrosion inhibitors, SINTAR[®] & STRUX[®] fibers, RASER[®] alkali-silica integrators and ECLIPSE[®] shrinkage reducers extend the service life of concrete structures.
- DUCTCRETE[®] engineered systems improve the efficiency of concrete slabs.

When contractors, concrete and cement producers, and architects have access to products that reduce their carbon footprint and extend the life of their projects, they make an exponential difference around the world. By managing the effects that the concrete industry has on the world, we will produce less so that we can accomplish more.

* Based on annual time period, reflects GCP internal estimates.

 **GCP** Building the World Better

Digital Ad Options

ACI E-Newsletter Sponsorship

Having your message delivered to concrete experts has never been easier. The ACI E-newsletter is the association's primary digital resource distributed bi-weekly to the inboxes of more than 40,000 members, subscribers, and customers—YOUR top prospects and contacts. With digital advertising space, you're able to effectively differentiate your business and engage the industry's leading professionals, who have the authority to make or influence buying decisions for several multi-million-dollar projects each year. Over 32% open rate!

Rate: \$950/issue



Digital Ad Options



C/ Digital Email Alert Sponsorship

Have your message delivered directly to industry professionals through the *C/* digital email alert. This electronic communication is delivered monthly, alerting industry professionals that their latest digital issue of *C/* is now available. The ad space is available on a first-come, first-served basis and will allow your business the unique opportunity to stand out from your competitors and put your marketing messages into the inboxes of the concrete industry's most influential decision makers.

More than 30,000 sends

Over 35.7% open rate

Rate: \$1,250/month



C/ Landing Page Sponsorship

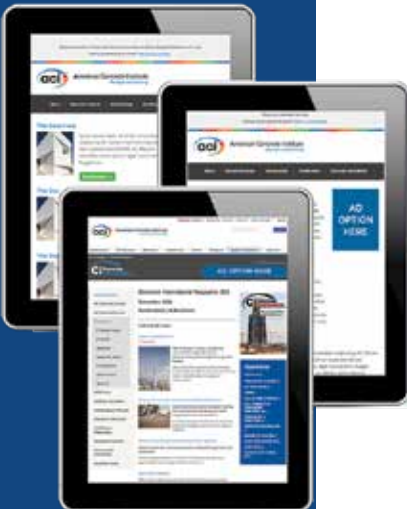
Maximize visibility and your marketing dollar with the unique opportunity to sponsor the *C/* landing page on the official ACI website, concrete.org. This option includes two points of visibility for added exposure and audience engagement.

Sponsorship is limited to six companies and includes:

- Banner space on the *C/* landing page
- Logo visibility on the *C/* digital alert, delivering the online version of *C/* each month

7,500 average monthly views

Rate: \$750/month



Digital Media Sponsorship

Ensure your marketing message is delivered directly to the inboxes of ACI's entire audience. The digital media sponsorship provides exposure in three premium digital resources: *C/* digital email alert, ACI e-newsletter, and the *C/* landing page. Limited space allows your company the opportunity to stand out in a competitive marketplace. Ensure no one in ACI's vast audience is left out of your digital marketing outreach.

Reaching more than 30,000 concrete professionals and decision makers

Rate: \$2,500/month