



TILT-UP TODAY

2014 **MEDIAKIT**

TILT-UP TODAY

A print and online publication of the [Tilt-Up Concrete Association](#)

2014 MEDIA KIT

...your invitation to advertise in the coming four issues of 2014

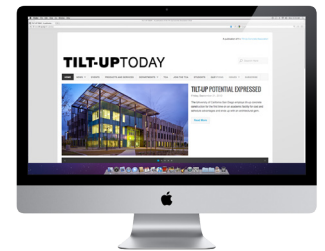
TILT-UP TODAY, a publication of the Tilt-Up Concrete Association, is THE source for tilt-up industry news, market intelligence, business strategies, technical solutions, product information, and other resources for professionals in the tilt-up industry.

Last year the TCA, with the support of our advertisers, expanded our distribution by nearly ten times! The print edition of **TILT-UP TODAY** now reaches 10,000+ tilt-up industry professionals!

- Distributed to thousands of tilt-up professionals across the globe including all TCA member companies
- Distributed at the TCA Annual Convention, World of Concrete and other major industry events
- The only publication that exists which captures the pulse of the global tilt-up industry
- Reaches key decision-makers within the top tilt-up building and design companies
- Surging new online presence

Whether your charge is to target your product to these potential buyers, or simply to stay abreast of the new and exciting innovations constantly taking place in the tilt-up industry, **TILT-UP TODAY** is the best resource for you.

This professional magazine is not only an important industry periodical for the tilt-up and concrete construction industry, but also a valuable marketing tool for TCA members. With continuing advancements in tilt-up innovation and architectural achievement, **TILT-UP TODAY** highlights the outstanding Tilt-Up construction that is taking place all across the world.



TILT-UP TODAY ONLINE

TILT-UP TODAY turned a new page with a surging new online presence. The new online magazine site has dramatically increased readership! The interactive site provides content more flexible and accessible than ever before.

[Online advertising is included with your print ad!](#)



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READERSHIP

Tilt-Up or General Contractors - 52%
Architects and Engineers - 18%
Product suppliers - 22%
Other related professionals - 8%

ADVERTISING CALENDAR

Issue 22-1 | Spring 2014

Advertising deadline - February 1, 2014

Issue 22-2 | Summer 2014

Advertising deadline - May 1, 2014

Issue 22-3 | Fall 2014

Advertising deadline - August 1, 2014

Issue 22-4 | Winter 2014

Advertising deadline - November 1, 2014

DIGITAL SPECIFICATIONS

- **Media Accepted:** CD, email, or ftp
- **Formats Accepted:** PDF Preferred, otherwise only send high resolution jpg, tif, or eps files.
- **Color:** Color images should be saved in CMYK format. Please convert all images to CMYK before creating PDF.
- **Graphics:** 300 dpi resolution at print size.
- **Fonts:** Use Adobe or Open Type fonts - do not use True Type fonts.

WHERE TO SEND YOUR AD

Email: mbloomquist@tilt-up.org
Mail: Tilt-Up Today - attn: Editor
Tilt-Up Concrete Association
113 1st Street NW
Mount Vernon, Iowa 52314

CONTACT INFORMATION

For billing, advertising, graphics and placement contact Mitch Bloomquist at mbloomquist@tilt-up.org or at (319) 895-6911

AD RATES AND SIZES

Full Page | \$2,000 (IFC \$2,250, IBC \$2,250)

Live Area (inches)	7.5 wide	10 tall
With Bleed	8.75 wide	11.25 tall

250px x 250px Web Ad included FREE!

Outside Back Cover (3/4 page) | \$2,000

Live Area (inches)	7.5 wide	7 tall
With Bleed	8.75 wide	8.125 tall

(no bleed at top)

250px x 250px Web Ad included FREE!

Half Page | \$1,200

Live Area - H (inches)	7.5 wide	4.875 tall
	or	
Live Area - V (inches)	3.625 wide	9.755 tall

(Bleed not available)

250px x 150px Web Ad included FREE!

Quarter Page | \$600

Live Area (inches)	3.625 wide	4.875 tall
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(Bleed not available)

Web Ad included FREE! (15 words of text and a 5 word Headline)

Current holders of premium spaces (inside front and back and outside back of cover) have the first right of refusal for that space. Space is available on a first-come-first-serve basis, determined by receipt of payment.

CONTRACT CONDITIONS

Advertisers and their agencies assume all liability for their ad content. The publisher is not responsible for errors in the advertiser's index. Publisher may reject any advertising. Publisher will label editorial-style copy with the title 'Advertisement'.

Extreme care will be taken to assure that each advertising order is handled to the exact requirements of the advertiser and/or advertising agency.

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2014 INSERTION ORDER

Company: _____

If agency, client you are placing advertising for: _____

Name of person responsible for advertising: _____

Phone: _____ Fax: _____

E-mail: _____

Billing address: _____

City: _____ State: _____

Zip: _____ Country: _____

Signature: _____ Date: _____

ADVERTISER MUST BE A CURRENT TCA MEMBER.

Full Page \$2,000 x # _____ issues = \$ _____

Half Page \$1,200 x # _____ issues = \$ _____

Quarter Page \$ 600 x # _____ issues = \$ _____

[We would like to pay for the entire years advertising up-front and receive a 10% discount:](#) \$ _____

(Available to those advertising in all four issues.)

Inside Front \$2,250 x # _____ issues = \$ _____

Inside Back \$2,250 x # _____ issues = \$ _____

Outside Back \$2,000 x # _____ issues = \$ _____

We would like to pay quarterly: \$ _____

Method of payment: Check (US funds only) ☐

Invoice (full year) ☐

Invoice (quarterly) ☐

Credit Card ☐

Visa ☐

AMEX ☐

Mastercard ☐

Credit Card Number: _____

Expiration Date: _____

Authorization Code: _____

Name on Card: _____

E-mail: _____

[Mail or E-mail Insertion Order to:](#)

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