

# 2024 MEDIA KIT



**E-NEWSLETTER ADVERTISING**



**WEBSITE SPONSORSHIPS**



**PRODUCT CATEGORY ADVERTISING**



**PUBLICATIONS**



**READER PROFILES**



**AD RATES & SPECS**



[precast.org](http://precast.org)

# DIGITAL



## E-NEWSLETTER ADVERTISING

Reach our opt-in audience's inbox by promoting your message with the Precast Express and Precast Digest E-newsletters. Your ad will appear alongside industry news, technology, product and process updates.

### PRECAST EXPRESS

#### WEEKLY NEWSLETTER

Precast Express is NPCA's weekly member-only newsletter that features late-breaking industry and association news along with links to valuable resources.

**Subscribers:** 6,300  
**Average Open Rate:** 39%  
**Impressions/Email:** 1,040  
**Impressions/Year:** 54,080

#### PROGRAMS

- ▶ Premium Position: \$5,495
- ▶ Position 2: \$4,495
- ▶ Position 3: \$3,495
- ▶ Positions 4/5 (Text): \$2,995
- ▶ Position 6 (Logo): \$2,495

All programs are 12 months.  
Traffic based on 2022 monthly average.

precast.org

### PRECAST DIGEST

#### MONTHLY NEWSLETTER

Precast Digest is NPCA's monthly roundup of news stories, features and videos that link readers to items that affect precast concrete manufacturers. Precast Digest is available to members of the precast industry as well as specifiers, architects, code officials and others.

**Subscribers:** 11,300  
**Average Open Rate:** 28%  
**Impressions/Email:** 2,130  
**Impressions/Year:** 25,564

#### PROGRAMS

- ▶ Premium Position: \$4,995
- ▶ Position 2: \$4,495
- ▶ Position 3: \$3,495
- ▶ Positions 4/5 (Text): \$2,495
- ▶ Position 6 (Logo): \$2,200



PREMIUM POSITION

POSITION 2

POSITION 3

POSITIONS 4/5

POSITION 6

Copyright © 2022 National Precast Concrete Association. All rights reserved.  
You are receiving this email because you are a member of the National Precast Concrete Association.

Our mailing address is:  
National Precast Concrete Association  
1333 City Center Dr.  
Ste. 200  
Carmel, IN 46032-3818

Add us to your address book



## WEBSITE SPONSORSHIP

**Precast.org** provides precast concrete manufacturers with resources and dynamic content through blogs, feature stories, technical manuals, videos and a searchable producer and supplier database. As a site sponsor, your logo is featured on pages throughout the site – placing your brand in front of key industry leaders.

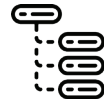
**User Sessions:** 54,000/month

**Unique Users:** 44,500/month

**Social Reach:** 61,000 Followers

### PROGRAM

- ▶ Logo: Run of Site, All Devices \$6,495



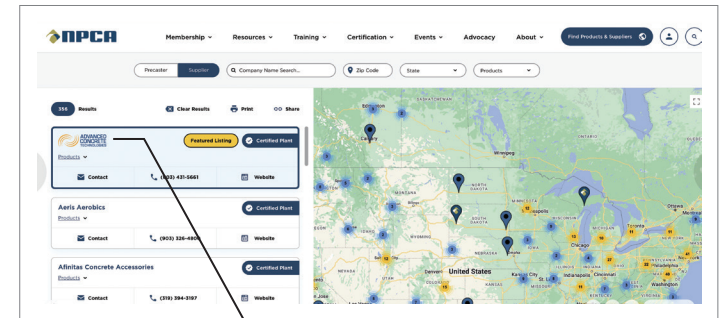
# PRODUCT CATEGORY ADVERTISING

## PRODUCER & SUPPLIER DATABASE

NPCA's Producer & Supplier Database is the precast industry's go-to resource for sourcing products, equipment, materials and services. Our product category advertising enables you to present your brand to people specifically searching for your products and services.

### PROGRAMS

- ▶ Company listing at the top of the column with logo
- Limit three advertisers per category
- \$395 per category



FEATURED LISTING

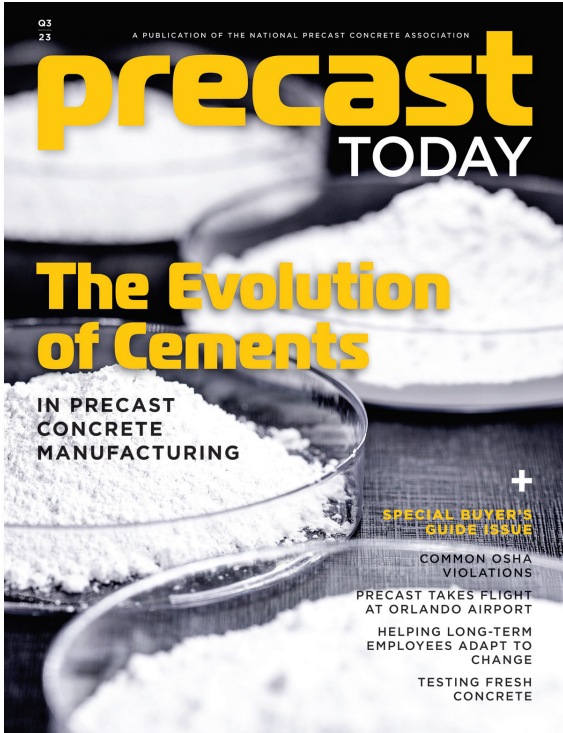
### AD SPECS

- Logos:** High-res PDF or EPS file
- Banner Ads:** 600 px x 90 px JPG/PNG format
- Text Ads:**
  - Headline: Max 50 characters
  - Copy: Max 225 Characters

"NPCA'S DIGITAL ADVERTISING PROGRAMS ARE A KEY PART OF IWI GROUP'S MARKETING STRATEGY. THE WEBSITE AND E-NEWSLETTERS ARE AMONG THE BEST WAYS WE'VE FOUND TO REACH LEADING PRECASTERS ONLINE – AND THEY PRODUCE THE RESULTS WE EXPECT TO HELP GROW OUR BUSINESS. IN LOOKING AT OUR ANALYTICS, IT IS CONSISTENTLY ONE OF THE TOP WAYS THAT CUSTOMERS GET TO OUR SITE."

- RICHARD ISAACSON OWNER, IWI GROUP

# PUBLICATIONS



## PRECAST TODAY!

For more than a decade, NPCA has informed and connected the precast community through two quarterly magazines, *Precast Inc.*, focused on people and production, and *Precast Solutions*, focused on precast projects and applications. Beginning in 2023, NPCA combined these publications to deliver all of the most important industry information within one comprehensive publication: **Precast Today**.

**Precast Today** provides authoritative content on precast concrete manufacturing, troubleshooting, technical advances and product developments as well as profiles of the men, women and companies that move the precast concrete industry forward. Our content is designed for precast concrete manufacturers and engineering professionals who specify precast products.

## PRECAST TODAY HIGHLIGHTS:

- ▶ Expanded circulation – More than 10,000 subscribers across print and digital editions
- ▶ New editorial content – Industry Outlook & Trends, Government & Regulatory Updates, Codes & Standards and Workforce Development
- ▶ In-depth precast case studies
- ▶ Featured precast producers
- ▶ NPCA member news and events
- ▶ And much more!

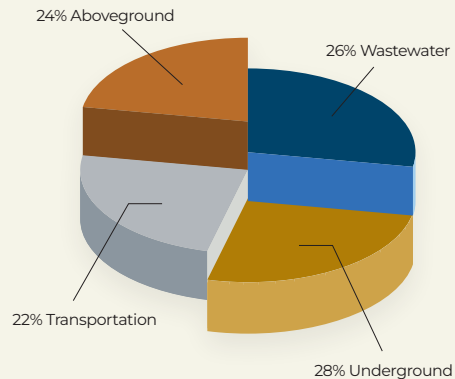


## READER PROFILE

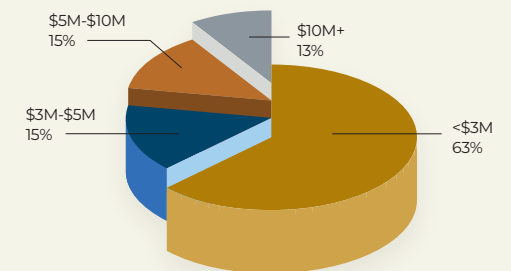
**Precast Today** reaches engaged decision-makers in the precast concrete manufacturer market. Our readership includes large and small producer organizations that manufacture a wide range of precast products. They look to **Precast Today** for new technologies, products and services to grow their businesses.

**Precast Today** also reaches engineering professionals who specify precast products. Public code officials (DOT, Departments of Health, etc.), commercial specifiers and contractors turn to **Precast Today** to learn about the latest applications and developments in precast concrete.

PRODUCER BY PRODUCT TYPE



PRODUCER BY SIZE BY REVENUE





# EDITORIAL CALENDAR

## INSIDE EVERY ISSUE OF PRECAST TODAY:

- ▶ Industry Outlook Report. A look at the key market indicators that drive our industry.
- ▶ New Technology and Best Practices. The newest science and how to incorporate it.
- ▶ Case Studies. Precast concrete featured in construction projects.
- ▶ Government Insights. The latest information from Washington, D.C., that affect precast concrete producers and suppliers.

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
<b>AD CLOSE:</b> Jan. 15 <b>PUBLICATION DATE:</b> Mar. 19	<b>AD CLOSE:</b> Mar. 7 <b>PUBLICATION DATE:</b> May 23	<b>AD CLOSE:</b> May 31 <b>PUBLICATION DATE:</b> Aug. 19	<b>AD CLOSE:</b> Aug. 28 <b>PUBLICATION DATE:</b> Nov. 20
<b>TECHNOLOGY:</b> Concrete carbonation  <b>PROJECTS:</b> Underground  <b>PLANT SAFETY:</b> Interacting with OSHA  <b>SPECIAL:</b> Environmental Product Declarations	<b>TECHNOLOGY:</b> TBD  <b>PROJECTS:</b> Aboveground  <b>PLANT SAFETY:</b> Heat stress and heat stroke  <b>SPECIAL:</b> The Precast Show report	<b>TECHNOLOGY:</b> TBD  <b>PROJECTS:</b> Transportation  <b>PLANT SAFETY:</b> Crane and rigging  <b>SPECIAL:</b> Annual Buyers Guide section	<b>TECHNOLOGY:</b> TBD  <b>PROJECTS:</b> Wastewater  <b>PLANT SAFETY:</b> Breathing apparatus  <b>SPECIAL:</b> New Chair edition

## PRECAST TODAY ADVERTISING RATES

4-Color Rates	1X	4X
Back Cover	\$5,355	\$4,631
Inside Cover	\$4,725	\$4,190
Full Page	\$4,200	\$3,806
1/2 page horizontal	\$3,239	\$2,888
1/4 page vertical	\$2,499	\$2,258

Rates above based on four-color ads for NPCA members.

Non-members add 30%.

### SPECIALTY POSITION

Guaranteed position: Add 15% to rates. Guaranteed positions usually can be accommodated, though space is limited and other restrictions apply.

### COMMISSIONS

Advertising in Precast Today is non-commissionable.

Agencies placing ads on behalf of clients on a commission basis will be responsible for marking up NPCA's net invoice.

### TERMS

Payment is due upon receipt of the invoice, which is sent after the publication posts online.

FEATURING IN-DEPTH ARTICLES ON INNOVATIVE PRECAST COMPANIES AND APPLICATIONS.

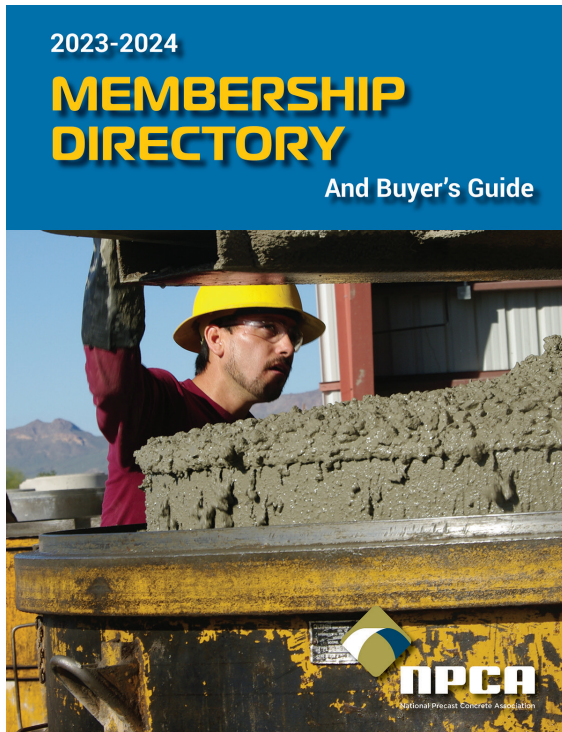


# NPCA MEMBER DIRECTORY AND BUYER'S GUIDE

## THE INDUSTRY'S SOURCING RESOURCE

**NPCA's Member Directory and Buyer's Guide** provides you with an unmatched ability to target your advertising message directly to buyers who reference this resource throughout the year. Directory information also is included in the NPCA's Producer and Supplier Database on [precast.org](http://precast.org) – a top-ranked industry website for anyone searching for precast concrete manufacturers, suppliers and products.

Be sure to include the NPCA Membership Directory in your advertising plans. It's the best resource for precasters and the best option for enhancing your overall advertising program.



**AD CLOSE:**  
May 31

**PUBLICATION DATE:**  
August 1

## DIRECTORY ADVERTISING RATES

4-Color Rates	1X
Back Cover	\$5,304
Inside Cover	\$5,018
Full Page	\$4,275
1/2 page horizontal	\$3,308
1/4 page vertical	\$2,304

*Rates above based on ads for NPCA members. Non-members add 30%.*

### TAB POSITIONS

*Positions are available for the front and back of section tabs. Please indicate placement preference on insertion order. Available tabs:*

- About NPCA
- Certified Plants
- Producer Members Alphabetical
- Producer Members Geographical – U.S.
- Producer Members International
- Affiliate , Professional & Lifetime Members
- Associate Members
- Producer Members Buyer's Guide
- Associate Members Buyer's Guide

### SPECIALTY POSITION

*Guaranteed position: Add 15% to rates. Guaranteed positions usually can be accommodated, though space is limited and other restrictions may apply.*

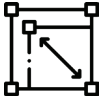
### COMMISSIONS

*Advertising in NPCA Membership Directory and Buyer's Guide is non-commissionable.*

*Agencies placing ads on behalf of clients on a commission basis will be responsible for marking up NPCA's net invoice.*

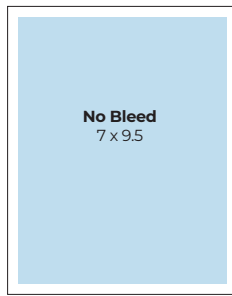
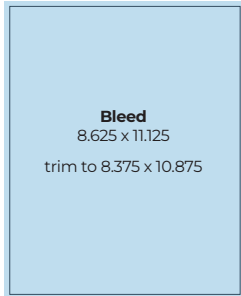
### TERMS

*Payment is due upon receipt of the invoice, which is sent after the publication posts online.*

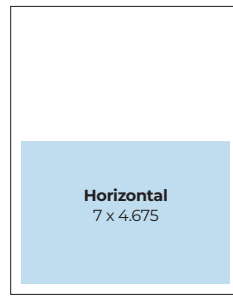


## AD SPECS

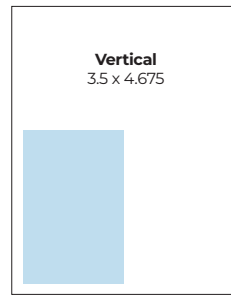
FULL PAGE



1/2 PAGE



1/4 PAGE



- ▶ Advertisements must be provided as high resolution PDFs.
- ▶ All fonts must be embedded.
- ▶ Color must be in CMYK or Grayscale.
- ▶ Black must be in 100% black not CMYK.
- ▶ Resolution for photographs must be 300 dpi at the actual size of the ad. Line art should be 600 dpi at the actual size.
- ▶ Full page ads with bleed must have a 1/8" (.125") extended trim.
- ▶ File formats accepted: Adobe Illustrator, Adobe Photoshop, Adobe Indesign.
- ▶ Files may be sent via file sharing services or email (for smaller files). Please include the following information: publication title, issue date, advertiser name, contact name and telephone number or email address.

# READY TO GET MORE EXPOSURE WITH NPCCA?

If you are ready to grow your business and be part of NPCCA's digital media campaigns, sponsorships and publications, contact Brenda Ibitz, NPCCA Vice President of Development or Chris Frederick, NPCCA Senior Director of Membership and Regulatory Services.



### BRENDA IBITZ

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Email: [bibitz@precast.org](mailto:bibitz@precast.org)



### CHRIS FREDERICK

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