

# 2026 MEDIA KIT



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



**E-NEWSLETTER ADVERTISING**



**WEBSITE SPONSORSHIPS**



**PRODUCT CATEGORY ADVERTISING**



**PRECAST TODAY & MEMBER DIRECTORY**



**READER PROFILES**



**AD RATES & SPECS**

# DIGITAL



## E-NEWSLETTER ADVERTISING

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

### PRECAST EXPRESS

**NEW LOOK  
COMING SOON!**

#### MEMBER-ONLY 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:** 6,400+  
**Average Audience Engagement**  
**Open Rate:** 35%  
**Impressions/Email:** 2,000+  
**Impressions/Year:** 97,000+

#### PROGRAMS

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

### PRECAST PULSE

**NEW &  
IMPROVED!**

#### MONTHLY NEWSLETTER

Precast Pulse is the new and improved version of NPCA's monthly roundup of news stories, economic outlooks, government actions, features and videos that directly connect readers to items that affect precast concrete manufacturing. Previously known as Precast Digest, the Precast Pulse is open to anyone interested in the the latest happenings around the precast industry, including members, specifiers, architects, code officials, contractors, educators, students and others.

**Subscribers:** 11,000+  
**Average Audience Engagement**  
**Open Rate:** 26%  
**Impressions/Email:** 3,700+  
**Impressions/Year:** 37,000+

#### PROGRAMS

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

All programs are 12 months.  
Digital analytics & reporting data based on 2023/2024.

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



PREMIUM POSITION

POSITION 2

POSITION 3

POSITIONS 4/5

POSITION 6

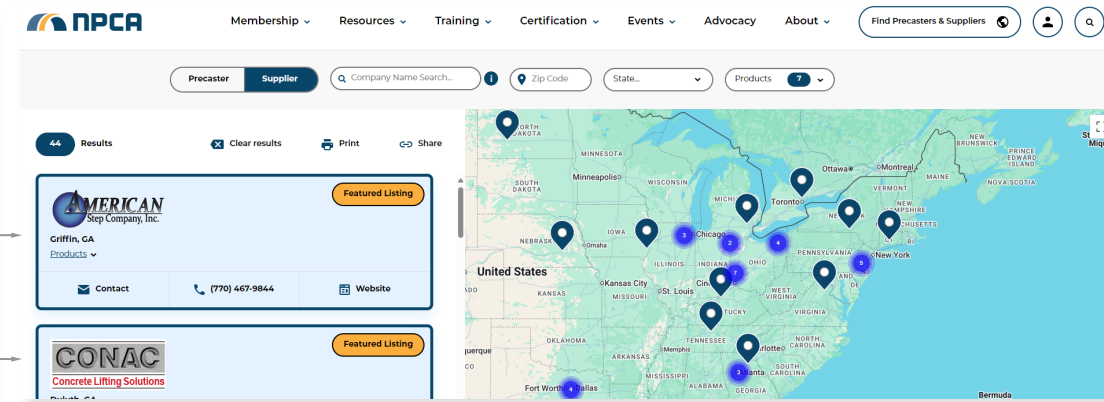


# PRODUCT CATEGORY ADVERTISING

**MOST VIEWED PAGE ON PRECAST.ORG!**

## PRECASTER & SUPPLIER DATABASE | FEATURED LISTING

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



### FEATURED LISTING PROGRAM

- ▶ Featured company listing at the top of the column with logo and contact info

**\$395 per feature**

Online Order Form:

<https://bit.ly/associates-featured-listing>

### DIGITAL AD SPECS

- ▶ **Logos:** High-res vector file preferred (PDF, AI or EPS file types)
- ▶ **Banner Ads:** 600px x 90px (PNG or JPG file types)  
*File size limit may be requested.*
- ▶ **Text Ads:** Headline: Max 50 characters  
Copy: Max 225 Characters



## WEBSITE SPONSORSHIP

**IMPROVED PLACEMENT!**

**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.

### Digital Metrics

**Web Traffic:** 668,000+ Page Views

**Social Reach:** 57,500+ Followers

### WEB SPONSOR PROGRAM

- ▶ Logo: Run of Site \$6,495

*All programs are 12 months.  
Digital analytics & reporting data based on 2023/2024.*

"NPCA'S DIGITAL ADVERTISING PROGRAMS ARE A KEY PART OF IWIGROUP'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, IWIGROUP

*\*Excludes home page.*

# PUBLICATIONS



## PRECAST TODAY | PRINT & DIGITAL

For more than a decade, NPCA has informed and connected the precast community through quarterly publications. Since 2025, **Precast Today** has provided authoritative content on precast concrete manufacturing, troubleshooting, technical advances and product developments as well as profiles of the people 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
- ▶ Clickable ad links - Readers can connect directly to advertisers in the digital edition
- ▶ 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, events and resources
- ▶ New issues promoted in NPCA social media posts and newsletters
- ▶ And much more!

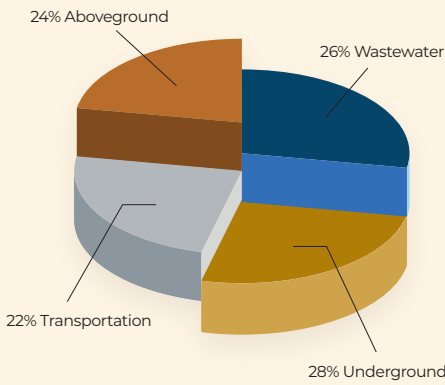


### READER PROFILE

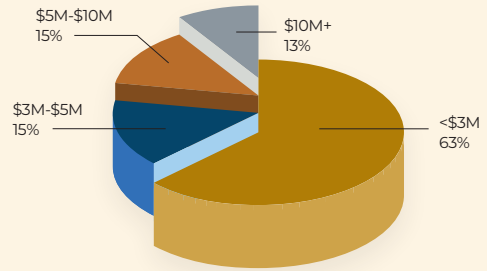
**Precast Today** reaches engaged decision-makers in the precast concrete manufacturer market. Our readership includes large and small producer organizations that manufacture a wide range of precast products. They look to **Precast Today** for new technologies, products and services to grow their businesses.

**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

## WHAT READERS WILL DISCOVER IN PRECAST TODAY:

- ▶ **Industry Insights.** An inside look at the latest happenings and market trends in the precast industry
- ▶ **New Technology.** The newest science and advancements affecting precast and how to utilize them
- ▶ **Management.** Information or tools for enhancing your business from a leadership perspective
- ▶ **News & Resources.** Stay up-to-date on NPCA events and resources as well as member and industry news
- ▶ **Safety and Best Practices.** Important reminders on production, product, plant and safety processes
- ▶ **Project Spotlights.** Discover recent standout projects and the innovative solutions used to overcome their challenges

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
<b>PUBLICATION DATE:</b> Mar. 20	<b>PUBLICATION DATE:</b> May 22	<b>PUBLICATION DATE:</b> Aug. 21	<b>PUBLICATION DATE:</b> Nov. 20
<b>ISSUE DETAILS:</b>	<b>ISSUE DETAILS:</b>	<b>ISSUE DETAILS:</b>	<b>ISSUE DETAILS:</b>
The Precast Show Review	Standard Issue	Buyer's Guide	New Chair Feature
		<b>BONUS DISTRIBUTIONS</b> Annual Convention World of Concrete	<b>BONUS DISTRIBUTIONS</b> World of Concrete The Precast Show WWETT Show

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



## 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.

# NPCA MEMBER DIRECTORY

## THE INDUSTRY'S SOURCING RESOURCE

**NPCA's Member Directory** 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 – 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
- Associate Members
- Producer Members Buyer's Guide
- Associate Members Buyer's Guide

### SPECIALTY POSITION

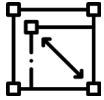
*Guaranteed position: Add 15% to rates. Guaranteed positions usually can be accommodated, though space is limited and other restrictions may apply.*

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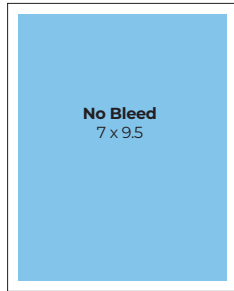
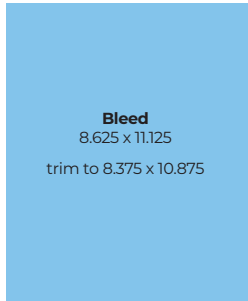
### TERMS

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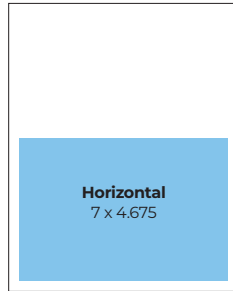


## PRINT AD SPECS

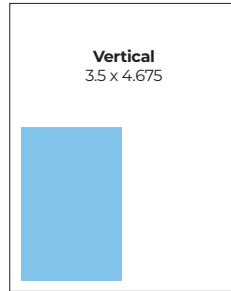
FULL PAGE



1/2 PAGE



1/4 PAGE



- ▶ Advertisements must be provided as high resolution PDFs.
- ▶ All fonts must be converted to paths.
- ▶ 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.

**NEW ADDITIONAL OPPORTUNITIES AVAILABLE. CALL TODAY.**



[precastlife.com](http://precastlife.com)



myNPCA MOBILE APP

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

# 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 Chris Frederick, Vice President of Development & Membership.



### CHRIS FREDERICK

*Vice President of  
Development & Membership*

Phone: (317) 582-2316

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



**NATIONAL  
PRECAST  
CONCRETE  
ASSOCIATION**

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