



The Quarterly Magazine for
28,000 Design Professionals,
Contractors, Producers, and
Suppliers in the Segmental
Concrete Pavement Industry.

interlockdesign®

Interlock Design is the official publication of the Interlocking Concrete Pavement Institute

2017 Media Kit

84.8%
OF SURVEYED
LANDSCAPE DESIGN
PROFESSIONALS AND
CONTRACTORS WHO
READ *INTERLOCK
DESIGN* PLAN TO
SPECIFY OR PURCHASE
SEGMENTAL PAVING
UNITS IN THE NEXT
SIX MONTHS.

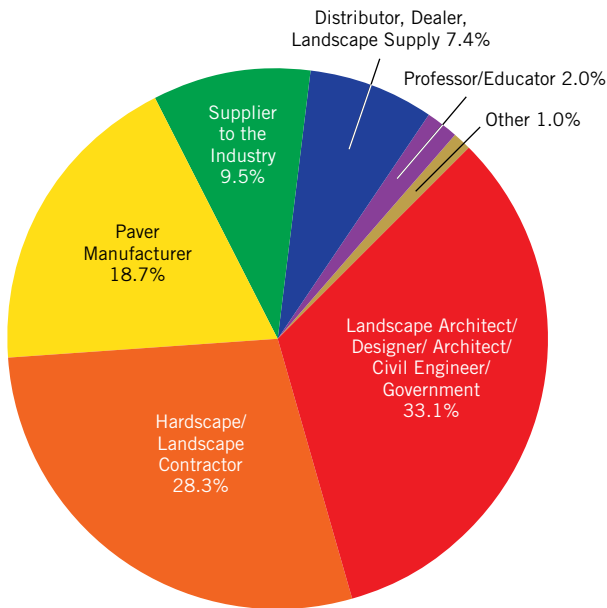
For more information visit
www.interlockdesign.org



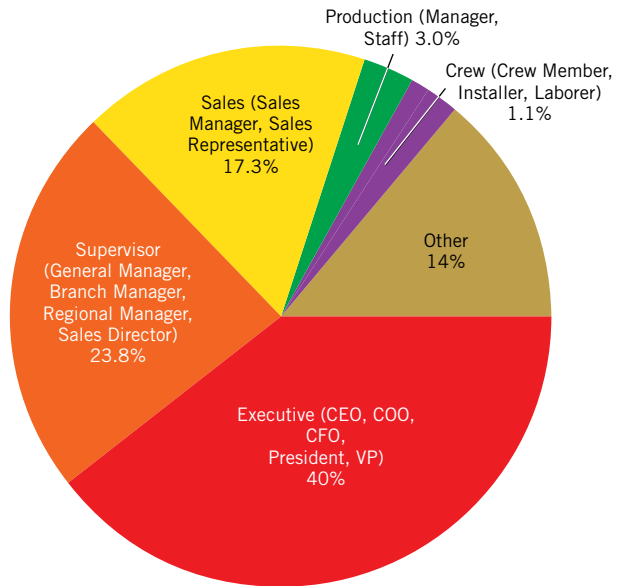
Readership Overview

Interlock Design is the quarterly magazine of ICPI, the trade association representing the growing industry of segmental concrete pavement systems in the U.S. and Canada.

INTERLOCK DESIGN'S READERSHIP DELIVERS THE PROSPECTS YOU NEED FOR A POSITIVE RETURN ON YOUR INVESTMENT.

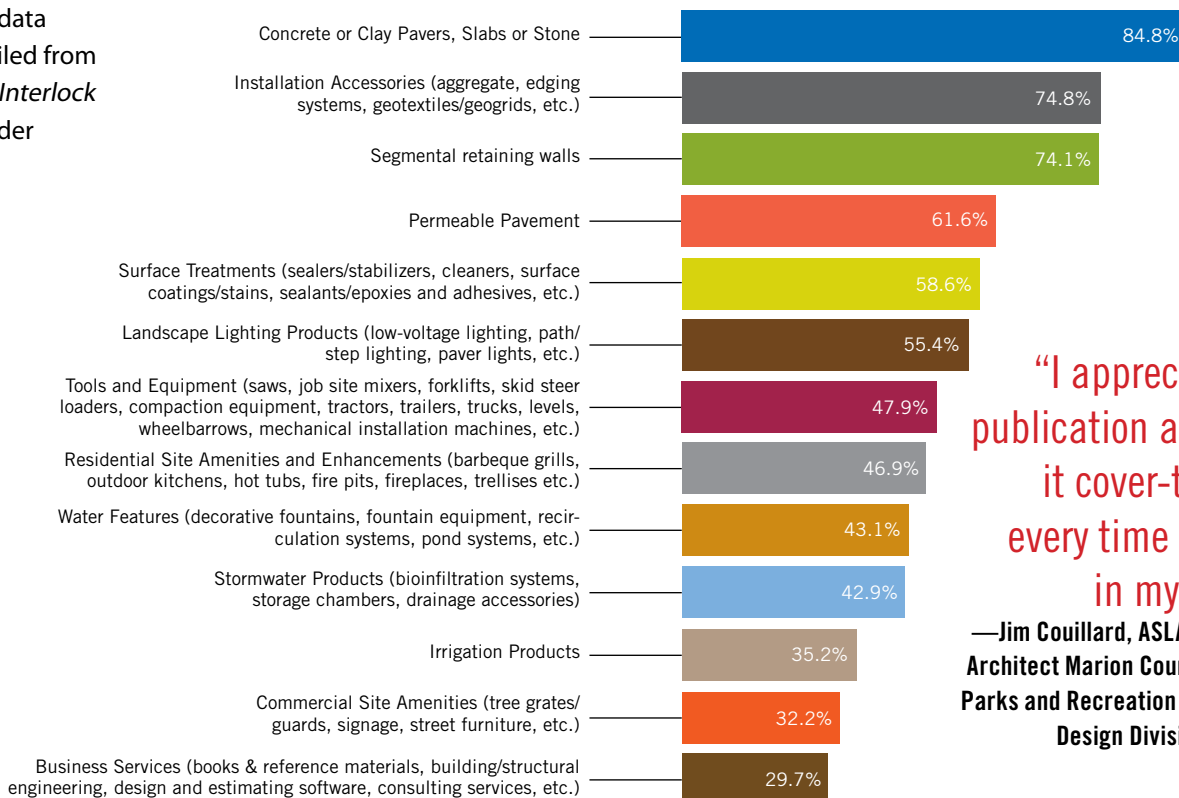


INTERLOCK DESIGN REACHES THE INDUSTRY'S TOP DECISION MAKERS.



All statistics, demographics and readership data were compiled from the annual *Interlock Design* Reader Survey.

IN THE NEXT 6 MONTHS, SURVEYED LANDSCAPE DESIGNERS AND CONTRACTORS PLAN TO SPECIFY OR INSTALL THE FOLLOWING:



"I appreciate the publication and read it cover-to-cover every time it lands in my inbox."

—Jim Couillard, ASLA Landscape Architect Marion County (Florida) Parks and Recreation Department Design Division Manager

Print Rates

2017 ICPI MEMBER PREMIUM PLACEMENT

	1x	2x	4x
Back Cover	\$5,865	\$5,654	\$5,541
Inside Cover	\$5,394	\$5,199	\$5,098

2017 ICPI MEMBER RATES

	1x	2x	4x
2 Page Spread	\$8,467	\$7,905	\$7,533
Full Page	\$4,604	\$4,323	\$4,012
2/3 page	\$3,909	\$3,683	\$3,410
1/2 page	\$2,960	\$2,781	\$2,575
1/3 page	\$2,255	\$2,123	\$1,973
1/4 page	\$1,692	\$1,597	\$1,485
1/8 Marketplace Ad	\$617	\$525	\$463

2017 NON-MEMBER PREMIUM PLACEMENT

	1x	2x	4x
Back Cover	\$8,543	\$8,235	\$8,070
Inside Cover	\$7,856	\$7,572	\$7,425

2017 NON-MEMBER RATES

	1x	2x	4x
2 Page Spread	\$9,738	\$9,091	\$8,663
Full Page	\$5,295	\$4,971	\$4,614
2/3 page	\$4,495	\$4,236	\$3,923
1/2 page	\$3,404	\$3,198	\$2,961
1/3 page	\$2,594	\$2,442	\$2,269
1/4 page	\$1,945	\$1,836	\$1,707
1/8 Marketplace Ad	\$953	\$811	\$715

BLEEDS: Add 10% to rate. (No additional charge for gutter bleeds on 2-page spreads.) **SPECIAL POSITION REQUESTS:** Add 25% to rate.

All 2017 ICPI Member Rates are for members in good standing only. The print edition of *Interlock Design* is now distributed to 4,000 additional landscape architects throughout the country, representing a 17% increase in total circulation. In order to accomplish this, advertising rates have increased only 5%.

e-Newsletter

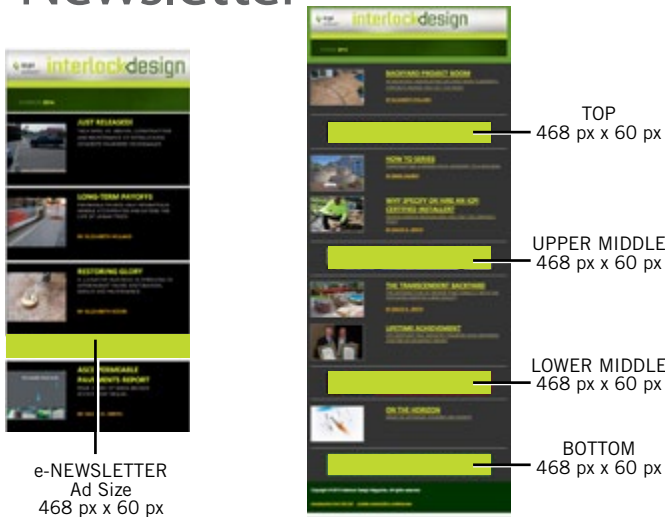


Diagram illustrating e-Newsletter ad placements with dimensions:

- TOP: 468 px x 60 px
- UPPER MIDDLE: 468 px x 60 px
- LOWER MIDDLE: 468 px x 60 px
- BOTTOM: 468 px x 60 px

e-NEWSLETTER Ad Size: 468 px x 60 px

e-NEWSLETTER ICPI MEMBER RATES

Size	1x RPE
468 x 60 pixels	\$630

e-NEWSLETTER NON-MEMBER RATES

Size	1x RPE
468 x 60 pixels	\$735

E-Newsletter position requests are honored on a first-come, first-served basis and cannot be guaranteed due to limited availability.

Website - InterlockDesign.org

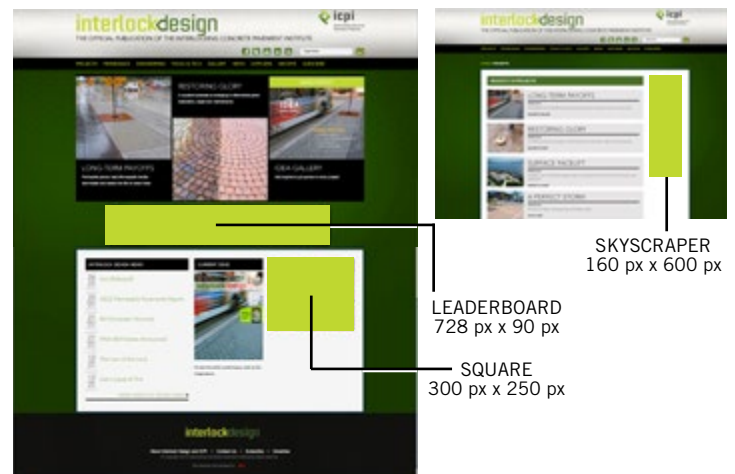


Diagram illustrating Website ad placements with dimensions:

- LEADERBOARD: 728 px x 90 px
- SQUARE: 300 px x 250 px
- SKYSCRAPER: 160 px x 600 px

WEB ICPI MEMBER RATES

	Monthly	3 Mo.	6 Mo.	1 Yr
Leaderboard 728 x 90 pixels	\$1,024	\$1,638	\$2,048	
Square 300 x 250 pixels	\$819	\$1,024	\$1,433	
Skyscraper 160 x 600 pixels	\$341	\$614	\$1,024	

WEB NON-MEMBER RATES

	Monthly	3 Mo.	6 Mo.	1 Yr
Leaderboard 728 x 90 pixels	\$1,575	\$2,520	\$3,150	
Square 300 x 250 pixels	\$1,335	\$1,575	\$2,205	
Skyscraper 160 x 600 pixels	\$525	\$945	\$1,575	

Best Value Program Packages

Maximize return on investment with special combo packages. Reach your target audience from print to web to email; achieve market penetration through integrated messaging and saturation. Select from Platinum, Gold or Silver packages, or create your own. Call Jim Oestmann today at **847-924-5497** to take advantage of this great value offer.

	ICPI MEMBER	NON-MEMBER
PLATINUM		
4 Full Page, 4 Color Display Ads	\$16,048	\$21,666
4 <i>Interlock Design</i> eNewsletter Ads	\$2,520	\$2,940
12 Months Website Advertising (leaderboard)	\$2,048	\$3,150
4 Marketplace Ads, 4 Color	\$1,852	\$2,860
TOTAL VALUE:	\$22,468	\$30,616
PACKAGE RATE:	\$16,275	\$26,250
GOLD		
4 1/2 Page, 4 Color Display Ads	\$10,298	\$13,903
2 <i>Interlock Design</i> eNewsletter Ads	\$1,335	\$1,470
6 Months Website Advertising (square)	\$1,024	\$1,575
TOTAL VALUE:	\$12,657	\$16,948
PACKAGE RATE:	\$10,500	\$14,700
SILVER		
4 1/3 Page, 4 Color Display Ads	\$7,894	\$10,656
1 <i>Interlock Design</i> eNewsletter Ad	\$630	\$735
6 Months Website Advertising (skyscraper)	\$614	\$945
TOTAL VALUE:	\$9,138	\$12,336
PACKAGE RATE:	\$7,875	\$10,500

INTEGRATED MEDIA PACKAGES

- Combine print and digital messages to your target market of design professionals, municipal officials and contractors who are segmental pavement decision makers
- Synchronize messaging (“customer touches”) across all media channels
- Integration increases market penetration through continuous and repeated exposure
- Lower rates when buying a full package compared to one at a time
- Custom packages available

INTERLOCK DESIGN OFFERS THE OPPORTUNITY TO DOUBLE YOUR EXPOSURE.

77%
OF READERS LOOK TO *INTERLOCK DESIGN* MAGAZINE WHEN SPECIFYING/ PURCHASING PRODUCTS FOR PROJECTS.

62%
SHARE IT WITH MORE THAN TWO OTHER PEOPLE!

INTERLOCK DESIGN HAS A DIRECT IMPACT ON PURCHASING DECISIONS.

82%
OF READERS SHARE THEIR MAGAZINE WITH AT LEAST ONE OTHER PERSON.

58%
VISITED AN ADVERTISER'S WEBSITE AFTER READING *INTERLOCK DESIGN*.

84.8%
OF SURVEYED LANDSCAPE DESIGN PROFESSIONALS AND CONTRACTORS PLAN TO SPECIFY OR PURCHASE SEGMENTAL PAVING UNITS IN THE NEXT SIX MONTHS.

Interlock Design 2017 Editorial Calendar

ISSUE 1 (Publish date: early February)

AD CLOSE: DEC. 2, 2016 AD DUE: DEC. 20, 2016

- Cover: Southeast Atlanta Green Infrastructure Project
- Feature: Paving slab structural design
- Contractor Focus: Paving slab construction tips
- **BONUS DISTRIBUTION:** ICPI Annual Meeting and ICON Xchange

ISSUE 2 (Publish date: mid-May)

AD CLOSE: MAR. 24, 2017 AD DUE: APR. 11

- Cover: Dayton, OH streets after 30 years
- Feature: ASCE PICP Design Standard update/release
- Engineer's View: PICP maintenance

ISSUE 3 (Publish date: mid-August)

AD CLOSE: JUN. 21 AD DUE: JUL. 11

- Cover Story: Riviera Beach, Florida, Marina in PICP
- Feature: Foundation research: slab and plank full-scale testing and sidewalk smoothness
- Contractor Focus: Progress in jointing sand stabilization
- **BONUS DISTRIBUTION:** Hardscape North America, GIE+Expo, ICPI Summer Meeting

ISSUE 4 (Publish date: early December)

AD CLOSE: OCT. 8 AD DUE: OCT. 24

- Cover Story: HNA Project Awards
- Feature: Residential project focus
- Engineer's View: PICP research updates
- Contractor Focus: New products at HNA



Editorial content subject to change at the discretion of ICPI. To verify content, please check with your sales representative upon ad close for any updates.

Print Mechanical Specifications

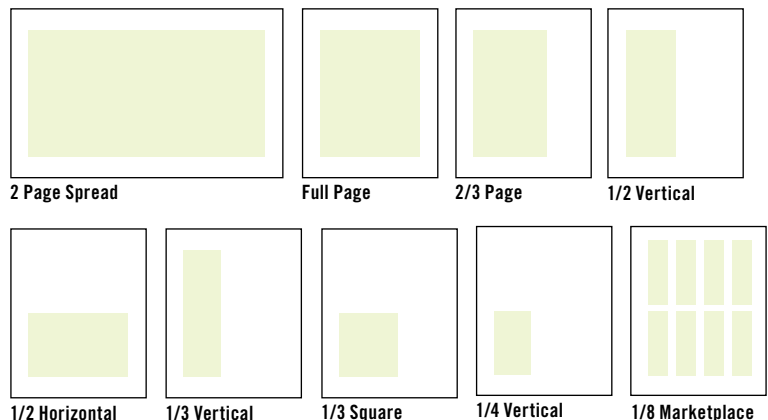
MECHANICAL SPECIFICATIONS:

- Trim Size: 8.5 x 10.875 in
- Bleed: .125 in
- Live Area: 7.375 x 9.625 in
- Safety From Trim: Keep all text elements at least 0.25 in inside all trim edges
- Binding: Saddle Stitch
- Printing: Offset
- Screen: Stochastic

	WIDTH	HEIGHT
2 page spread, no bleed	15"	9.875"
2 page spread, bleed	17.25"	11.125"
Full page, no bleed	7.5"	9.875"
Full page, bleed	8.75"	11.125"
2/3 page vertical	4.5"	9.875"
1/2 page vertical	3.125"	9.875"
1/2 page horizontal	7.5"	4.75"
1/3 page vertical	2.1875"	9.875"
1/3 page square	4.75"	4.75"
1/4 page vertical	3.3125"	4.75"
1/8 marketplace ad	1.75"	4.5"

Advertising inserts are available—call Jim Oestmann today at **847-924-5497** or joestmann@arlpub.com for pricing.

Ad Sizes



Print Materials Specifications

ACCEPTABLE FILE FORMAT:

- Please supply a hi-res print-ready PDF/X-1a file.
- View specifications at swop.org or adobe.com (search on PDF/X compliance).
- All fonts must be outlined or embedded.
- All images must be 300 dpi.
- Crop marks and color bars should be outside printable area (0.125 in. offset).
- Only one ad page per PDF document.

COLOR:

- Color ads must use CMYK process color only; no RGB, LAB or Spot/PMS colors will be accepted.
- Black & white ads should use black only (not 4-color); images should be grayscale.
- Ink density not to exceed 300%.
- Black Text 12 pt. or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).

PROOFS:

A color proof printed at 100% with registration marks and color bars must accompany all color ads. For contract color: Kodak Approval, FinalProof, Match/Print or other SWOP-certified color proof. View specifications online at swop.org. The publisher will not be held responsible for color running incorrectly if a color proof is not submitted by the advertiser. Failure to follow these guidelines may require additional time and charges and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication.

- **Send Proof to: GLC**
Attn: Production
9855 Woods Drive, Suite 105
Skokie, IL 60077

Digital Specifications

FOR WEBSITE AND E-NEWSLETTER ADS:

- Acceptable file formats: jpg, png, gif
- All web images must be RGB color format, 72 ppi
- Max file size: 40 kb
- Must supply one click-through URL per ad
- Click tags OK

Submitting Ads

PRINT ADS:

- Please use advertiser name in file name as well as the issue in which the ad is to run.
- Send email notification of incoming ad.

WEBSITE ADS:

- Please use advertiser name in file name.
- Include click-through URL in email notification of incoming ad.

e-NEWSLETTER ADS:

- Please use advertiser name in file name.
- Include click-through URL in email notification of incoming ad.

Submitting Files via Dropbox

Dropbox is now the preferred method of submitting files. Dropbox is a cloud-based storage system that works seamlessly on all computer platforms.

If you already have a Dropbox account you will need to sign out and then sign back in using the information below.

To upload a file, go to **Dropbox.com** and sign in with the following information:

Email: glcadsubmit@glcdelivers.com

password: GLCADS-900

(password is case sensitive)

Locate *Interlock Design* folder, and double click.

To upload your file, click on the icon at the top of the page.

Select "Choose Files" to locate your file.

You will have the opportunity to select more files to upload, or click "Done."

When the file upload is complete, please email notification of your ad submission to the following:

glcadsubmit@glcdelivers.com, joestmann@arlpub.com

Indicate name of file, advertiser name and contact info, and any URL/Link info.

GLC will respond via email if the ad passes preflight or needs corrections.

Interlock Design 2017 Insertion Order

Please reserve the following ad space in the specified upcoming issue(s) of Interlock Design

Your Name _____ Date _____
 Title _____ Company _____
 Address _____ City/State/Zip _____
 Phone _____ Fax _____
 Email Address _____

Please supply a contact name—the person responsible for supplying all advertising materials:

Name _____ Email Address _____
 Phone _____ Fax _____

Please reserve the following:

- Q4 2016
- Q1 2017 Q3 2017 Q1 2018 Q3 2018
- Q2 2017 Q4 2017 Q2 2018 Q4 2018

See editorial calendar for ad materials deadline (Page 5).

PLEASE NOTE: All terms and conditions apply. It is the responsibility of the advertiser to submit space reservations and materials by the published due dates.

METHOD OF PAYMENT: You will be invoiced for the appropriate rate based on billing frequency, positioning, and ad size.

4-COLOR PRINT AD SIZE (See list on Pg. 5)

- 2 Page Spread Bleed 1/2 Vertical
- 2 Page Spread No Bleed 1/3 Vertical
- Full Page Bleed 1/4 Vertical
- Full Page No Bleed 1/2 Horizontal
- 2/3 Vertical 1/3 Square
- 1/8 Marketplace

WEB AD

- Leaderboard
- Square
- Skyscraper
- _____ Frequency
(3 mo., 6 mo., 1yr.)

E-NEWSLETTER AD

- _____ Frequency
(1x, 2x, 3x, 4x)

PRINT POSITION REQUEST

WEBSITE/E-NEWSLETTER AD URL/LINK:

OTHER (Belly Band, Inserts, Postcard) _____

RATES PER INSERTION:

Print \$ _____ Web \$ _____ E-Newsletter \$ _____ Other \$ _____

The above rate reflects a _____X frequency rate, for a _____X advertising agreement. Total Cost for Program \$ _____

Signed _____ Date _____

Contact Name _____

Signed _____ Date _____

Jim Oestmann _____

Any cancellation of/or change in this contract must be submitted in writing 30 days prior to issue closing date. Advertiser failing to meet established deadlines for cancellations and changes or who fails to submit ad copy by the established closing date will be held 100% liable for the contracted amount. Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Short rates will be based on frequency earned against published rates. Advertiser failing to meet contracted frequency program will be subject to pay for all value added benefits used and not earned with number of insertions ran by the time of cancellation. All invoices are due within 30 days of the invoice date. The acceptance of advertising in Interlock Design magazine does not constitute or imply the endorsement or recommendation by ICPI or its members, staff, editors or the publishers of any product or service mentioned, referenced or advertised in the publication. ICPI accepts no responsibility for any claims made in any advertisement. ICPI further reserves the right to reject any advertisement.

Policies and Guidelines

EDITORIAL CONTENT

Interlock Design is the only publication dedicated to reporting on production, design, construction and maintenance technology of segmental concrete pavements. Highlighted in the magazine are North American residential, commercial, municipal and heavy-duty segmental concrete pavement projects as well as unique applications from around the world. The editorial content offers insights for design professionals and contractors on the how and why of these pavement applications. Also featured are industry events and educational opportunities for readers and new resources offered by the Interlocking Concrete Pavement Institute (ICPI). Additional highlights include:

- More articles on installation and education than any other publication in the landscape/hardscape industry. This means more repeat readers and a longer shelf life.
- Contractor's Corner and Engineer's View: Articles tailored to the interests of these readers.

ADVERTISING POLICY

- ICPI requires positive advertising that supports industry growth and enhances its image. All messaging must foster project owner/specifier confidence through the practice of honesty and integrity in advertising, marketing, and accurate representation of products and service capabilities. High profile projects promoting commercial, municipal, industrial and institutional applications are encouraged in advertisements.
- Editorial advertisements shall have the word ADVERTISEMENT on them. Advertising will be accepted with endorsements or promotion of the product by manufacturer, supplier or contractor ICPI members. No more than three manufacturer or contractor company names may be listed on the endorsing advertisement.
- Advertising may include companies and licensors/licensees selling unit paving products supported by the Interlocking Concrete Pavement Institute including interlocking concrete pavers, permeable interlocking concrete pavers, concrete grids, and precast concrete paving slabs. Advertising will be accepted for segmental concrete retaining walls and clay pavers.
- Producers may place no more than 4 full-page ads per year and no more than the equivalent of 1 full-page per issue, not including marketplace ads.
- Producers may place no more than 1 marketplace ad per issue.

- Exceptions: Producer advertising cannot tout the company or its products as superior. Producer advertising cannot disparage competing products or companies. Comparisons or claims distinguishing competing products or companies will not be accepted. Comparisons that disqualify ads for printing include those made by advertisers that cast aspersions on their competitor's company or products, on manufacturing processes, on use of pigments, coatings and admixtures, on aggregates or supplementary cementing materials, and on comparing ASTM, CSA or other standards, sustainability attributes, warranties, etc. Patented products/systems may be advertised as well as those promoted by manufacturer's product promotion groups, but no comparisons of patent products or manufacturer promotion groups to other products or companies can be made.
- All advertising materials are subject to approval by the ICPI's Literature Review Committee.

GENERAL INFORMATION

- A 15% agency discount is reflected in the listed rates. Must submit payment within 30 days of invoice.
- Editorial calendar is subject to change without notice.
- Special positioning only guaranteed on ads contracted at premium rates.
- Frequency discounts are given only as noted. Contract for all ads must be submitted with the first ad.
- All advertising is subject to approval by publisher.
- Publisher reserves the right to put the word "Advertisement" with copy that, in the publisher's opinion, resembles editorial matter.
- Publication circulation of more than 28,000.
- Reprints can be purchased by contacting icpi@icpi.org.

ADVERTISING SALES

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joestmann@arlpub.com

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