



2024

MEDIA KIT



adsc-iafd.com



469.359.6000

ADSC

TABLE OF CONTENTS

ABOUT ADSC	3
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MAGAZINE

Target Market & Value	4
Advertising Early Bird Rates	5
Advertising Standard Rates.....	6
Advertising Artwork	7

E-MAGAZINE	9
-------------------------	----------

Analytics.....	10
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DIRECTORY

Target Market & Value	11
Advertising Rates	12
Advertising Artwork	13
Product & Service Listing Categories	14

WEBSITE BANNER	16
-----------------------------	-----------

TERMS & CONDITIONS	17
-------------------------------------	-----------

HOW TO ORDER & KEY CONTACTS	18
--	-----------



ABOUT ADSC

ADSC is a construction trade association dedicated to the deep foundations industry. Our focus is on drilled shaft, anchored earth retention, and micropile technologies. We are represented by specialty subcontractors, geotechnical and structural engineers, and equipment manufacturers and suppliers from around the world.

MISSION

To promote, protect, foster and advance the drilled shaft, anchored earth retention and micropile industries. ADSC encourages the use of the technologies designed, constructed, supplied and manufactured by its members to foster safe, quality and ethical practices.

VISION

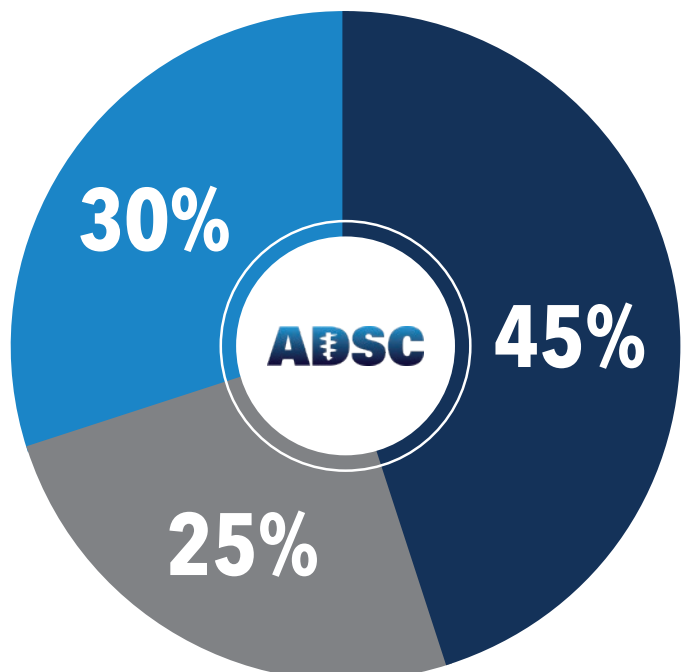
The Vision of ADSC is to continue as the recognized world leader in the research, development, education, design and construction of drilled shafts, anchored earth retention and micropiles; with safety and quality being held as their highest value.

MEMBERSHIP

The percentages shown are based on separate organization and individual members, removing additional offices and persons.

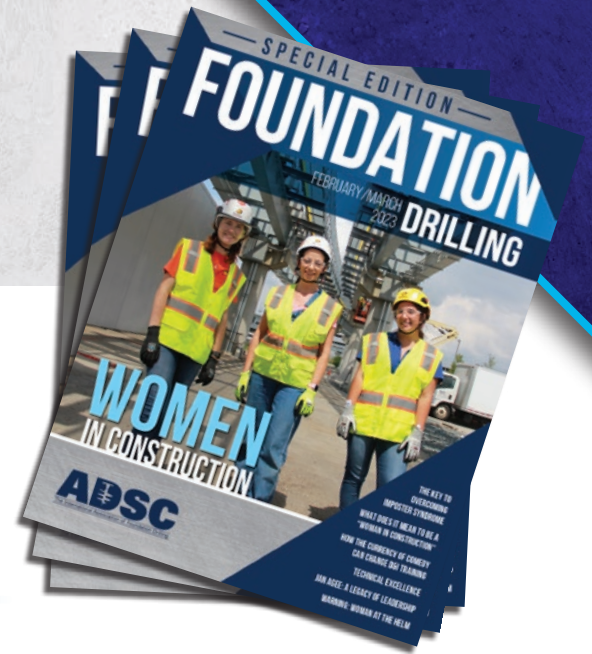
MEMBERSHIP BREAKDOWN:

- ▶ **Contractors**
(subcontractors installing the above listed technologies)
- ▶ **Associates**
(manufacturers and suppliers)
- ▶ **Technical Affiliates**
(testing companies, engineers, architects, government agencies, and academicians)



FOUNDATION DRILLING MAGAZINE

We are thrilled to present our 2024 media kit for Foundation Drilling Magazine, the official publication of ADSC - The International Association of Foundation Drilling.



Foundation Drilling Magazine is a **leading publication** catering to Drilled Shaft, Anchored Earth Retention, and Micropile Contractors. Our international audience includes owners, project managers, superintendents, foremen, civil and structural engineers, geotechnical engineers, public engineering officials, architects, manufacturers, and distributors of industry-related equipment. Our magazine features several project stories, technical features, industry-related articles, industry innovations, new products, safety information, personnel and management solutions, a calendar of industry events, and other related topics. Additionally, the magazine is available online in an eMag format, expanding our readership base even further.

We believe that Foundation Drilling Magazine provides unparalleled value to our advertisers, offering them the perfect platform to reach their target audience. We encourage you to take advantage of this unique opportunity to grow your business with us. Our publication has an excellent reputation in the industry, and we are confident that you will benefit from advertising in our magazine.

Note from the Editor-In-Chief: ADSC is always looking for fascinating and informative content from our members for Foundation Drilling Magazine. If you are interested in submitting content, please contact Angie at aelmendorf@adsc-iafd.com.

All editorial copy is subject to the approval of the publisher and must be representative of ADSC's approved technologies: drilled shafts, anchored earth retention and micropiles.

TARGET MARKET

- ▶ Specialty subcontractors
- ▶ General contractors
- ▶ Design engineers
- ▶ Government agencies
- ▶ Academia
- ▶ General subscribers

VALUE

- ▶ Published eight times a year with domestic and international readers.
- ▶ The eMag delivery of the magazine provides a reader base that is immeasurable, making it a truly worldwide publication.
- ▶ Hard copies are mailed to ADSC members, individual subscribers, ENR's Top 400 General Contractors, academia, Department of Transportation state agencies, and Federal Government national and regional offices, including the FHWA and U.S. Army Corps of Engineers.
- ▶ Provides FREE opportunities to promote member company's products and services in high-traffic areas including cover and interior features, Industry Innovations, New Product News, and Industry News.

FOUNDATION DRILLING MAGAZINE

ADVERTISING RATES

EARLY BIRD RATES

(AVAILABLE THRU NOVEMBER 30, 2023)

FULL PAGE

2X RATE	4X RATE	5X RATE	8X RATE
\$1,600	\$1,550	\$1,450	\$1,300

HALF PAGE

2X RATE	5X RATE	8X RATE
\$1,350	\$1,200	\$1,050

DOUBLE-PAGE SPREAD (DPS)

2X RATE	5X RATE	8X RATE
\$3,100	\$2,775	\$2,475

SIX-PAGE FOLDOUT

FLAT RATE
\$2,625

INSIDE COVER (FRONT OR BACK)
\$1,750
FULL PAGE

OUTSIDE BACK COVER
\$2,250
FULL PAGE

PREFERRED PAGE
\$1,525
FULL PAGE

PREFERRED PAGE
\$1,200
HALF PAGE

PREFERRED POSITIONS | 8X RATE

PLEASE NOTE

In order to qualify for the pricing listed above, members are required to commit to a minimum number of ads in the magazine. Regardless of the chosen pricing plan, all orders must have a minimum of two ads. The pricing options are as follows:

- ▶ **2X Rate (FP Only):** Members must commit to running between **2 and 3 ads** in total to receive this rate.
- ▶ **2X Rate (HP & DPS):** Members must commit to running between **2 and 4 ads** in total to receive this rate.
- ▶ **4X Rate (FP Only):** Members must commit to running **4 ads** in total to receive this rate.
- ▶ **5X Rate:** Members must commit to running between **5 and 7 ads** in total to receive this rate.
- ▶ **8X Rate:** Members must commit to running **8 ads in total** to receive this rate.

- ▶ The deadline for insertion orders at the **Early Bird Rate is November 30, 2023**. Standard rates apply for orders submitted after November 30, 2023.
- ▶ All preferred positions are Full Page ads, and they are exclusive for the calendar year.
- ▶ All magazine ads are in **color**. No black and white ads are available.
- ▶ Please note the issue deadlines. If you want to change your ad, send us new artwork on or before the deadline. Unless you tell us otherwise, we'll continue to run the most current ad we have on file.

PREFERRED PAGE POSITIONS

Opposite of Masthead (FP)

Opposite of "From the Desk of the Executive Director" (FP)

Last Page of "From the Desk of the Executive Director" (HP)

Opposite of "President's Message" (FP)

Opposite of ADSC Calendar (FP)

Under "President's Message" (HP)

**FP: Full Page; HP: Half Page*

FOUNDATION DRILLING MAGAZINE

ADVERTISING RATES

STANDARD RATES

(APPLY **AFTER** NOVEMBER 30, 2023)

FULL PAGE

2X RATE	4X RATE	5X RATE	8X RATE
\$1,950	\$1,850	\$1,750	\$1,575

HALF PAGE

2X RATE	5X RATE	8X RATE
\$1,650	\$1,450	\$1,250

DOUBLE-PAGE SPREAD (DPS)

2X RATE	5X RATE	8X RATE
\$3,725	\$3,350	\$2,975

SIX-PAGE FOLDOUT

FLAT RATE
\$3,150

INSIDE COVER (FRONT OR BACK)
\$2,110
FULL PAGE

OUTSIDE BACK COVER
\$2,725
FULL PAGE

PREFERRED PAGE
\$1,825
FULL PAGE

PREFERRED PAGE
\$1,450
HALF PAGE

PREFERRED POSITIONS | 8X RATE

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- ▶ **8X Rate:** Members must commit to running **8 ads in total** to receive this rate.

- ▶ Standard rates apply for insertion orders that are submitted **after November 30, 2023**.
- ▶ All preferred positions are Full Page ads, and they are exclusive for the calendar year.
- ▶ All magazine ads are in **color**. No black and white ads are available.
- ▶ Please note the issue deadlines. If you want to change your ad, send us new artwork on or before the deadline. Unless you tell us otherwise, we'll continue to run the most current ad we have on file.

PREFERRED PAGE POSITIONS

Opposite of Masthead **(FP)**

Opposite of "From the Desk of the Executive Director" **(FP)**

Last Page of "From the Desk of the Executive Director" **(HP)**

Opposite of "President's Message" **(FP)**

Opposite of ADSC Calendar **(FP)**

Under "President's Message" **(HP)**

***FP: Full Page; HP: Half Page**

FOUNDATION DRILLING MAGAZINE

ADVERTISING ARTWORK

ARTWORK SPECIFICATIONS

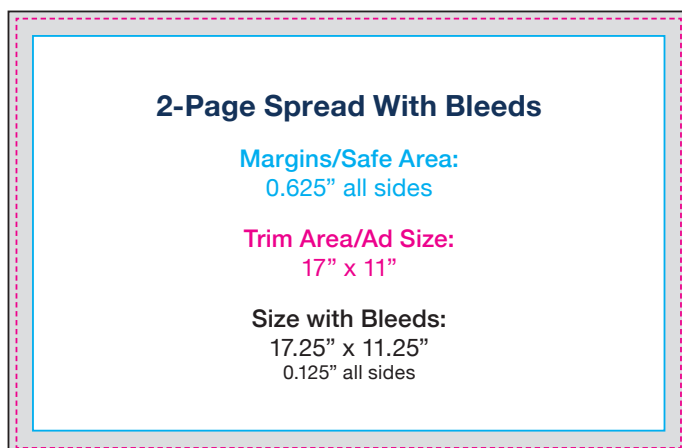


Margins/Safe Area

Danger Zone
(Gray Area)

Trim Area

Bleeds



PLEASE NOTE

All critical elements (text, logos, etc.) should be kept inside the margins/safe area. This will ensure that critical elements will not be lost in the trimming process or spine. Less critical elements, such as background images and graphics, may exceed past the margins.

We do not recommend having borders due to shifting in the trimming process, which may cause borders to appear uneven. Any elements close to the trim line will be lost in the trimming process.

EXAMPLE

Ad within Guidelines

Ad outside Guidelines



Margins

Trim

Notice how all critical elements are within the margins.

Danger Zone
(Content gets lost in the gutter/spine of the book.)

Click each page thumbnail to download the page template.

We **highly recommend** using the page templates as guides to ensure that your advertisement doesn't lose any critical elements in the spine or in the trimming process.

*Click [HERE](#) for a 3-panel (6-page) template.

FOUNDATION DRILLING MAGAZINE

ADVERTISING ARTWORK

ARTWORK REQUIREMENTS

Make sure your final artwork includes sufficient bleed and use CMYK mode for all color artwork. If you supply files in RGB color mode, they will be converted to CMYK, which could alter the colors.

Black Builds: To prevent press issues like ink transfer and longer drying times, use this rich black build in your ads: 50% Cyan, 40% Magenta, 40% Yellow, and 100% Black, when using black in your ads.

Accepted File Type: Adobe PDF

For Quality Output: Image resolutions must have 300 dpi and line art must have 1200 dpi.

Copy Placement: (Margin/Safe Area)

Full page with bleeds, 2-page spread and 3-panel foldout: minimum of 5/8" (0.625) from page trim to margins; Full page with no bleeds: minimum of 1/2" (0.5) from page trim to margins; and half page: minimum of 3/8" (0.375) from page trim to margins.

Bleed: 1/8" (0.125) on all sides for full-page with bleeds, 2-page spread, and 3-panel foldout.

PDF: Should be exported as high quality print, with bleed checked, and **without** crop/printer marks.

Page Templates: If you use the page templates from the previous page, make sure to remove the guidelines/instructions before submitting your files.

SENDING ARTWORK

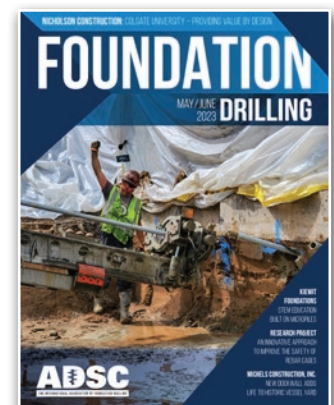
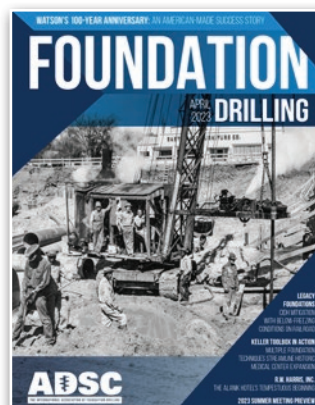
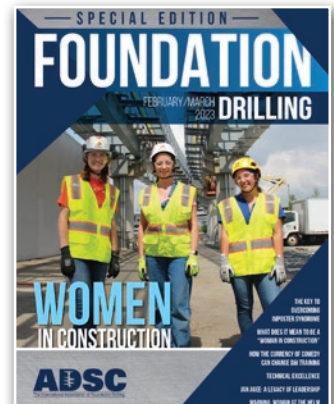
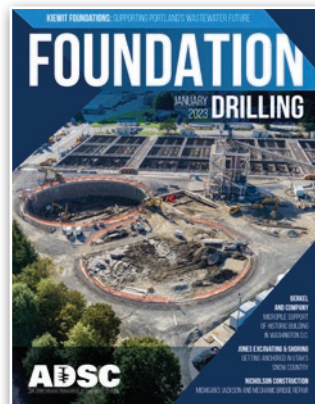
Send artwork via email or ADSC's Hightail site below. Copy and paste the following link into your browser and a prompt will direct you to the loading instructions.

<https://spaces.hightail.com/uplink/ADSC-Ads-OR-kengle@adsc-iafd.com>

If you have any questions on setting up, exporting, or sending artwork, please contact Katerina Engle via email.

ARTWORK DUE DATES

January	November 5, 2023
February/March	December 5, 2023
April	February 5, 2024
May/June	April 5, 2024
July	May 5, 2024
August/September	July 5, 2024
October	August 5, 2024
November/December	September 5, 2024



E-MAGAZINE ADVERTISING

The eMag also offers a direct link to advertisers' websites, increasing traffic and providing greater exposure to an expansive audience. The digital version of the magazine is distributed via email and social media and is available on the ADSC website. Readers can bookmark pages and use keyword search and navigation shortcuts, and the magazine can also be printed or downloaded for easy access.

OPTION 1: POP-UP ADS

Get noticed with three (3) pop-up advertisements that are content-focused and branded for your company. These ads will rotate in various positions for each issue, increasing the visibility of your brand. Advertisers are responsible for providing artwork for the pop-up ads. This exclusive option is sold per issue, with only one company allowed to select it each time.

Includes:

- ▶ **(2) Two Pop-Up Ads**
 - Desktop & Mobile Size: 300 x 300 pixels
 - JPEG or PNG files
 - Provide URLs for each ad
- ▶ **(1) One Bottom Banner Pop-Up Ad**
 - Desktop Size: 800 x 100 pixels
 - Mobile Size: 300 x 300 pixels
 - JPEG or PNG files
 - Provide URL for ad

**RATE: \$2,000.00 PER
MAGAZINE ISSUE**



OPTION 2: E-MAGAZINE SPONSOR

Increase your brand's recognition with this exclusive option, which places your company logo on the footer of all house and feature articles, without any conflict of interest. Advertisers can also provide a link to a YouTube video for placement. This option is sold per issue, with only one company allowed to select it each time.

Includes:

- ▶ **(1) One Bookmark Ad**
 - Desktop Size: 160 x 600 pixels
 - Mobile Size: 300 x 300 pixels
 - JPEG or PNG files
 - Provide URL for ad
- ▶ **(1) One Toolbar Ad**
 - Desktop Size: 425 x 50 pixels
 - Mobile Size: 300 x 50 pixels
 - JPEG or PNG files
 - Provide URL for ad
- ▶ **(1) One Video (optional)**
 - Provide a link to a published YouTube video

RATE: \$2,100.00 PER MAGAZINE ISSUE



E-MAGAZINE ANALYTICS

The ADSC’s e-Magazine is a premier source of information for professionals in the foundation drilling industry, providing insights into the latest trends, technologies, and best practices. One area of particular interest is the analytics collected on user engagement, including the average number of users that visit the e-Magazine, clicks, views, and demographics. By collecting and analyzing this data, we are able to gain insights into the effectiveness of our publication. The analytics below are from the first quarter of the year.

OVERVIEW



3,364
VISITORS



95,817
CLICKS



191,635
VIEWS

PLATFORMS



56%
DESKTOP



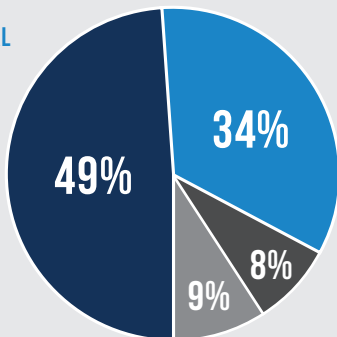
43%
MOBILE



1%
TABLET

TRAFFIC ACQUISITION

- DIRECT LINKS
- ORGANIC SOCIAL
- REFERRAL
- OTHER



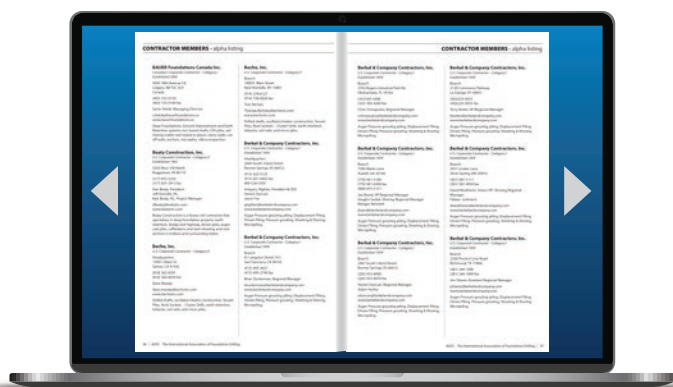
DEMOGRAPHICS



MEMBERSHIP DIRECTORY

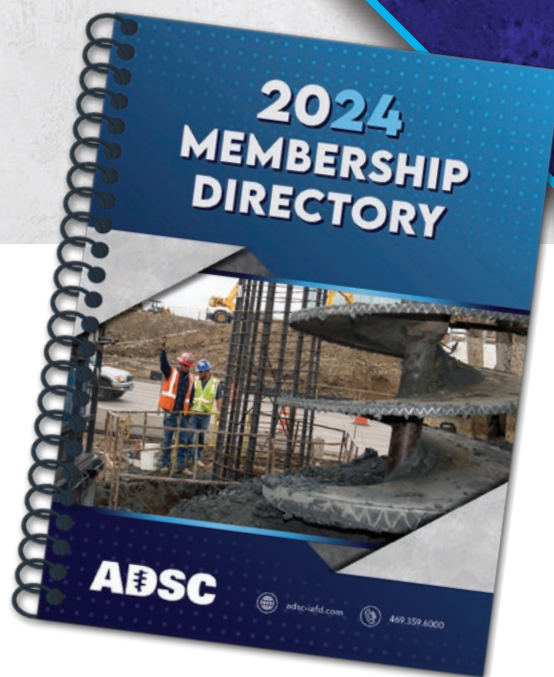
THE 2024 ADSC MEMBERSHIP DIRECTORY

offers ample opportunity for advertising your business. We offer four-color ad space in several sizes to suit any budget. Companies listed in the directory are organized by member categories, and there is an alphabetical index, geographical index and key personnel index. We also offer three Product and Services listing categories: **Construction Services**, **Suppliers/Manufacturers**, and **Consulting Services**. Advertising through the Products and Services listing is a cost-effective way to showcase your company.



TARGET MARKET

- ▶ Hard copies are mailed to decision-makers in industries represented by the ADSC and beyond, including ADSC members, individual subscribers, ENR's Top 400 General Contractors, academia, Department of Transportation state agencies, and Federal Government national and regional offices, including the FHWA and U.S. Army Corps of Engineers.
- ▶ A searchable and downloadable eDirectory is available at adsc-iafd.com.



VALUE

- ▶ The directory provides company listings alphabetically and by geographic location, and lists key personnel and specific products and services.
- ▶ The eDirectory allows advertisers to supply a direct link to their website, increasing traffic to that site and providing greater exposure to an expansive audience. This digital version allows readers to bookmark pages and provides keyword search, navigation shortcuts and can be printed or downloaded.
- ▶ Spiral binding and the digest size of this directory means it can easily travel to field sites, placing your company's ad in the hands of the key personnel who need it most.
- ▶ Through the Products and Services listings, the Membership Directory allows your company the opportunity to be directly associated with the specialized products and services you provide.

PRODUCT & SERVICE LISTINGS

- ▶ Construction Services
- ▶ Suppliers/Manufacturers
- ▶ Consulting Services

ADVERTISING RATES

4-COLOR (RANDOM PLACEMENT)

FULL PAGE

RATE \$2,250

HALF PAGE

RATE \$1,325

DOUBLE PAGE SPREAD

RATE \$3,725

4-COLOR PREFERRED POSITIONS (FULL PAGE ONLY)

INSIDE FRONT COVER

RATE \$3,125

INSIDE BACK COVER

RATE \$3,125

BACK COVER

RATE \$3,275

TAB PAGES

RATE \$2,950

BLACK & WHITE (RANDOM PLACEMENT)

FULL PAGE

RATE \$1,425

HALF PAGE

RATE \$1,025

**DEADLINE FOR
INSERTION ORDERS IS
SEPTEMBER 30, 2023.**

PRODUCT & SERVICE LISTINGS

PER LISTING

RATE \$55

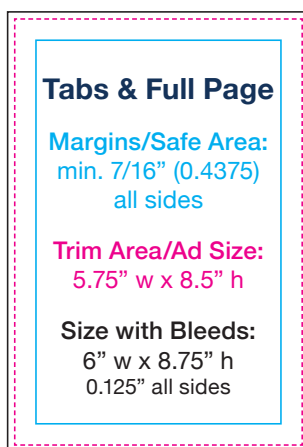
PLEASE NOTE

- ▶ Preferred positions are subject to publisher's right of refusal.
- ▶ Please see listings categories on pages 14-15.

MEMBERSHIP DIRECTORY

ADVERTISING ARTWORK

ARTWORK SPECIFICATIONS



Margins/Safe Area

Covers, Tabs, & Full Page Ads: Margins should be set at a minimum of 7/16" (0.4375) on all sides to avoid binding/trimming issues.

Trim Area

Bleeds

ARTWORK REQUIREMENTS

Make sure your final artwork includes sufficient bleed and use CMYK mode for all color artwork. If you supply files in RGB color mode, they will be converted to CMYK, which could alter the colors.

Accepted File Type: Adobe PDF

For Quality Output: Image resolutions must have 300 dpi and line art must have 1200 dpi.

Copy Placement: (Margins/Safe Area) Covers, Full Page & Tabs: minimum of 7/16" (0.4375) on all sides; Half Page: minimum of 1/4" (0.25) from page trim on all sides.

Bleed: 1/8" (0.125) on all sides for Covers, Tabs, and Full page ads.

PDF: Should be exported as high quality print, with bleed checked, and **without** crop/printer marks.

SENDING ARTWORK

Send artwork via email or ADSC's Hightail site below. Copy and paste the following link into your browser and a prompt will direct you to the loading instructions.

<https://spaces.hightail.com/uplink/ADSC-Ads>
-OR- kengle@adsc-iafd.com

Should you have any questions on setting up/exporting/sending artwork, please contact Katerina Engle via the email above.

Click each page thumbnail to download the page template.

We **highly recommend** using the page templates as guides to ensure that your advertisement doesn't lose any critical elements in the spine or in the trimming process.

ARTWORK DUE DATE IS OCTOBER 5, 2023.

PRODUCT & SERVICE LISTINGS

CONSTRUCTION SERVICES

- ▶ Anchors – Soil, Rock and Concrete
- ▶ Architectural Shotcrete Wall Finishes
- ▶ Belled Drilled Shafts
- ▶ Blasting
- ▶ Caisson Drilling from Barges
- ▶ Cellular/Communication Foundations
- ▶ Commercial/Industrial
- ▶ Dam Rehabilitation
- ▶ Deep Soil Mixing
- ▶ Design-Build Drilled Shafts
- ▶ Design-Build for Transmission Lines
- ▶ Design-Build Geo-Support Systems
- ▶ Dewatering
- ▶ Drilled Shaft Foundations
- ▶ Drilled Shafts – Over 10ft Diameter
- ▶ Drilling in Contaminated Sites
- ▶ Electric Transmission Lines Foundations
- ▶ Elevator Shaft Drilling
- ▶ Environmentally Sensitive Drilling
- ▶ Ground Freezing
- ▶ Ground Improvement
- ▶ Grouting – General
- ▶ High Mast Lighting and Sign Foundations
- ▶ Highway/Bridge Foundations
- ▶ Jet Grouting
- ▶ Lagging
- ▶ Large Diameter Access Shafts
- ▶ Limited Access/Low Clearance
- ▶ Micropiles
- ▶ Oscillator/Rotator
- ▶ Piling for New Elevator Pits Existing Building
- ▶ Pre-Drilling for Piles
- ▶ Railroad Foundations
- ▶ Residential
- ▶ Rock Drilling
- ▶ Secant/Tangent Wall Construction
- ▶ Shoring
- ▶ Shotcrete
- ▶ Site Work
- ▶ Slurry Walls
- ▶ Soil Mixed Walls
- ▶ Tieback Walls
- ▶ Tiebacks
- ▶ Underpinning
- ▶ Utilities

Select as many categories as applicable to be listed in the Product & Service section for \$50 each.

CONSULTING SERVICES

- ▶ Construction Consulting
- ▶ Construction Inspection
- ▶ Dam Design/Rehabilitation
- ▶ Deep Foundation Consultants
- ▶ Design Drilled Shafts
- ▶ Design Earth Retention Systems
- ▶ Design Reinforced Soil Structures
- ▶ Environmental Consultants
- ▶ Foundation Consultants – General
- ▶ Foundation Design
- ▶ Geotechnical Engineering Consultants
- ▶ Geotechnical Inspection
- ▶ Geotechnical Integrity Testing
- ▶ Geotechnical/Structural Instrumentation
- ▶ Load Testing – Dynamic/Static
- ▶ Marine Foundation Design
- ▶ Material Testing
- ▶ Non-Destructive Testing and Evaluation
- ▶ Soils Investigation and Testing
- ▶ Structural Engineering Consulting
- ▶ Testing Laboratory
- ▶ Underground Engineering

PRODUCT & SERVICE LISTINGS

SUPPLIERS & MANUFACTURERS

- ▶ Anchors – Soil, Rock and Concrete
- ▶ Casing/Drill Steel/ Tooling/Shoes
- ▶ Compressors and Air Tools
- ▶ Continuous Flight Auger Equipment
- ▶ Cranes – Rentals/ Sales
- ▶ Crawler Undercarriage
- ▶ CSM
- ▶ Down-Hole Hammers and Accessories
- ▶ Drill Bits, Custom
- ▶ Drill Rig Rentals
- ▶ Drill Steel, Couplings, Drilling Accessories
- ▶ Drilled Shaft Casing
- ▶ Drilled Shaft Rigs/ Digger – Parts
- ▶ Drilled Shaft Rigs/ Diggers (New) – Dealers/Distributors
- ▶ Drilled Shaft Rigs/Diggers Manufacturing (New)
- ▶ Drilled Shaft Tools (New)
- ▶ Drilling Bits and Teeth
- ▶ Drilling Equipment – Limited Access/Low Clearance
- ▶ Drilling Rigs/Diggers and Tools (Used)
- ▶ Earth Retention Drills (New)
- ▶ Earth Retention Drills/Tools (Used)
- ▶ Earth Retention Tooling (New)
- ▶ Epoxy Coated Strand
- ▶ Geothermal Drill Bits
- ▶ Geothermal Drilling Equipment (New)
- ▶ Geothermal Systems
- ▶ Grouting Mixers/ Equipment/ Sales and Rentals
- ▶ Hammer Grab/ Spherical Grab
- ▶ Hard-Facing for Repair, Maintenance
- ▶ Hollow Bar for CSL
- ▶ Hydraulic Pumps, Jacks and Gauges
- ▶ Inspection Equipment
- ▶ Instrumentation for Foundation Engineering (Sales)
- ▶ Insurance/Bonding/ Risk Management
- ▶ Integrity Testing Equipment (Sales)
- ▶ Jet Grouting Equipment/ Sales and Rentals
- ▶ Lead Systems
- ▶ Load Testing Equipment
- ▶ Low-Profile Canister Drills
- ▶ Micropile Drilling Tools and Equipment
- ▶ Micropile Materials and Casing
- ▶ Oscillating/Rotating Equipment
- ▶ Pile Driving Equipment (New and Used)
- ▶ Pipe, Casing and Tube
- ▶ Polymers
- ▶ Pumps – All
- ▶ Reinforcing Cages: Centralizers, Rebar Couplings
- ▶ Rental Equipment – Tools, Compressors and Down-Hole and Miscellaneous
- ▶ Replacement Parts – Chassis
- ▶ Reverse Circulation Drilling Equipment
- ▶ Self-Hardening Slurry Materials
- ▶ Shoring
- ▶ Slurry Drilling Equipment/Testing
- ▶ Slurry Drilling Materials/Products/ Consulting
- ▶ Sonar Calipering
- ▶ Sonic Drilling Equipment
- ▶ Steel Fabrication
- ▶ Steel Products
- ▶ Tool Lubricants
- ▶ Transmissions for Drilling Machinery
- ▶ Tremie Pipe
- ▶ Vertical Travel Leads
- ▶ Vibratory Casing Drivers/Extractors
- ▶ Winches – All
- ▶ Wire and Cable

Select as many categories as applicable to be listed in the Product & Service section for \$50 each.

WEBSITE BANNER ADVERTISING

Advertising on the ADSC website is an excellent way to reach member and non-member visitors, and to reinforce your marketing message. Visitors view our website to learn about upcoming association events, discover ways to maximize their ADSC membership, view the latest digital issue of Foundation Drilling magazine, search the electronic edition of the Membership Directory, and shop the ADSC Technical Library. Advertising on the ADSC website offers cost-effective opportunities to position your company as a leader with influential geo-industry professionals.

VALUE

- ▶ Cross-promotion in other ADSC publications and communication media
- ▶ Year-round visibility reinforces brand recognition
- ▶ Advertise to industry professionals who are interested in ADSC news, trends and events
- ▶ Allows for dynamic and time sensitive promotion

IN AVERAGE, ADSC-IAFD.COM RECEIVES:

- 2,300 unique visitors per month
- 4,500 total visits per month
- 10,000 page visits per month
- Three pages per visit

ARTWORK REQUIREMENTS

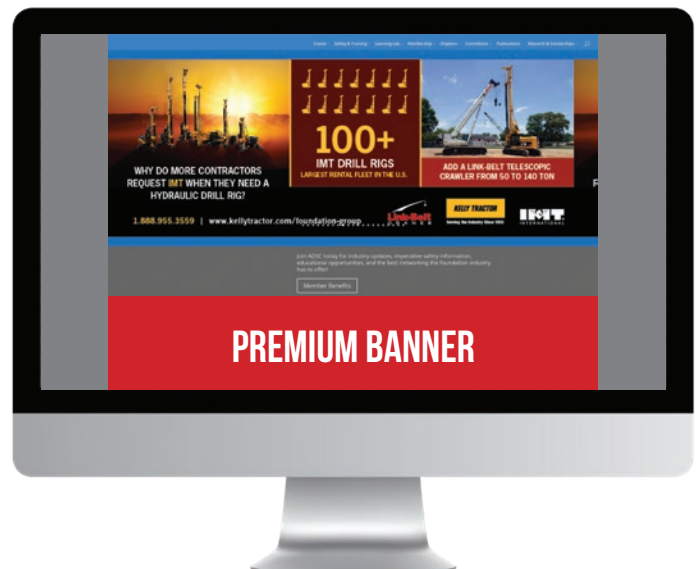
All Premium Banners appear on the ADSC home page and will be intermixed with ADSC events. Premium Banner advertisements submitted must be 1280 x 600 pixels and in JPEG format.

ADVERTISERS RATES

12 months/\$2,400

ANNUAL CYCLE

January 1 – December 31



PLEASE NOTE

All advertisers in Foundation Drilling magazine and/or the ADSC Membership Directory receive a complimentary logo in the “Our Advertisers Banner” section.

All logos submitted must be 230 x 120 pixels and in a JPEG format.

DEADLINE FOR INSERTION ORDERS IS DECEMBER 15, 2023.

ARTWORK DUE DATE IS DECEMBER 30, 2023.

ADVERTISING TERMS & CONDITIONS

THE FOLLOWING TERMS AND CONDITIONS APPLY TO ALL ADVERTISING INSERTION ORDERS SUBMITTED TO AND ACCEPTED BY ADSC:

- ▶ The insertion order is a contract between ADSC – The International Association of Foundation Drilling (“ADSC”) and Advertiser to reserve advertising space in one or more of the advertising options presented herein this Media Kit. Advertiser includes any company, its employees and advertising agency acting as agent for the company that submits an insertion order to ADSC.
- ▶ An accepted insertion order is effective immediately upon receipt by ADSC; and is non-cancelable after either publication of first ordered ad or thirty (30) days from the date order is submitted to ADSC, whichever occurs first.
- ▶ All advertising is subject to space availability and the approval of ADSC. ADSC expressly reserves the right to refuse any ad.
- ▶ Positioning of ads is at the discretion of ADSC except where special preferred position requests are acknowledged and approved by ADSC.
- ▶ New space reservations by Advertiser that are not included in a previous insertion order must be submitted on a new insertion order.
- ▶ Insertion orders must be received before or with the new ad by the ad submission deadline for each issue. ADSC has no obligation to include late arrivals or to modify ads after the specified submission deadlines.
- ▶ It is the Advertiser’s responsibility to submit new ad art for any issue by the appropriate deadline. If Advertiser does not provide new ad art by the appropriate deadline, ADSC will pick-up previous ad artwork for publication and has no obligation to make a change for published issue.
- ▶ Advertiser assumes liability for all printed ad content (including text, pictures, representations, and illustrations) and holds harmless ADSC and its agents and employees from any claims arising therefrom made against the publisher.
- ▶ ADSC is not bound by any special condition, specification, or requirement of Advertiser on an insertion order.
- ▶ The insertion order is a commitment to advertise in the specified ADSC publication. Cancellations are subject to full payment for the ad space reserved by Advertiser. Advertiser has full financial responsibility for the total cost of order at the rates quoted herein
- ▶ Advertising rates herein are quoted at net prices in USD and do not include any commission for advertising agency. Invoices are due and payable upon receipt. A \$10.00 per day late payment fee will be assessed on each invoice not paid in full within sixty (60) days of invoice date.
- ▶ Advertising may be suspended or canceled at any time by ADSC with at least three (3) business days prior notice for either nonpayment of invoice more than sixty (60) days past due or a non-renewal of ADSC membership within ninety (90) days of membership expiration date. Any remaining balance of total cost of insertion order after suspension or cancellation shall become due and payable immediately to ADSC.
- ▶ If ad invoices are to be sent directly to advertising agency for payment, both the advertised company and its advertising agency are obligated for payments due under these terms and conditions irrespective of any separate agreements that may exist between advertised company and its advertising agency.

ORDER INFORMATION

ADVERTISING AVAILABILITY

Advertising is only available to ADSC members.

To join ADSC, please visit adsc-iafd.com, under “Membership,” and submit your application. If you have any membership questions or need assistance with applying, please contact Peggy Hagerty Duffy at phd@adsc-iafd.com.

INSERTION ORDERS

Place your advertising insertion orders online:

1. Visit adsc-iafd.com
2. Click on the advertising tab on the Homepage and select “ORDER 2023 ADVERTISING HERE”

KEY CONTACTS

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