



# ADSC 2026 MEDIA KIT





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# 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 represent 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

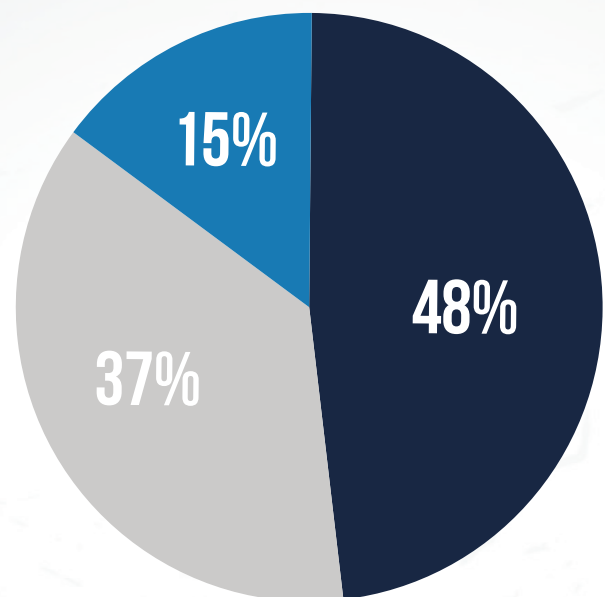
The Vision of ADSC is to continue as the recognized world leader in the research, development, education, design and construction of drilled shafts, anchored earth retention and micropiles, with safety and quality being held as their highest value.

## MEMBERSHIP

The percentages shown are based on separate organizations 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

## OVERVIEW

Thank you for your interest in advertising in Foundation Drilling Magazine, the official publication of ADSC - The International Association of Foundation Drilling. As a premier resource in the industry, our magazine caters to three technologies: Drilled Shafts, Anchored Earth Retention, and Micropiles.

## A HISTORY OF INDUSTRY COMMITMENT

ADSC, initially known as the Foundation Drilling Contractors Association of Dallas, Texas, was chartered on May 25, 1953. This pioneering association aimed to support educational and practical advancements in drilled piers. ADSC's first publication, News Briefs, launched on June 1, 1971, provided members with essential updates on membership news, technical changes, and relevant government activities.

Over time, News Briefs evolved into Foundation Drilling Magazine, a comprehensive publication featuring project stories, technical articles, industry innovations, safety information, and event calendars. This evolution reflects ADSC's ongoing commitment to supporting the foundation drilling industry and providing valuable resources to professionals worldwide.

## THE ADSC WAY

Over the past two years, Foundation Drilling Magazine has embraced a vision that prioritizes spotlighting the people behind the projects. ADSC is committed to making our magazine not just an industry resource, but a publication that anyone can pick up and find inspiration in. By focusing on the individuals who drive our industry forward—their stories, challenges, and achievements—we aim to celebrate what makes our field truly special: the people. Our goal is to offer valuable insights that resonate with a broad audience, highlighting the human element that powers the foundation drilling community.

## READERSHIP

Our international readers consist of:

- ▶ Owners
- ▶ Project Managers
- ▶ Superintendents
- ▶ Foremen
- ▶ Civil and Structural Engineers
- ▶ Geotechnical Engineers
- ▶ Public Engineering Officials
- ▶ Architects
- ▶ Manufacturers and Distributors of Industry-Related Equipment

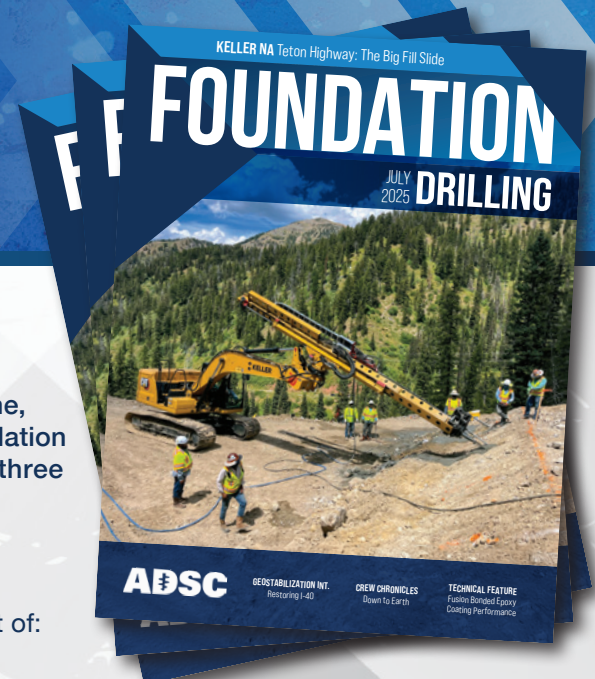
## TARGET MARKET

- ▶ Specialty Subcontractors
- ▶ General Contractors
- ▶ Design Engineers
- ▶ Government Agencies
- ▶ Academia
- ▶ General Subscribers

## CONTENT HIGHLIGHTS

Published 8 times a year, and mailed in the US and Canada, Foundation Drilling Magazine is packed with insightful and engaging content such as:

- ▶ Project Stories
- ▶ Technical Features
- ▶ Industry-Related Articles
- ▶ Industry Innovations
- ▶ New Products
- ▶ Safety Information
- ▶ Industry Education
- ▶ ADSC Chapter events and recaps
- ▶ Calendar of Industry Events



## OUR ADVERTISING VALUE

### Extensive Reach

- ▶ Published 8 times a year
- ▶ 2,500+ copies of each issue mailed
- ▶ Domestic and international readers
- ▶ Complimentary issues handed out at all our conferences, including IFCEE and SuperPile
- ▶ Social media! We promote all our magazines on LinkedIn, Instagram, Twitter, and Facebook.

### Free Promotional Opportunities

- ▶ Showcase member companies' products and services in high-traffic sections like cover and interior features, Industry Innovations, New Product News, and Industry News.

## DIGITAL PRESENCE

Our magazine is available both in print and online in an eMag format, broadening our reach and enhancing accessibility for a global audience.

# ADVERTISING RATES

## Early Bird Rates

(Available thru November 28, 2025)

Full Page			Half Page			Double-page Spread (DPS)		
<b>2x Rate</b>	<b>4x Rate</b>	<b>8x Rate</b>	<b>2x Rate</b>	<b>4x Rate</b>	<b>8x Rate</b>	<b>2x Rate</b>	<b>4x Rate</b>	<b>8x Rate</b>
\$1,650	\$1,500	\$1,350	\$1,400	\$1,250	\$1,100	\$3,200	\$2,875	\$2,575

Six-page Foldout	Preferred Positions   8x Rate				
<b>Flat Rate</b>	<b>Before Cover Story</b>	<b>Inside Cover (Front or Back)</b>	<b>Outside Back Cover</b>	<b>Preferred Page</b>	<b>Preferred Page</b>
\$2,675	\$3,075	\$1,800	\$2,300	\$1,575	\$1,250
<small>*ONLY ONE FOLDOUT PER ISSUE</small>	<small>DOUBLE PAGE</small>	<small>FULL PAGE</small>	<small>FULL PAGE</small>	<small>HALF PAGE</small>	<small>HALF PAGE</small>

### 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:** Members must commit to running at least **2 to 3 ads** in total to receive this rate.
- ▶ **4X Rate:** Members must commit to running at least **4 to 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 28, 2025**. Standard rates apply for orders submitted after November 28, 2025.

### Preferred Page Positions

Before Cover Story (DPS)	Opposite "ADSC Calendar" (FP)
Opposite "About ADSC" (FP)	Last Page of "From the Desk of the Executive Director" (HP)
Opposite "Table of Contents" (FP)	Under "President's Message" (HP)
Opposite "From the Desk of the Executive Director" (FP)	<b>*FP: Full Page; HP: Half Page; DPS: Double Page Spread</b>
Opposite "President's Message" (FP)	

- ▶ All preferred positions are exclusive for the calendar year.
- ▶ All magazine ads are in color. No black and white ads are available.
- ▶ Please note the issue deadlines listed on page 8. 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.

**ADVERTISING IS ONLY AVAILABLE FOR ADSC MEMBERS.**



# ADVERTISING RATES

## Standard Rates

(Pricing Available *after* November 28, 2025)

Full Page			Half Page			Double-page Spread (DPS)		
<b>2x Rate</b>	<b>4x Rate</b>	<b>8x Rate</b>	<b>2x Rate</b>	<b>4x Rate</b>	<b>8x Rate</b>	<b>2x Rate</b>	<b>4x Rate</b>	<b>8x Rate</b>
\$2,100	\$1,800	\$1,675	\$1,700	\$1,500	\$1,300	\$3,825	\$3,450	\$3,075

Six-page Foldout*	Preferred Positions   8X Rate				
<b>Flat Rate</b>	<b>Before Cover Story</b>	<b>Inside Cover (Front or Back)</b>	<b>Outside Back Cover</b>	<b>Preferred Page</b>	<b>Preferred Page</b>
\$3,250	\$3,200	\$2,160	\$2,775	\$1,875	\$1,500
<small>*ONLY ONE FOLDOUT PER ISSUE</small>	<small>DOUBLE PAGE</small>	<small>FULL PAGE</small>	<small>FULL PAGE</small>	<small>HALF PAGE</small>	<small>HALF PAGE</small>

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Opposite "Table of Contents" (FP)	Under "President's Message" (HP)
Opposite "From the Desk of the Executive Director" (FP)	<b>*FP: Full Page; HP: Half Page; DPS: Double Page Spread</b>
Opposite "President's Message" (FP)	

- ▶ All preferred positions 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.

**ADVERTISING IS ONLY AVAILABLE FOR ADSC MEMBERS.**

# ADVERTISING ARTWORK

## Artwork Specifications

### Full Page Ad With Bleeds

Margins/Safe Area:  
0.5" all sides

Trim Area/Ad Size:  
8.5" w x 11" h

Size with Bleeds:  
8.75" w x 11.25" h  
(0.125" all sides)

### Full Page Ad No Bleeds

Margins/Safe Area:  
0.5" all sides

Trim Area/Ad Size:  
8.5" w x 11" h

### Half Page Ad

Margins/Safe Area:  
0.375" all sides

Ad Size: 7.5" w x 5" h

Margins/Safe Area

Trim Area

Bleeds

### 2-Page Spread With Bleeds

Margins/Safe Area:  
0.5" all sides

Trim Area/Ad Size:  
17" x 11"

Size with Bleeds:  
17.25" x 11.25"  
(0.125" all sides)

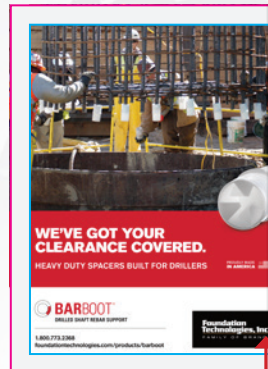
## PLEASE NOTE

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



Notice how all critical elements are within the margins.

### Ad outside Guidelines



No margins - content gets lost in the gutter/spine of the magazine.

Contact [Katerina.kengle@adsc-iafd.com](mailto:Katerina.kengle@adsc-iafd.com) for PDFs of the ad templates.

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.



# 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 1/2" (0.5) 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 edge 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 WeTransfer site below. Copy and paste the following link into your browser and a prompt will direct you to the loading instructions.

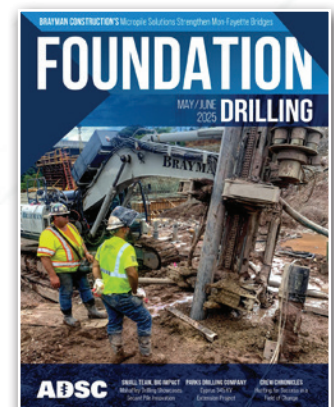
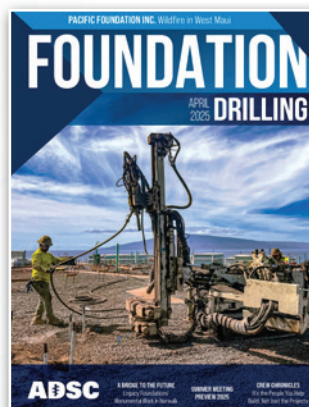
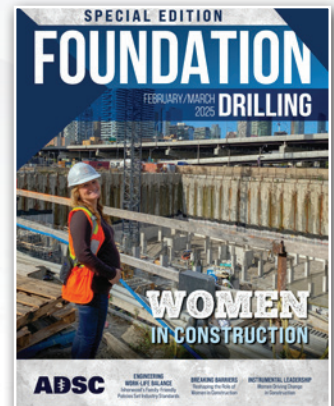
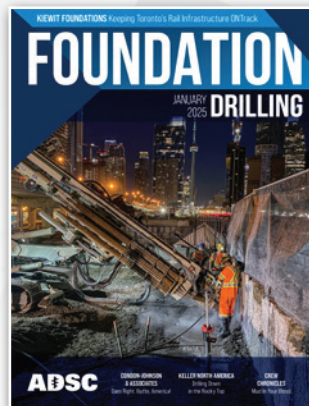
<https://adsc.wetransfer.com/>

-OR- [kengle@adsc-iafd.com](mailto: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, 2025
February/March .....	January 5, 2026
April .....	March 5, 2026
May/June .....	April 5, 2026
July .....	June 5, 2026
August/September .....	July 5, 2026
October .....	September 5, 2026
November/December .....	October 5, 2026





# CONTENT SUBMISSION GUIDELINES

As a valued member of ADSC, you have the opportunity to showcase your expertise and share industry insights through our publication, free of charge. To maintain the highest standards, all submitted content is subject to review and approval by our Editorial staff. Please ensure that you are a member in good standing or employed by an ADSC member company before submitting. To reserve your spot in an upcoming issue, please reach out to Angie Elemendorf. We look forward to featuring your contributions in our magazine. **Articles should be original work and not previously published.**

## COVER FEATURE OVERVIEW

The cover feature is a comprehensive story highlighting a recent project undertaken by an ADSC contractor member. The focus should be on the utilization of one or more of the supported technologies and the importance of using these specific methods. Your article should include detailed project information, geography, climate, soil conditions, fascinating facts, a brief history, and descriptions of any challenges or unique aspects that were encountered and overcome.

### Supported Technologies:

- ▶ **Micropile**
- ▶ **Anchored Earth Retention**
- ▶ **Drilled Shaft**

## ARTICLE REQUIREMENTS:

- ▶ **Title and Author(s):** Provide a captivating title and include the name(s) of the author(s).
- ▶ **Word Count:** The article should be between **1,800 and 2,200 words.**
- ▶ **Photos:**
  - A **minimum of 12-14 high-resolution photos** with **300 dpi** are required, saved as **TIF or JPG files.**
  - Include **at least 2 vertical cover options** that feature the crew working safely.
  - The cover photo should **highlight the people** who make the project possible.
- ▶ **Photo Placement and Captions:** Indicate where photos should be placed within the article and provide captions as needed.
- ▶ **Special Thanks/Project Team:** Optionally, include a special thanks or recognition of the project team at the end of the article.

## INTERIOR FEATURE OVERVIEW

The interior feature is an in-depth story focusing on a recent project undertaken by an ADSC contractor member. The emphasis should be on the application of one or more supported technologies and the significance of using these specific methods. Your article should include detailed project information, interesting facts, geography, climate, soil conditions, a brief history, and descriptions of any challenges or unique aspects that were encountered and overcome.

### Supported Technologies:

- ▶ **Micropile**
- ▶ **Anchored Earth Retention**
- ▶ **Drilled Shaft**

## ARTICLE REQUIREMENTS:

- ▶ **Title and Author(s):** Provide an engaging title and include the name(s) of the author(s).
- ▶ **Word Count:** The article should be between **1,200 and 1,800 words.**
- ▶ **Photos:**
  - A **minimum of 8-10 high-resolution photos** with **300 dpi** are required, saved as **TIF or JPG files.**
- ▶ **Photo Placement and Captions:** Indicate where photos should be placed within the article and provide captions as needed.
- ▶ **Special Thanks/Project Team:** Optionally, include a special thanks or recognition of the project team at the end of the article.



# FOUNDATION DRILLING MAGAZINE

# CONTENT SUBMISSION GUIDELINES

## TECHNICAL FEATURE OVERVIEW

The technical feature is an in-depth article focusing on a topic related to or supporting one of the approved technologies used by ADSC contractor members. Your article should provide insightful information that enhances the understanding or application of Micropile, Anchored Earth Retention, or Drilled Shaft technologies.

### Supported Technologies:

- ▶ **Micropile**
- ▶ **Anchored Earth Retention**
- ▶ **Drilled Shaft**

## ARTICLE REQUIREMENTS:

- ▶ **Title and Author(s):** Provide an engaging title and include the name(s) of the author(s).
- ▶ **Word Count:** The article should be between **1,200** and **1,800 words**.
- ▶ **Photos (Optional):**
  - Photos are optional, but if included, they must be high-resolution images with **300 dpi**, saved as **TIF or JPG files**. Indicate where they should be placed within the article and provide captions as needed.

## INDUSTRY NEWS OVERVIEW

The industry news section provides brief updates and announcements relevant to the foundation drilling industry. This section is open to all members for submissions, and the editorial staff will determine the timing and inclusion of these updates in the magazine.

### Content Suggestions:

- ▶ Anniversaries
- ▶ Promotions
- ▶ New hires
- ▶ Retirements
- ▶ Awards and recognitions
- ▶ Safety achievements and updates
- ▶ Any other industry-relevant news

## ARTICLE REQUIREMENTS:

- ▶ **Word Count:** The article should be between **200** and **500 words**.
- ▶ **Photos:**
  - Include **1-2 high-resolution** photos with **300 dpi**, saved as **TIF or JPG files**.





# FOUNDATION DRILLING MAGAZINE

# CONTENT SUBMISSION GUIDELINES

## NEW PRODUCTS NEWS OVERVIEW

The New Products News section provides an opportunity for associate members to submit promotional content related to new products or innovations in the foundation drilling industry. Submissions must relate to one of the three supported ADSC technologies: Drilled Shafts, Micropile, or Anchored Earth Retention. The editorial team reserves the right to make necessary editorial changes to the submitted material.

### Supported Technologies:

- ▶ **Drilled Shafts**
- ▶ **Micropile**
- ▶ **Anchored Earth Retention**

## ARTICLE REQUIREMENTS:

- ▶ **Word Count:** The article should be **no longer than 500 words.**
- ▶ **Photos:**
  - Include at least **one high-resolution** photo with **300 dpi**, saved as **TIF or JPG file.**
  - Please provide a caption as needed.

## INDUSTRY INNOVATIONS OVERVIEW

The “Industry Innovations” section shares the latest developments in equipment, materials, and services relevant to the foundation drilling industry. This section focuses on providing a technical and editorial perspective on new advancements, highlighting their application and impact on ADSC-approved technologies. Submitters are considered during the Summer and Annual Meetings. Associate members in good standing who are present at the committee meeting may volunteer for the open features. Volunteers may not have submitted within the previous 8 issues.

### Supported Technologies:

- ▶ **Drilled Shafts**
- ▶ **Micropile**
- ▶ **Anchored Earth Retention**

## ARTICLE REQUIREMENTS:

- ▶ **Title and Author(s):** Provide an engaging title and include the name(s) of the author(s).
- ▶ **Word Count:** The article should be between **750 and 1,500 words.**
- ▶ **Photos:**
  - Include **multiple high-resolution** photos with **300 dpi**, saved as **TIF or JPG files.**
  - Indicate where the photos should be placed within the article and provide captions as needed.





# E-MAGAZINE ANALYTICS

Every issue of Foundation Drilling is available in e-magazine format, reaching a diverse audience across all levels of the foundation drilling industry. Whether through social media platforms or our email distribution list, our people-centric approach has not only grown our readership but also deepened their engagement with the stories we share. LinkedIn has been particularly effective for sharing our e-magazine content. Below is a snapshot of our analytics from June 2024 to June 2025.

## OVERVIEW



**42,051**

Average Page Views  
per issue



**724,961**

eMag Clicks  
in the last 12 months



**3,240+**

Email Recipients

**45%**

Average Open Rate

Each issue is emailed to our mailing list.

## SOCIAL MEDIA

Social media is doing more than scrolling – it's connecting. Over 86% of social visitors are actively engaging with the eMag.

FOLLOW US ON OUR NEW  
LINKEDIN @ADSC



**919**  
Followers



**1.4K**  
Followers



**2.1K**  
Followers



**714**  
Followers

## PLATFORMS



**61.2%**  
Desktop



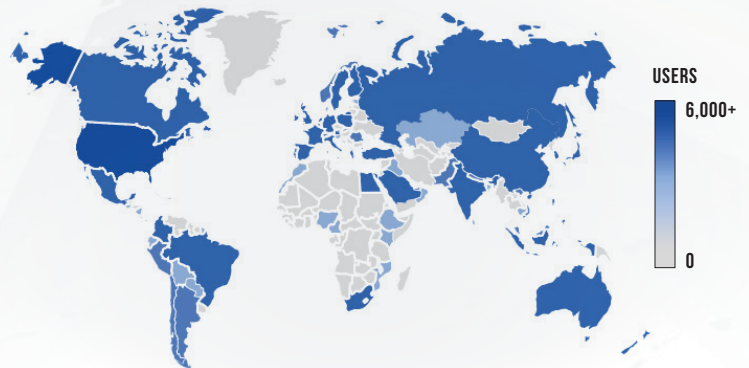
**38.3%**  
Mobile



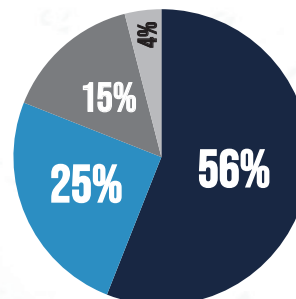
**0.5%**  
Tablet

User interaction across different types of devices in the last 12 months.

## DEMOGRAPHICS



## TRAFFIC ACQUISITION



■ DIRECT LINKS  
■ ORGANIC SOCIAL  
■ REFERRAL  
■ OTHER



# E-MAGAZINE ADVERTISING

## MAXIMIZE YOUR REACH WITH FOUNDATION DRILLING E-MAGAZINE

Foundation Drilling Magazine is a leading resource for professionals in the deep foundation drilling industry. Our e-Magazine offers our advertisers enhanced visibility! Your print ad is automatically included in our e-Magazine version, amplifying your reach. **Promote your business with Foundation Drilling e-Magazine and experience the benefits of increased traffic, greater exposure, and an enhanced reader experience!**

### DIRECT LINKS FOR INCREASED TRAFFIC AND GREATER EXPOSURE

Our e-Magazine includes direct links to advertisers' websites, driving traffic and enhancing your visibility to a broad, engaged audience.

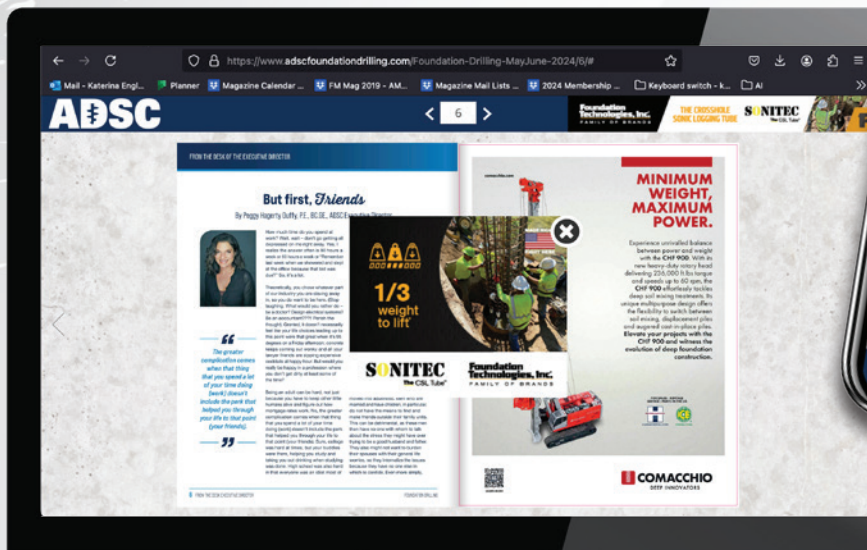
### SEAMLESS DISTRIBUTION AND ACCESSIBILITY

The digital version of the magazine is widely distributed through email, social media, and is available on the ADSC website. This ensures your ad reaches readers wherever they are.

### ENHANCED READER EXPERIENCE

Readers can:

- ▶ **Bookmark Pages:** Save their favorite articles for easy access.
- ▶ **Keyword Search:** Quickly find relevant content.
- ▶ **Navigation Shortcuts:** Efficiently browse through the magazine.
- ▶ **Print or Download:** Enjoy offline access to the magazine.





# ADVERTISING RATES

## eMag 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: \$2,100.00** per magazine issue

## eMag 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 published YouTube link

**Rate: \$2,100.00** per magazine issue

## eMag Cover Pop-up

Make your ad the first impression with our eMag Pop-up Bookmark Ad — the eye-catching placement that appears as soon as the cover loads. With prime visibility on both desktop and mobile, this clickable ad is the perfect way to drive traffic and boost awareness.

### Includes:

- ▶ **(1) One Bookmark Ad**
  - Desktop Size: 300 x 800 pixels
  - Mobile Size: 300 x 300 pixels
  - JPEG or PNG files
  - Provide URL for ad

**Rate: \$3,500.00** per magazine issue

## eBlast Banner

Sponsoring the eBlast banner offers a unique opportunity to put your ad directly in front of our engaged readership. As the exclusive banner sponsor, your ad will be prominently displayed on all our eMag eBlast communications, reaching thousands of industry professionals with each send.

### Includes:

- ▶ **Total of (8) Eight eBlasts**
  - Size: 1200 x 425 pixels
  - JPEG or PNG Files
  - Provide URL for ad

**Rate: \$2,500.00** annually/total of 8



# DIGITAL ADVERTISING

## NEW WEBSITE, NEW OPTIONS!

### PUT YOUR BRAND WHERE THE INDUSTRY CLICKS.

ADSC's enhanced 2026 website advertising program offers premium placement on our most visited pages, including the searchable member directory, National Events, and chapter pages.

Whether you want year-round exposure or targeted event promotion, our digital ad options are built to fit your goals and your budget. Reach both members and non-members who visit ADSC's website to register for events, explore the Technical Library, read the latest Foundation Drilling issue, and more.

### WHY ADVERTISE ON OUR WEBSITE?

- ▶ Year-round brand visibility
- ▶ Direct access to industry decision-makers
- ▶ Cross-promotion in ADSC emails and publications
- ▶ Flexible, cost-effective options

### LOOKING FOR THE RIGHT CONNECTION IN THE DEEP FOUNDATION INDUSTRY?

Our brand new "Find A..." tool makes it easier than ever to search ADSC's online membership directory.

Quickly locate **Contractors, Associate Members, or Technical Affiliates** by:

- ▶ Company Name
- ▶ Country
- ▶ State/Province

Whether you're sourcing project partners, suppliers, or technical experts, the "Find A..." feature is your direct link to trusted ADSC members across the country.



**EXPLORE IT NOW & FIND EXACTLY  
WHO YOU NEED, RIGHT WHEN YOU  
NEED THEM.**



# DIGITAL

# ADVERTISING RATES

## FIND A Page Banner Ads

**Placement:** Listed on one of the “Find A...” directory pages

These searchable directories are available to the public and are being marketed to owners, contractors, and engineers as valuable resources for finding qualified ADSC members for their design and construction needs.

### Pages Available:

- ▶ Find a Contractor (12 ads available)
- ▶ Find an Associate (12 ads available)
- ▶ Find a Technical Affiliate (12 ads available)

**Ad Duration:** 1 month (January–December 2026)

**Includes:** 1 banner ad with URL

### Ad Requirement:

- ▶ Desktop Size: 1920 x 250 pixels
- ▶ Mobile Size: 512 x 512 pixels
- ▶ JPEG or PNG files
- ▶ Provide URL for ad

**Rate: \$1,000.00**  
per listing page/month

## FIND A Page Pop-up Ads

### Pages Available:

- ▶ Find a Contractor (12 ads available)
- ▶ Find an Associate (12 ads available)
- ▶ Find a Technical Affiliate (12 ads available)

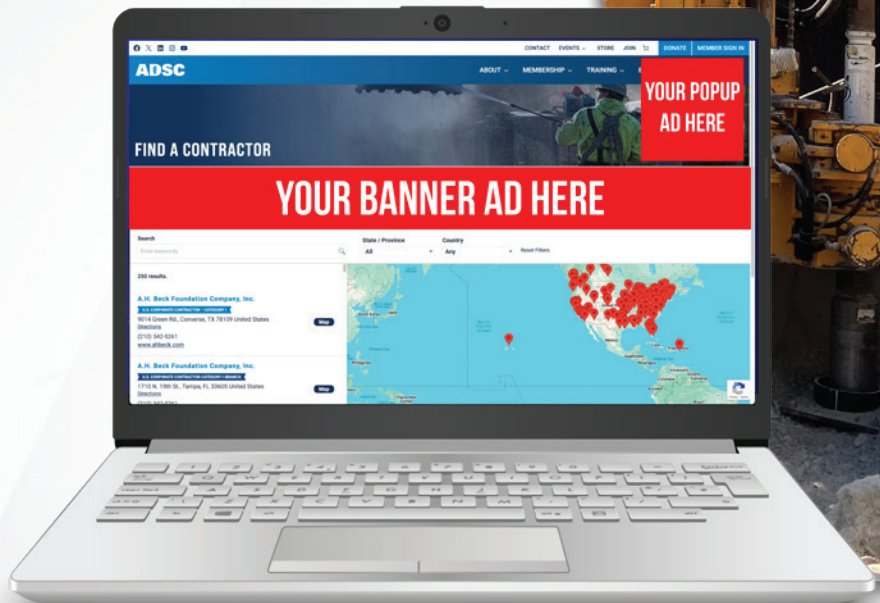
**Ad Duration:** 1 month (January–December 2026)

**Includes:** 1 square pop-up ad with URL

### Ad Requirement:

- ▶ Desktop & Mobile size: 300 x 300 pixels
- ▶ JPEG or PNG
- ▶ Provide URL for ad

**Rate: \$750.00** per ad/month





DIGITAL

# ADVERTISING RATES

## ▶ NEW OPPORTUNITIES!

### Home Page Banner

**Placement:** Listed on the home page

**Ad Duration:** 1 year  
(January–December 2026)

**Includes:** 1 banner ad with URL

**Ad Requirement:**

- ▶ Desktop Size:  
1280 x 600 pixels
- ▶ Mobile Size:  
512 x 512 pixels
- ▶ JPEG or PNG files
- ▶ Provide URL for ad

**Rate:**

**12 months/\$2,450** annual cycle  
January 1 - December 31

**Deadlines & Due Dates:**

- ▶ Insertion orders are due by December 15, 2025.
- ▶ Artwork is due date by December 22, 2025

### Event Page Banner

Get visibility with attendees and prospective registrants by advertising on our major event pages.

**Available Event Pages:**

- ▶ Annual Meeting 2026
- ▶ Summer Meeting 2026

**Ad Duration:** From artwork submission until the end of the event

**Includes:** 1 banner ad with URL

**Ad Requirement:**

- ▶ Desktop Size:  
1280 x 400 pixels
- ▶ Mobile Size:  
512 x 512 pixels
- ▶ JPEG or PNG files
- ▶ Provide URL for ad

**Rate: \$1,500.00** per event

### Chapter Page Banner

Feature your company in a rotating monthly spotlight on the ADSC Chapter's individual home page.

**Availability:**

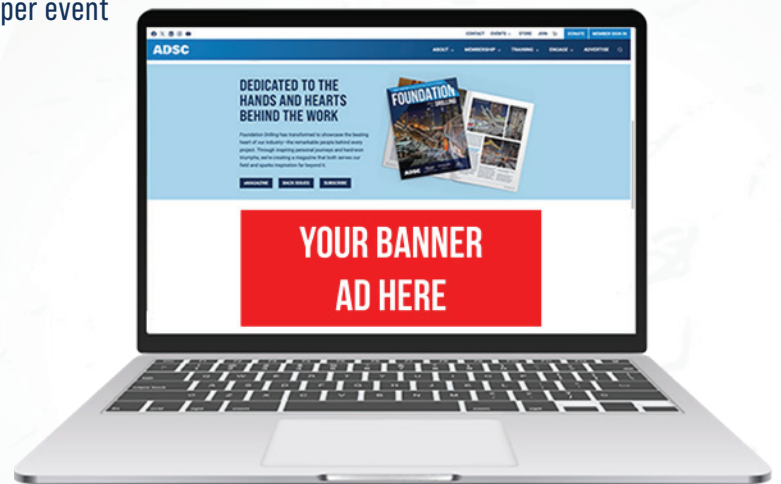
- ▶ 12 spots (1 per month)

**Ad Duration:** From artwork submission until the end of the event

**Ad Requirement:**

- ▶ Desktop Size:  
1280 x 400 pixels
- ▶ Mobile Size:  
512 x 512 pixels
- ▶ JPEG or PNG files
- ▶ Provide URL for ad

**Rate: \$1,000.00** each



\*Example of Home Page Banner



# ORDER INFORMATION

## ADVERTISING AVAILABILITY

*Advertising is only available to ADSC members.*

To join ADSC, please visit [adsc-iafd.com](http://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](mailto:phd@adsc-iafd.com).

## INSERTION ORDERS

Place your advertising insertion orders online:

1. Visit [adsc-iafd.com](http://adsc-iafd.com)
2. Click on the advertising tab on the Homepage and select “Insertion Orders” to place your 2026 advertising order starting on August 13, 2025.

## KEY CONTACTS

### ADVERTISING & MEDIA

**Angie Elmendorf**  
[aelmendorf@adsc-iafd.com](mailto:aelmendorf@adsc-iafd.com)

### ARTWORK

**Katerina Engle**  
[kengle@adsc-iafd.com](mailto:kengle@adsc-iafd.com)

### BILLING

**Tina Greenwell**  
[accounting@adsc-iafd.com](mailto:accounting@adsc-iafd.com)  
[tgreenwell@adsc-iafd.com](mailto:tgreenwell@adsc-iafd.com)



469.359.6000



[adsc-iafd.com](http://adsc-iafd.com)

