



2025 Media Kit

**WHERE THE PROFESSIONALS
CONTRACTORS • ENGINEERS • SUPPLIERS**

**GO TO FIND THE LATEST
INDUSTRY NEWS • PROJECT PROFILES • NEW PRODUCTS
HELPING THEM DO BETTER REPAIR**

MAKE THE MOST OF YOUR ADVERTISING DOLLAR

The *Concrete Repair Bulletin*, the bimonthly magazine of the International Concrete Repair Institute (ICRI), reaches **5,000+** concrete repair specialists worldwide. Our readers request that our magazine stay on the cutting edge of the restoration and repair industry with the best products and services available. You won't find a better return on your investment in any other publication. ICRI members automatically receive a 25% discount on all advertising rates! It pays for your membership in less than a year.

By advertising in the magazine, you bring your company name and its products and services to each and every one of our readers. That's **5,000+** potential customers! Plus, we have several additional ways you can use the *CRB* to reach the right people in the industry with your message.

BECOME AN AUTHOR

Have you worked on a major project recently or compiled data for a case study that you would like to share with our readers? Do you have an article or an idea that matches any of our upcoming themes? Reinforcing your advertising campaign with a noncommercial technical article enables you to show your technical expertise to our readers.

GET NOTICED

Do you have a brand new product or service that you believe to be of interest to professionals in the industry? Do you have news of recent staff promotions or additions? Our New Products and People on the Move sections are the perfect vehicles to complement your advertising plans.

A FEW EXTRAS FOR OUR ADVERTISERS

In addition to our worldwide readership, ICRI continually markets the magazine to additional groups and at major events. This year, the magazine will be made available at several important events in the construction industry: the **ICRI 2025 Spring and Fall Conventions** and **World of Concrete**, as well as others.

See page 4 for more ICRI Marketing opportunities.

CONCRETE REPAIR BULLETIN 2025 EDITORIAL CALENDAR

|  CONCRETE REPAIR BULLETIN | JANUARY/ FEBRUARY | MARCH/ APRIL | MAY/ JUNE | JULY/ AUGUST | SEPTEMBER/ OCTOBER | NOVEMBER/ DECEMBER |
|---|-----------------------------------|------------------|------------------------------|--|--|-----------------------------------|
| THEMES | Repair Trends for Cracks & Joints | Back to Basics | Evolution of Hydrodemolition | Health & Safety in the Repair Industry | Keep Concrete Weird - Unusual Projects | 2025 ICRI Project & Safety Awards |
| EDITORIAL MATERIAL CLOSE | November 1, 2024 | January 2, 2025 | March 3, 2025 | May 1, 2025 | July 1, 2025 | September 1, 2025 |
| AD ORDER CLOSE | November 27, 2024 | January 31, 2025 | March 31, 2025 | May 30, 2025 | July 31, 2025 | September 30, 2025 |
| AD ARTWORK CLOSE | December 5, 2024 | February 5, 2025 | April 4, 2025 | June 5, 2025 | August 5, 2025 | October 3, 2025 |

FOR MORE INFORMATION

ADVERTISING AND ICRI MARKETING OPPORTUNITIES

Jacob Nelson, Sales Coordinator: 651-379-7304; jacobn@ewald.com
1601 Utica Avenue South, Suite 213 | Minneapolis, MN 55416

TECHNICAL ARTICLES

Matthew Carter, ICRI Technical Director: matthewc@icri.org

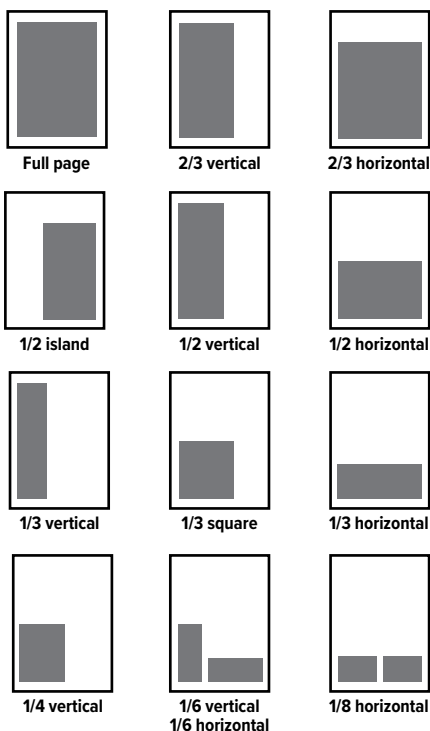
PRESS RELEASES, NEW PRODUCTS, INDUSTRY/ASSOCIATION NEWS

Editor: editor@icri.org

CONCRETE REPAIR BULLETIN 2025 ADVERTISING RATES

Commit to placing ads in all six issues for 2025 and receive additional discounts! Ad size can change by issue.

| AD SIZE | FULL-COLOR RATES | | |
|-------------------------------------|------------------|---------|--------|
| | Single | 3X | 6X |
| Inside front cover | \$5725 | \$5620 | \$5425 |
| Inside back cover | \$5500 | \$5390 | \$5240 |
| Outside back cover | \$6250 | \$6125 | \$5900 |
| Two-page spread | \$10475 | \$10175 | \$9870 |
| Full page | \$5020 | \$4900 | \$4750 |
| 2/3 page vertical/horizontal | \$3640 | \$3570 | \$4500 |
| 1/2 page island | \$3075 | \$2950 | \$2850 |
| 1/2 page vertical/horizontal | \$2800 | \$2680 | \$2550 |
| 1/3 page vertical/square/horizontal | \$2010 | \$1875 | \$1775 |
| 1/4 page vertical | \$1650 | \$1600 | \$1550 |
| 1/6 page vertical/horizontal | \$1225 | \$1175 | \$1125 |
| 1/8 page horizontal | \$875 | \$850 | \$775 |



DISCOUNTS CLASSIFIEDS File TRANSFERS

ICRI Members—25% (insertion rate)
 Supporting Members—10%
 (insertion rate after member discount)
 Agency—15% (gross)

\$50/column inch

Files too large to e-mail?
 We have a file upload site available
 for sending ad files up to 30MB.

MECHANICAL SPECIFICATIONS

TRIM SIZE: 8.125 IN. X 10.875 IN.
KEEP LIVE MATTER AT LEAST 0.5 IN. FROM TRIM.
CROP/REGISTRATION MARKS: Full page ad files with bleeds must include bleed and crop marks. All other ad files should be cropped to size indicated, no marks.

| SPACE UNIT | WIDTH x HEIGHT (INCHES) |
|-------------------------|--|
| Full page (no bleeds) | 7 x 10 |
| Full page with bleed | 8.375 x 11.125 (includes .25 inch bleed) |
| 2/3 vertical/horizontal | (v) 4.562 x 9.875 (h) 7 x 7.375 |
| 1/2 island | 4.562 x 7.375 |
| 1/2 vertical/horizontal | (v) 3.375 x 9.875 (h) 7 x 4.875 |
| 1/3 vertical/horizontal | (v) 2.187 x 9.875 (h) 7 x 3.375 |
| 1/3 square | 4.562 x 4.562 |
| 1/4 vertical | 3.375 x 4.875 |
| 1/6 vertical/horizontal | (v) 2.187 x 4.875 (h) 4.562 x 2.375 |
| 1/8 horizontal (color) | 3.625 x 2.25 |

DIGITAL DATA

All files are converted to **MAC FORMAT** for printing.
PREFERRED FILE FORMAT: High Resolution PDF files saved at PDF/X-1a:2001 or PRESS-QUALITY RESOLUTION. (Illustrator or Photoshop accepted saved in EPS format. Do not submit files using Microsoft Word or Publisher.)
MEDIA ACCEPTED: ICRI Website upload or email submission - file size cannot exceed 30MB.
COLOR: All Spot and Pantone colors **must** be changed to process CMYK.
IMAGES: Minimum resolution 300 dpi. Color images should be saved in CMYK format. Do not use compression scheme on the graphics (jpeg, lzw). Please supply all placed images.
DO NOT EMBED IMAGES IN THE FILE. Do not trap files. If necessary, this will be done by our printer.
ALL FONTS MUST BE CONVERTED TO OUTLINES. IF CONVERTING TO OUTLINES IS NOT POSSIBLE. MAC FONTS ARE PREFERRED, ALL PC FONTS USED MUST BE SUPPLIED.

PLEASE NOTE: Ad files not conforming to these standards may not appear as desired in the finished publication.

DIGITAL ICRI MARKETING OPPORTUNITIES

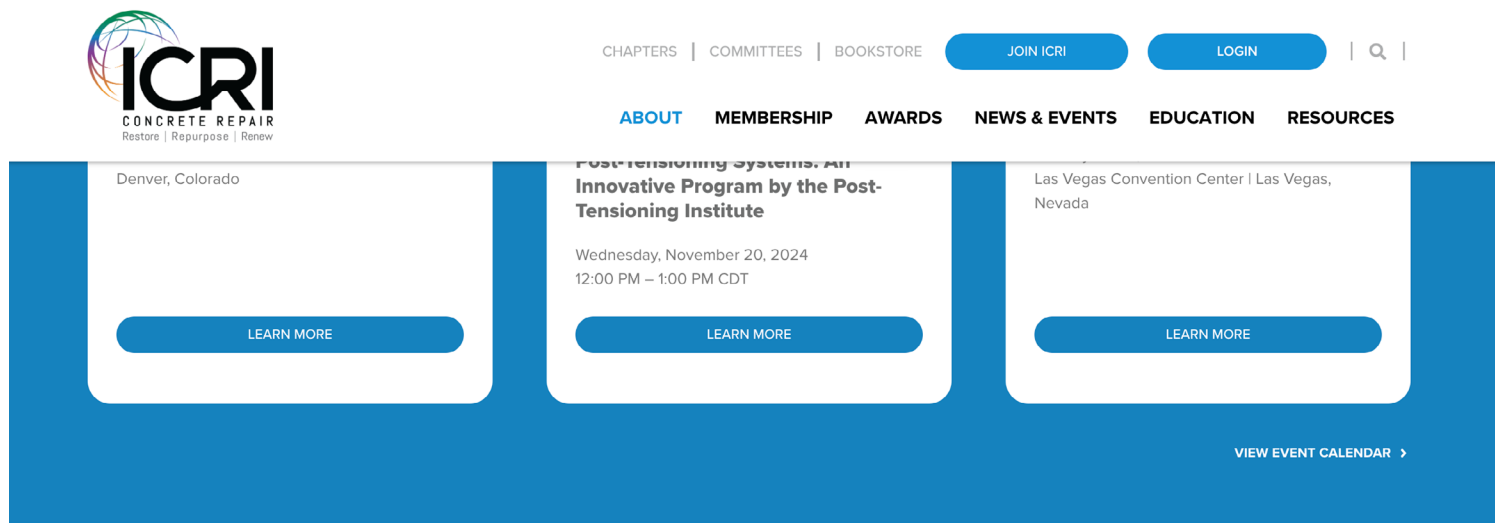
Go to www.icri.org for more information on the following opportunities.

Website Advertising

Place your company one click away from the concrete repair industry's most active and comprehensive resource website, www.icri.org. With over 6,000+ visitors a month and growing, your ad will appear throughout ICRI's website, delivering your message to qualified industry buyers in the United States, Canada, India, China, Mexico and more.

Ad Placement, Frequency & Cost

- Your ad will be featured rotating with other ads on all website pages except the home page.
- Your ad will run for one (1) quarter. Quarters begin January 1, April 1, July 1, and October 1.
- Your ad will be linked to the URL of your choice.
- Space is limited.
- \$1250 per Quarter



ICRI
SUPPORTING
MEMBERS



Your Ad Here
720 x 90 pixels

Make the Most of Your Ad or Sponsorship

Does your company utilize Google Analytics or other website analytics program to monitor the effectiveness of traffic to your website? Did you know you can create and send ICRI a trackable UTM link for your ad/logo? [Find out more.](#)

Advertiser Information *(please complete all fields and print clearly)*

ICRI Member ICRI Non-Member

First/Last Name: _____ Title: _____

Organization: _____

Address: _____ City: _____

State/Province: _____ Postal Code: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

Agency Information *(please complete all fields and print clearly)*

First/Last Name: _____ Title: _____

Organization: _____

Address: _____ City: _____

State/Province: _____ Postal Code: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

| Issue | Theme | Ad Order Close | Ad Artwork Close |
|--|--|----------------|------------------|
| <input type="checkbox"/> January/February | Repair Trends for Cracks & Joints | 11/27/2024 | 12/5/2024 |
| <input type="checkbox"/> March/April | Back to Basics | 1/31/2025 | 2/5/2025 |
| <input type="checkbox"/> May/June | Evolution of Hydrodemolition | 3/31/2025 | 4/4/2025 |
| <input type="checkbox"/> July/August | Health & Safety in the Repair Industry | 5/30/2025 | 6/5/2025 |
| <input type="checkbox"/> September/October | Keep Concrete Weird - Unusual Projects | 7/31/2025 | 8/5/2025 |
| <input type="checkbox"/> November/December | 2025 ICRI Project and Safety Awards | 9/30/2025 | 10/3/2025 |

I commit to placing ads in all six issues to save 5% off of the 2025 rates.

Ad Size

| | | | | |
|---|---|---|---|---|
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Full Page | <input type="checkbox"/> 1/2 Vertical | <input type="checkbox"/> 1/3 Square | <input type="checkbox"/> 1/8 Horizontal |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> 2/3 Vertical | <input type="checkbox"/> 1/2 Horizontal | <input type="checkbox"/> 1/4 Vertical | <input type="checkbox"/> Classified |
| <input type="checkbox"/> Outside Back Cover | <input type="checkbox"/> 2/3 Horizontal | <input type="checkbox"/> 1/3 Vertical | <input type="checkbox"/> 1/6 Vertical | |
| <input type="checkbox"/> Two-Page Spread | <input type="checkbox"/> 1/2 Island | <input type="checkbox"/> 1/3 Horizontal | <input type="checkbox"/> 1/6 Horizontal | |

Please reserve space in the issue(s) indicated on behalf of the advertiser listed above. No cancellations after space closing allowed. Neither ICRI nor the publishers will be held responsible for statements made in advertisements. The advertiser shall indemnify and hold ICRI harmless from liability of any kind arising from such claims, including attorney's fees and all other costs of litigation. By submission of copy, the advertiser certifies that consent has been obtained for use of photographs, endorsements or copyrighted materials. ICRI reserves the right to refuse any advertisement determined to be inappropriate or conflicting with the interests of ICRI.

Advertising Contact:
Jake Nelson, Sales Manager
P: (651) 379-7304
E: jacobn@ewald.com

Ad Information

| |
|---|
| <input type="checkbox"/> Ad Provided |
| <input type="checkbox"/> Ad to Follow by: _____ / _____ / _____ |
| <input type="checkbox"/> Use ad from previous issue. Issue date: _____ |
| <input type="checkbox"/> Changes/Special Instructions (please include on separate page) |

Billing Information

| |
|---|
| <input type="checkbox"/> Space Rate |
| <input type="checkbox"/> Member Discount - 25% |
| <input type="checkbox"/> Supporting Member Discount - 10% |
| <input type="checkbox"/> Agency Discount - 15% |

Payment Information

Amount Enclosed \$ _____

The **ICRI** requires full payment for registration fees by check or credit card.

All credit card fields are required.

Method of Payment: Check enclosed, payable to “**ICRI**”
 VISA MasterCard American Express Discover

Card Number _____ Exp. Date _____ Security Code _____

Cardholder Name (print) _____ Cardholder Phone _____

Billing Address: _____ City: _____

State/Province: _____ Postal Code: _____ Country: _____

Cardholder Signature _____

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Advertising Contact:
 Jake Nelson, Sales Manager
 P: (651) 379-7304
 E: jacobn@ewald.com

MAIL OR FAX THIS COMPLETED FORM + PAYMENT TO:

ICRI

1601 Utica Ave. S., Suite 213 | Minneapolis, Minnesota 55416 USA
 FAX: +1 651.290.2266

If preferred, digital payment link available upon request.

**PLEASE DO NOT EMAIL
 FORMS WITH CREDIT CARD INFORMATION.**