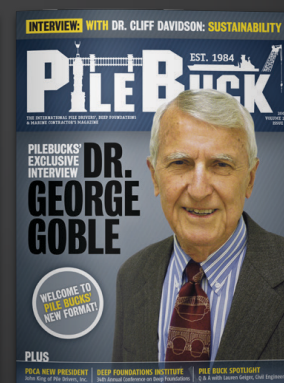
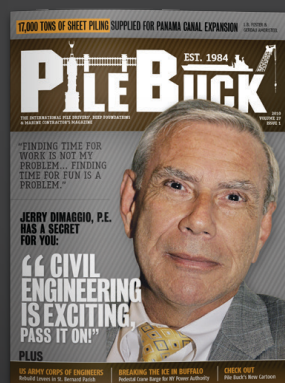
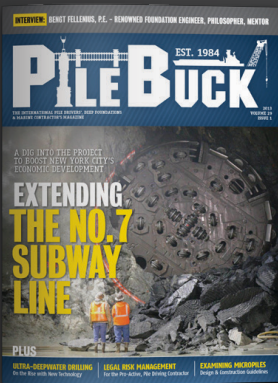




PILE BUCK 2015 MEDIA KIT



THE INTERNATIONAL PILE DRIVERS', DEEP FOUNDATIONS & MARINE CONTRACTOR'S MAGAZINE

REACH THE GROWING SEGMENTS OF THE PILING, DEEP FOUNDATION AND MARINE CONTRACTOR INDUSTRIES

Successful businesses recognize the need to advertise and the benefits of doing so.

Since 1984, *PILE BUCK* has been a source of current news, event information, engineering tips, and supplier information.

The bimonthly magazine format allows your advertising dollars to go even further than other means of advertising with a longer shelf-life than traditional magazines and new information published every month. *PILE BUCK* magazine is published every two months by a wide variety of individuals in the following industries:

Barges/Barge Lines
 Civil Engineers
 Commercial Construction
 Consulting Engineers
 Corps of Engineers Offices
 Corrosion Control
 Crane Services
 DNR/DER Office
 Dewatering Contractors
 Diving/Underwater Contractors
 Dredging Contractors
 Drilling/Test Services
 Environmental Contractors
 Excavation Contractors
 Equipment Dealers
 FHWA/DOT Offices
 Foundation Contractors
 Foundation Drilling
 Foundation Engineers
 Forestry and Agriculture
 Geotechnical Engineers
 Heavy Contractors
 Highway Construction
 Manufacturing
 Marine Contractors

Marinas/Bridge Builders
 Marine Salvage Contractors
 Marine Towing
 Maritime Inspection
 Mining
 Municipalities
 Navy/Coast Guard
 Offshore Drilling
 Petrochemical
 Pile Driving Contractors
 Port Facilities/Terminals
 Power Generation/Utilities
 Railroads
 Railroad Construction
 Shipyards
 Ship/Barge/Boat Builders
 Sign Erection
 Specialty Contractors
 Structural Engineers
 Universities
 Utilities
 Warehousing
 Wastewater Treatment
 ... and more!*

**from the Pile Buck Mailing List*



OVER 11,000
 5,000 PRINTED / 6,000 DIGITAL
READERS AND GROWING DAILY!

EAST COAST OFFICE

Pile Buck International, Inc.
 P.O. Box 64-3609
 Vero Beach, FL 32964-3299

Phone: 772-492-1056
 Toll Free: 866-573-0708
 Fax: 772-539-7102
 Email: info@pilebuckinternational.com
 Website: www.pilebuck.com

WEST COAST OFFICE

Pile Buck International, Inc.
 15158 La Maida St.
 Sherman Oaks, CA 91403

Alex Smoot
 Managing Editor
 Email: alex@pilebuck.com

THE INTERNATIONAL PILE DRIVERS', DEEP FOUNDATIONS & MARINE CONTRACTOR'S MAGAZINE



OUR MISSION

PILE BUCK brings real news and relevant information to professionals and business owners so that they can have a connection to others in the industry. Information about equipment, emerging technology and projects of interest make *PILE BUCK* a practical source for timely industry information and news.

PARTNERSHIP BENEFITS

By advertising with *PILE BUCK*, you have the opportunity to develop a strong partnership with a widely read industry magazine thus giving your business access to a growing, intelligent, and powerful readership base. The opportunity to expand brand awareness within the industry will lead to many advantages for your business.

- Higher profits
- Increase in customer base
- Higher sales
- Greater brand recognition
- Increased brand loyalty



PILE BUCK PUTS NEWS ABOUT THE INDUSTRY UP FRONT

From big dig to lofty bridge, Maine to California and beyond, if it's in *PILE BUCK*, it's "pile driving news." More than just stories and articles, *PILE BUCK* puts pile driving into context - shaping and illuminating the common ground with other industries. No other magazine has more reach over the span of pile driving and foundation work than *PILE BUCK*.

PILE BUCK has set the standard for authoritative relevant news and information since 1986. Insightful and engaging, *PILE BUCK* remains the leader among industry magazines. Year after year, readers choose *PILE BUCK* for content and useful information.

With its enormous brand strength and diverse information assets, *PILE BUCK* brings businesses more opportunities for relevant and timely messaging to reach thousands of potential customers.

For industry reach and results - *PILE BUCK* is essential.

THE INTERNATIONAL PILE DRIVERS', DEEP FOUNDATIONS & MARINE CONTRACTOR'S MAGAZINE

DISPLAY ADVERTISING RATES & MECHANICS

Trim Size: 8" W x 10.875" H
Live Area: 7.5" W x 10.375" H

UNIT	DIMENSIONS	PER ISSUE	PRE-PAY
1/16 Page	1.65" W x 2.25" H <i>no bleed</i>	\$125	\$119
1/8 Page	3.5" W x 2.25" H <i>no bleed</i>	\$202	\$192
1/4 Page	3.5" W x 4.75" H <i>no bleed</i>	\$381	\$362
1/2 Page	6.875" W x 4.75" H <i>no bleed</i>	\$624	\$593
Full Page	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$980	\$931
Double Page	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,530	\$1,453

PREMIUM UNITS

Inside Front Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,190	\$1,130
Inside Back Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,130	\$1,073
Back Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,220	\$1,159
First Interior Page (Page 1)	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,200	\$1,140
Center Spread	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$2,112	\$2,006

DIGITAL EDITION ADS

Introduction Page	8" W x 6.25" H <i>.125" bleed all 4 sides</i>	\$650	\$618
Margin	120px W x 600px H	\$900	\$855

FILE REQUIREMENTS

FORMAT	SPECIFICATIONS
PDF	<ul style="list-style-type: none"> • ALL fonts must be embedded and subset • All images/logos must be 300dpi or higher at full dimensions • CMYK color breakdown, no RGB or pantone colors • When distilling, make sure OPI is NOT checked
InDesign	<i>InDesign Packages must include all fonts and images.</i>
Images	<i>Illustrator EPS or Photoshop EPS or TIFF accepted. All other applications please call for specific technical information.</i>
Text	<i>Any supplied text must be sent in TXT or DOC formats.</i>
Proofs	<i>SWOP Proofs must be supplied for any color critical advertising. SWOP proofs must match the supplied files.</i>

All other applications please call for specific technical information.

CLASSIFIED ADVERTISING RATES & MECHANICS

UNIT	PER ISSUE	PRE-PAY
Without Photo	\$100	\$95
With Photo	\$150	\$143

Maximum is 4 inches, thereafter Display Rates apply. Classified ads are one-color only (black). To estimate length, assume 25 words per inch. Include headline and address in word count.

DIRECTORY ADVERTISING RATES & MECHANICS

UNIT	DIMENSIONS	PER YEAR
1/10 Page Horizontal	3.4" W x 1.65" H <i>no bleed</i>	\$500
1/10 Page Vertical	1.65" W x 3.4" H <i>no bleed</i>	\$500
1/20 Page	1.65" W x 1.65" H <i>no bleed</i>	\$450

Now is the time to develop a marketing plan that will allow your business to generate the leads necessary to stay healthy today while positioning your business to thrive in the future. Advertising is a powerful tool for becoming a well-known player in any market. Even if you take a small schedule and a small ad, by consistently letting it run in an appropriately targeted vehicle, over time that ad will have an impact. People will see your logo and it will register. Advertising supports everything else you do in your business.

EAST COAST OFFICE

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Vero Beach, FL 32964-3299

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Fax: 772-539-7102

Email: info@pilebuckinternational.com
Website: www.pilebuck.com

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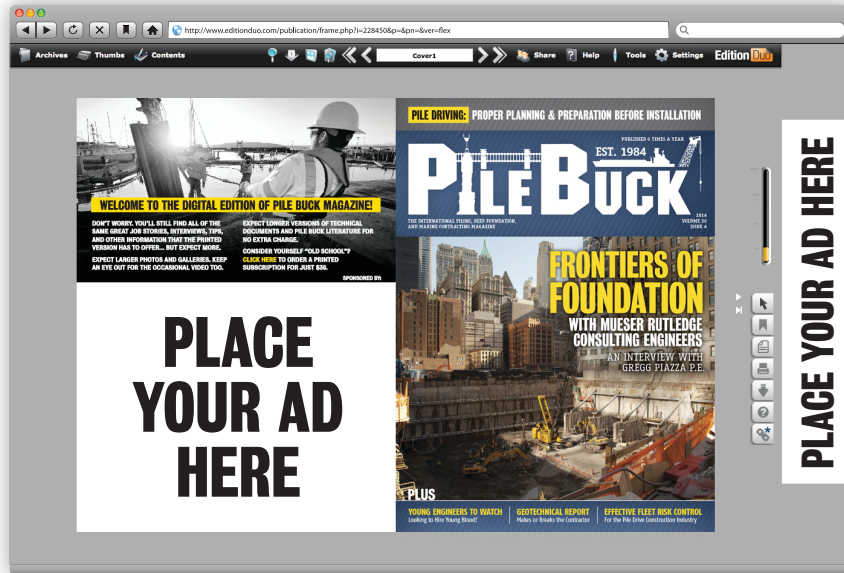
Alex Smoot
Managing Editor
Email: alex@pilebuck.com

LET US
HELP YOU WITH
SOCIAL MEDIA
EXPOSURE!

PREPAY
& SAVE
50%

THE INTERNATIONAL PILE DRIVERS', DEEP FOUNDATIONS & MARINE CONTRACTOR'S MAGAZINE

DIGITAL EDITION ADS



WEBSITE ADVERTISING RATES (SECTIONS AND PAGES)

UNIT	PER ISSUE (2 MONTHS)
Website Footer (all pages)	\$800
Right Menu (majority of pages, including blog)	\$750
The Buck (all blog pages)	\$750
SPW911 Page	\$750
Education Section	\$700
Magazine Archives	\$650
Sheet Pile Specs Page	\$580
Hammer Specs Page	\$580
Publications Section	\$520
Products Page (all products not including SPW911)	\$390

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 15158 La Maida St.
 Sherman Oaks, CA 91403
 Alex Smoot
 Managing Editor
 Email: alex@pilebuck.com

Please send all advertising materials to the west coast office.
 For large files, contact the advertising office for FTP information.

PILEBUCK.COM

Advertise online and keep your business moving forward by extending your reach and growing your customer base! An online ad will expand your brand awareness and help you reach more potential customers!

"THE BUCK" ADVERTISING RATES (BLOG)

ALL PAGES	
Static Ad	\$600
BLOG ARTICLES	
Press Release	\$80 <i>(FREE for magazine advertisers)</i>
CLASSIFIEDS SECTION	
Classified	\$100

- Remains featured on front page of blog for 2-3 weeks
- Remains on blog classified section for year

REACHING PILE DRIVING, FOUNDATION, MARINE CONSTRUCTION & RELATED CONTRACTORS, ENGINEERS AND MORE!

2015 MAGAZINE ADVERTISING RATES

Select	DISPLAY ADS	PER ISSUE	PRE-PAY
<input type="radio"/>	1/16	\$125	\$119
<input type="radio"/>	1/8	\$202	\$192
<input type="radio"/>	1/4	\$381	\$362
<input type="radio"/>	1/2	\$624	\$593
<input type="radio"/>	Full	\$980	\$931
<input type="radio"/>	Double Page	\$1,530	\$1,453
Select	PREMIUM DISPLAY ADS		
<input type="radio"/>	Inside Front Cover	\$1,190	\$1,130
<input type="radio"/>	Inside Back Cover	\$1,130	\$1,073
<input type="radio"/>	Back Cover	\$1,220	\$1,159
<input type="radio"/>	First Interior Page (Page 1)	\$1,200	\$1,140
<input type="radio"/>	Center Spread	\$2,112	\$2,006
Select	DIGITAL EDITION ADS		
<input type="radio"/>	Introduction Page	\$650	\$618
<input type="radio"/>	Margin	\$900	\$855
Select	CLASSIFIED ADS		
<input type="radio"/>	Without Photo	\$100	\$95
<input type="radio"/>	With Photo	\$150	\$143
Select	DIRECTORY ADS	PER YEAR	
<input type="radio"/>	1/10 Page Horizontal		\$500
<input type="radio"/>	1/10 Page Vertical		\$500
<input type="radio"/>	1/20 Page		\$450

2015 WEBSITE ADVERTISING RATES

Select	WEBSITE ADS (SECTIONS AND PAGES)	PER ISSUE (2 MONTHS)
<input type="radio"/>	Website Footer (all pages)	\$800
<input type="radio"/>	Right Menu (majority of pages, including blog)	\$750
<input type="radio"/>	The Buck (all blog pages)	\$750
<input type="radio"/>	SPW911 Page	\$750
<input type="radio"/>	Education Section	\$700
<input type="radio"/>	Magazine Archives	\$650
<input type="radio"/>	Sheet Pile Specs Page	\$580
<input type="radio"/>	Hammer Specs Page	\$580
<input type="radio"/>	Publications Section	\$520
<input type="radio"/>	Products Page (all products not including SPW911)	\$390
Select	"THE BUCK" ADS (BLOG)	
<input type="radio"/>	Static Ad	\$600
<input type="radio"/>	Press Release - blog article	\$80 (FREE for magazine advertisers)
<input type="radio"/>	Classifieds Section	\$100

VOLUME 31 (2015), ISSUE:

1: Feb. 2: Apr. 3: Jun. 4: Aug. 5: Oct. 6: Dec.

NET ADVERTISING: \$ _____

X _____ (NUMBER OF ISSUES)

ADVERTISING TOTAL: \$ _____

INVOICE: Each issue Pre-pay

Unless otherwise specified, the pre-pay discount is not available when a discount is already in place.

I have read and agree to the terms and conditions set forth on this contract. I am signing this contract as confirmation of my company's intent to place the indicated ad. Placing this ad makes my company responsible for the stated contracted cost.

Name (printed): _____

Signature: _____

Date: _____

ADVERTISER INFORMATION

Company Name: _____

Address 1: _____

Address 2: _____

City: _____

State: _____

Zip: _____

Contact Person: _____

Email: _____

Phone: () _____

Fax () _____

Agency Name: _____

Address 1: _____

Address 2: _____

City: _____

State: _____

Zip: _____

Contact Person: _____

Email: _____

Phone: () _____

Fax () _____

AD MATERIALS

Delivery: New Pick-up from (_____) issue

Provider: We will send artwork Agency will send artwork

Ad design services available upon request. Production charges will apply:

Full Design Partial Not Required

PAYMENT OPTIONS

Check enclosed (made payable to PileBuck International, Inc.)

Send me an invoice: Email Mail

Bill To: Company Agency

Billing address if different than above: _____

Email: _____

Address 1: _____

Address 2: _____

City: _____

State: _____

Zip: _____

Charge my credit card:

Visa MasterCard American Express Discover

Card Number: _____

Expiration Date: _____

Name (as it appears on card): _____

Company name (if corporate card): _____

Signature: _____

DEADLINES

31-1: January 5th 31-3: May 4th 31-5: September 8th
31-2: March 9th 31-4: July 6th 31-6: November 9th

RETURN THIS FORM WITH ARTWORK TO:

Alex Smoot

Email: alex@pilebuck.com

TERMS:

If payment is not received within three weeks of released invoice, a 3% late fee will be charged. Agency and advertiser will be held jointly liable to publisher. Agency and Advertiser shall also be liable for all collection expenses (including attorney's fees). If Pile Buck International refers Agency/Advertiser invoice(s) to a collection agency or attorney, any discounts, shall not apply and shall be deemed revoked. The terms and conditions of the magazine's current rate card are incorporated herein by reference to the extent they do not conflict with these terms. These terms may not be altered in any way without the written consent of Pile Buck International Inc.

COPY & CONTRACT REGULATIONS:

The publisher reserves the right to accept, reject or cancel all advertising copy or orders for any reason at any time, and final decisions on all orders will be made at the office of Pile Buck International, Vero Beach, FL 32964. If Advertiser and Agency would like to cancel contract, a 50% fee will be deducted from the total contract amount.

The Advertiser's and Advertising Agency jointly and severally agree to indemnify and hold publisher harmless against any damages and expenses of any nature incurred by publisher arising out of publication of material appearing in advertisements submitted by them for publication including but not limited to, publisher's defense against any suit or proceeding arising from a claim that publication of material appearing in advertisements submitted to it for publication was in violation of rights of others or law imposed by the United States or by any state or subdivision thereof. Publisher shall have no liability to an advertiser or advertising agency because of a failure to complete accepted advertising orders because of acts of God, strikes, work stoppages, fires, accidents, postal delays or any other circumstances of whatever nature beyond its control. Under no circumstances shall publisher's direct or indirect liability to an advertising agency or advertiser exceed the invoiced cost of the advertisement. Publisher shall have the right to require payment for advertising upon such terms as publisher sees fit prior to publication of any ordered advertisement. Publisher reserves the right to cancel the contract at any time upon default in the payment of bills. In the event of such cancellation, charges for all advertising published shall become immediately due and payable. Furthermore, if there has been any default in the payment of a prior bill, or if, in the sole judgment of publisher, credit becomes impaired, publisher shall have the right to require payment for further advertising under this contract upon such terms as publisher sees fit. Agency and Advertiser are jointly liable for payment to publisher.

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