

PILEBUCK™

ESTABLISHED 1984

**THE DEEP FOUNDATIONS AND
MARINE CONSTRUCTION MAGAZINE**

2027 MEDIA KIT



TESTIMONIALS

“ I particularly enjoy reading *Pile Buck* regularly because of the personal slant the writers weave within many articles. For many of us in the industry, our long time relationships with our business and professional associates represents an important segment of our personal life experiences. I consider this to be very important and something which I greatly value!”

~ JERRY A. DIMAGGIO, PE, D.GE, F.ASCE

“ *Pile Buck* is setting the bar high for modern trade publishing by cranking out high-quality print and digital editions, while also sharing strong content via its website, blogging, e-mail, and social media. I would highly recommend it to construction and design firms with a vested interest in the deep foundations and marine construction sectors.”

~ BRIAN FRALEY - FRALEY CONSTRUCTION MARKETING

“ I have been most impressed by the evolution of *Pile Buck* Magazine. It has morphed into one of the best publications in the deep foundation industry. Every issue is full of good, useful information, is well designed, and is very reader-friendly. I commend you and your staff on bringing this publication to the high standard that it has achieved.”

~ S. SCOT LITKE, HON. D.GE

“ We’ve been advertising with *Pile Buck* for a number of years and can’t say enough good things about the quality of the magazine, as well as the professionalism and efficiency of Alex and the team.”

~ DAVE SWAIN - OLIN PUMP

“ As a subscriber and contributor with clients rooted in pile foundation work I can attest – *Pile Buck* is read with keen interest as cutting edge information in an ever smaller and competitive international construction world. I learn what’s happening real time from the respected experts. *Pile Buck* defines the bridge between commerce, emerging technologies, infrastructure, design and build.”

~ MARK RICE - ATTORNEY

“ We recently added *Pile Buck* to our advertising portfolio. It’s a decision we’ve been extremely happy with – our ads have great visibility and the value added program *Pile Buck* extends to its advertisers is one of the best. The magazine is well-done and offers some of the industry’s most complete coverage. In addition, the team at *Pile Buck* is great to work with.”

~ ROXIE COMSTOCK - BELLINGHAM MARINE

“ I recommend advertising in *Pile Buck* to any firm that is targeting the foundations market – they are a very good value for the advertiser. They have provided great service to my clients for many years, thanks to their excellent reach within the industry and interesting articles. People actually READ *Pile Buck* – so the ads are noticed. Their blog is a bonus – whenever I send them a press release on behalf of one of my clients they put it up almost immediately. Alex runs a tight ship and is a pleasure to work with.”

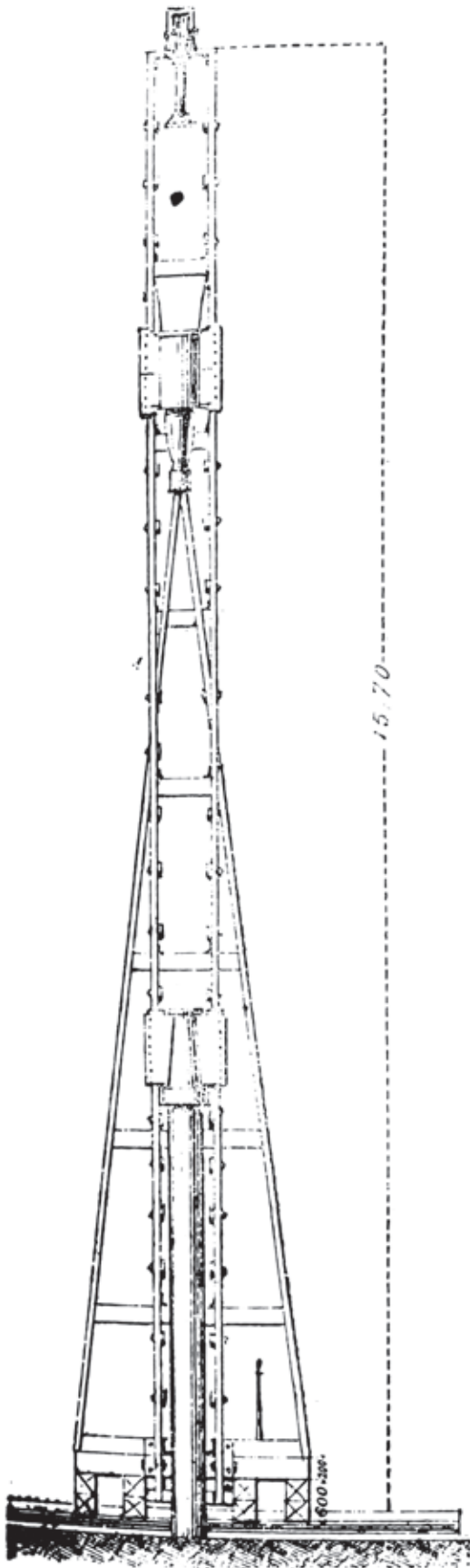
~ GINA BEIM - MCDA CONSULTING LLC

“ In an industry where everyone stands on each other’s shoulders to see a little farther, *Pile Buck* is the publication to read, whether you’re a Professor or Greenhorn Apprentice. The professor can get a little insight to the dirty boots perspective, while the pilebuck himself or herself can see and better understand the wider industry around them. Same goes for the engineer, the manufacturer, the supplier, the contractor – everyone has a little bit to learn from one another and they can do so by reading *Pile Buck*.”

~ GEORGE R. COMPTON, III - CONSTRUCT MARKETING

“ *Pile Buck* is a key independent voice and information source for the deep foundations and marine construction industries. I have been associated with this publication in many ways for over thirty years and cannot think of one that has disseminated more useful information through the newspaper, books and software for our industry. I know that I have certainly benefited from it and can recommend it without reservation.”

~ DON WARRINGTON - VULCAN HAMMER



2 TESTIMONIALS

See what industry professionals have to say about Pile Buck.

4 INTRODUCTION

Learn more about *Pile Buck*, the leading deep foundations and marine construction magazine for 40+ years.

6 PILE BUCK'S FORMAT

Take a look at what each issue has to offer, including job stories, interviews, tips, and more.

7 THE PILE BUCK PHILOSOPHY

The methods in which Pile Buck promotes each client.

9 CIRCULATION

Each issue is promoted via our website, various forms of social media, and email newsletters.

10 MAGAZINE ADVERTISING RATES AND MECHANICS

Pile Buck offers a range of ad sizes from an 1/8 to a double page.

11 ADDITIONAL ADVERTISING RATES AND MECHANICS

Pile Buck offers ad space with its digital edition.

12 PILEBUCK.COM ADVERTISING RATES AND MECHANICS

The Pile Buck website features exclusive industry articles that you won't find anywhere else.

13 PILE BUCK E-NEWSLETTERS

Pile Buck's email database consists of 50,000 hand-picked, clean contacts built over the years.

14 PB TOTAL ENGAGEMENT PACKAGES

Looking for a more effective digital marketing strategy? We have the experience and resources to make your brand reach its full potential.

16 INSERTION ORDER

Want to get started? Here's a complete list of prices.

PILE BUCK INTERNATIONAL, INC.

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Vero Beach, FL 32964-3299
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Toll Free: 866-573-0708
Email: info@pilebuck.com
Website: www.pilebuck.com

Alex Smoot
Managing Editor
Email: alex@pilebuck.com

SINCE 1984, PILE BUCK HAS BEEN THE LEADING SOURCE OF DEEP FOUNDATIONS AND MARINE CONSTRUCTION INFORMATION



**OVER
20,000+
READERS
AND GROWING
DAILY!**

Published every two months, *Pile Buck* pursues a mission to generate interest in the industry with unique content such as recent news, job stories, supplier information, safety tips, technical articles, exclusive interviews, and event information.

Pile Buck is distributed internationally to contractors, engineers, material/equipment suppliers, government employees, educators – just to name a few.

QUICK FACTS

- *Pile Buck* was first released as a newspaper in 1984.
- *Pile Buck* is a digital magazine.
- *Pile Buck* is published every two months.
- *Pile Buck* is distributed to 125+ different countries.
- Complimentary issues of *Pile Buck* are available at major tradeshow.
- Additional, exclusive content can be found on the *Pile Buck* website.

PILE BUCK CONTENT

Each issue of *Pile Buck* features a balance of deep foundations and marine construction content, including, but not limited to, pile driving, foundation drilling, geotechnical engineering, as well as the categories listed below.

In addition, Pile Buck guarantees that each advertisement is placed with the appropriate content, often including advertisers' own articles and press releases.



- 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



PILE BUCK HISTORY

Pile Buck was founded in 1984 in Jupiter, FL. Originally a newspaper, *Pile Buck* was published twice-a-month and focused solely on pile driving and marine construction.

For over 40 years, *Pile Buck* has grown exponentially and now considers itself a “deep foundations and marine construction” magazine, including additional content such as foundation drilling and geotechnical engineering.

PILE BUCK'S FORMAT

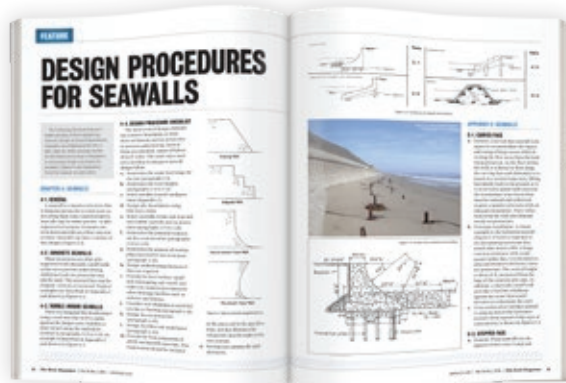
WHAT TO EXPECT IN PILE BUCK



JOB STORIES



TIPS



TECHNICAL



PRODUCT SPOTLIGHT

**INTERVIEWS, SAFETY/LEGAL,
FEATURED PHOTOS, AND MORE!**

EDITORIAL SUBMISSIONS

Have something to contribute?
Contact us, info@pilebuck.com,
for consideration.

AD & EDITORIAL DEADLINES

- Jan/Feb 43-1: February 8th
- Mar/Apr 43-2: April 12th
- May/Jun 43-3: June 14th
- Jul/Aug 43-4: August 9th
- Sep/Oct 43-5: October 11th
- Nov/Dec 43-6: December 13th

**A signed Insertion Order must be received for all ads.*

THE PILE BUCK PHILOSOPHY

HOW PILE BUCK PROMOTES CLIENTS

MAGAZINE



What makes *Pile Buck* magazine stand out amongst the others? *Quality content*. *Pile Buck* contains "evergreen content" that is just as relevant years from now as it is today.



SEARCH ENGINE OPTIMIZATION (SEO)

Pile Buck creates backlinks for its clients, linking your site within our articles.

EDITORIAL CONTENT



In addition to magazine ads, *Pile Buck* publishes its advertisers' press releases, job stories, photos, and videos on a frequent basis.

SOCIAL MEDIA



Pile Buck promotes its clients via Instagram, LinkedIn, Facebook, and Twitter on a regular basis.

BLOG



Pile Buck frequently publishes its advertisers' press releases, videos, and classifieds to the online blog. Each posting is included in at least one email newsletter.

EMAIL NEWSLETTERS



On average, *Pile Buck* sends a weekly newsletter to 50,000 recipients. These newsletters may contain issue releases, blog articles, classifieds, ads, industry news, and more.

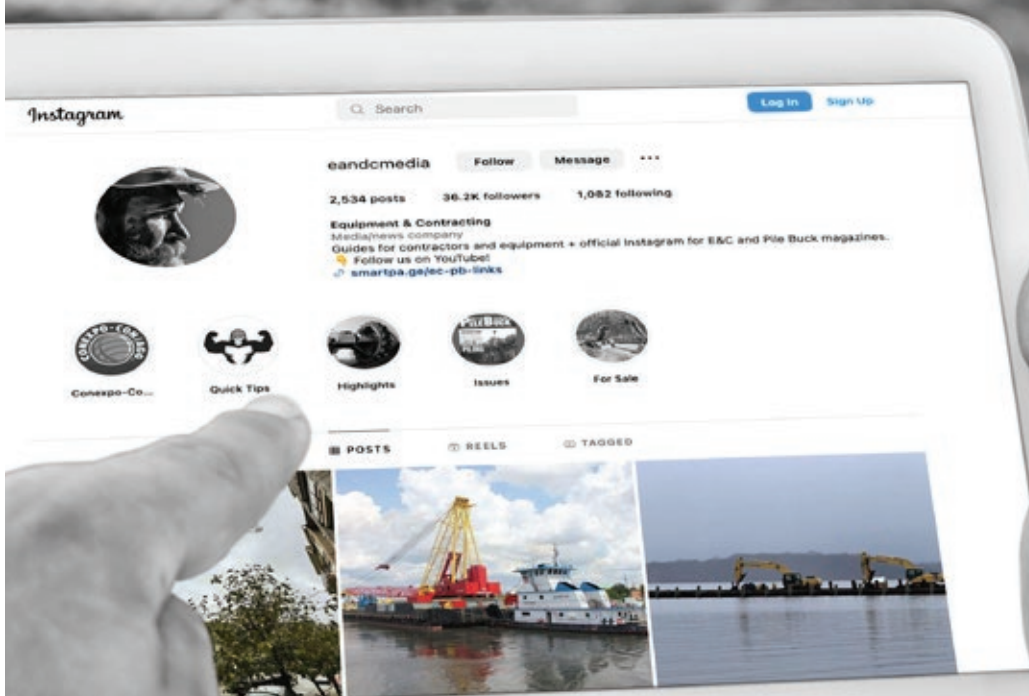


CONFERENCES

Complimentary issues of *Pile Buck* are distributed at various conferences, including DFI's Annual Conference on Deep Foundations, CONEXPO-CON/AGG, IFCEE, and more.



WE ARE MORE THAN A PUBLICATION. WE ARE A COMPLETE MEDIA COMPANY.

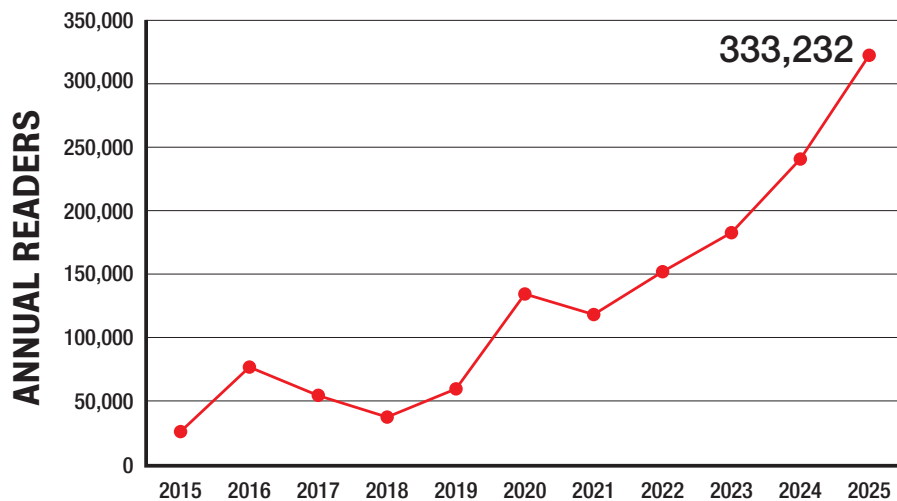


PILE BUCK AVERAGES A TOTAL OF 20,000+ READERS PER ISSUE

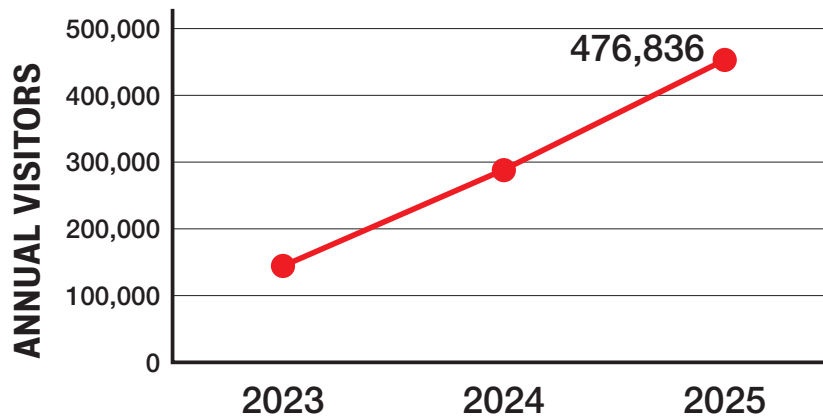
CIRCULATION

Each issue of *Pile Buck* is promoted via our website, various forms of social media, and email newsletters.

DIGITAL MAGAZINE



BLOG



TOP DIGITAL VIEWERS BY COUNTRY

UNITED STATES: 62%	NETHERLANDS: 3%	MEXICO: 1.2%	INDIA: 1%	CHINA: 1%
CANADA: 6%	AUSTRALIA: 2%	FRANCE: 1.2%	ITALY: 1%	
GERMANY: 4%	UNITED KINGDOM: 2%	FINLAND: 1%	RUSSIA: 1%	

MAGAZINE ADVERTISING RATES AND MECHANICS

DISPLAY ADVERTISING

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

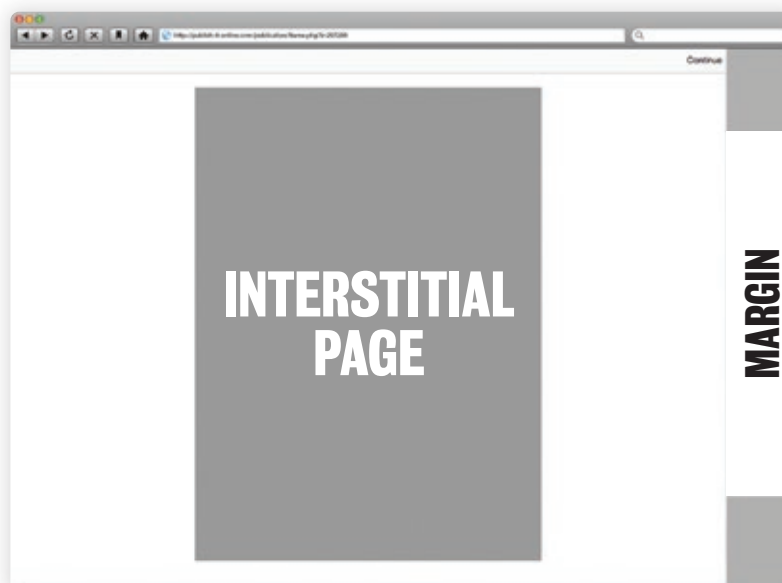
UNIT	DIMENSIONS	PER ISSUE
1/8 Page	3.5" W x 2.25" H <i>no bleed</i>	\$402
1/4 Page	3.5" W x 4.75" H <i>no bleed</i>	\$581
1/2 Page	6.875" W x 4.75" H <i>no bleed</i>	\$824
Full Page	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,180
Double Page	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,700
PREMIUM UNITS		
Inside Front Cover Double Page	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,800
Inside Back Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,330
Back Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,420
Center Spread	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$2,312



ADDITIONAL ADVERTISING RATES AND MECHANICS

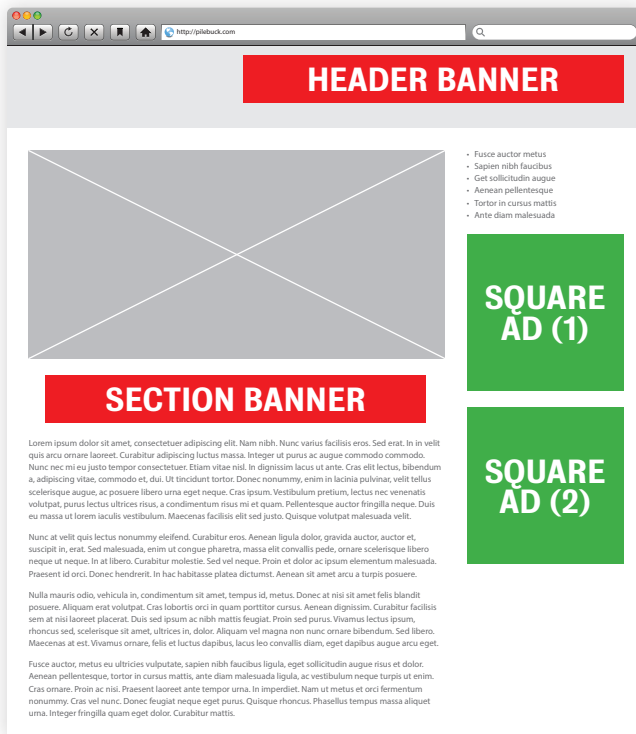
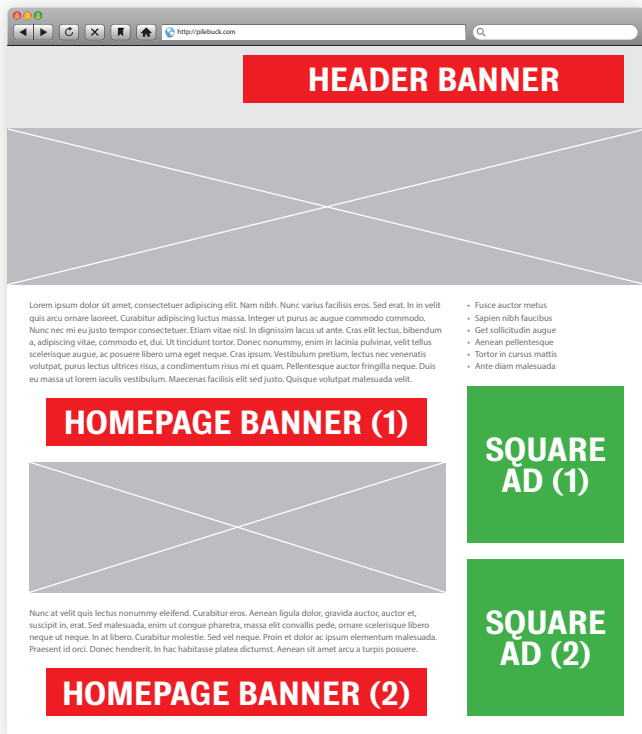


UNIT	DIMENSIONS	PER ISSUE
Introduction Page	8" W x 6.25" H .125" bleed all 4 sides	\$850
Margin	120px W x 600px H	\$950
Interstitial Page (Appears at Cover Story. Slides up in front of the reader.)	(Full Page) 8" W x 10.875" H .125" bleed all 4 sides	\$800



	UNIT	DIMENSIONS	PER MONTH
	Header Banner <i>(all pages)</i>	728px W x 90px H	\$1,300
Right Menu <i>(all pages)</i>	Square Ad (1)	300px W x 300px H	\$1,200
	Square Ad (2)	300px W x 300px H	\$1,200
Homepage	Homepage Banner (1)	728px W x 90px H	\$600
	Homepage Banner (2)	728px W x 90px H	\$600
	Magazine Archives Banner	728px W x 90px H	\$600
	Shop Section <i>(10 pages)</i> Banner	728px W x 90px H	\$600
	Industry News	728px W x 90px H	\$1,100
	General Construction	728px W x 90px H	\$950
	Deep Foundations	728px W x 90px H	\$950
	Marine Construction	728px W x 90px H	\$950
	Engineering	728px W x 90px H	\$950
	Legal	728px W x 90px H	\$800
	Projects	728px W x 90px H	\$950

ARTICLE SECTION



300px W x 300px H

PILE BUCK E-NEWSLETTERS

Pile Buck's email database consists of 50,000 hand-picked, clean contacts, which has been built over the years and has never been shared with any other party.

UNIT	DIMENSIONS	PER EMAIL
Email Sponsor Ads	590px W x 400px H	\$1,300

SAMPLES



PB TOTAL ENGAGEMENT PACKAGES

LOOKING FOR A MORE EFFECTIVE DIGITAL MARKETING STRATEGY? WE HAVE THE EXPERIENCE AND RESOURCES TO MAKE YOUR BRAND REACH ITS FULL POTENTIAL.

Working side-by-side with my team, I personally manage each client and encourage each to call or email me at any time and as often as necessary with any questions or inquiries.

Alex Smoot



Managing Editor - Pile Buck
alex@pilebuck.com

ANNUAL PACKAGES

BRONZE \$4,600/year



- 1/4 page ad in all 6 issues of PB
- 1/4 page ad in the Buck Volume 2027
- Monthly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design

SILVER \$6,750/year



- 1/2 page ad in all 6 issues of PB
- 1/2 page ad in the Buck Volume 2027
- 1 exclusive blog article
- Bi-weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design

GOLD \$8,800/year



- Full page ad in all 6 issues of PB
- Full page ad in the Buck Volume 2027
- 1 email ad
- 2 exclusive blog articles
- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design
- Inclusion in 2027 Buyer's Guides
- Marketing consulting

**+ ON-SITE VIDEO INTERVIEW
\$9,800/year**

PLATINUM \$12,000/year



- Double page ad (or 2 full pages) in all 6 issues of PB
- Double page ad in the Buck Volume 2027
- 2 email ads
- 3 exclusive blog articles
- Weekly social media promotion
- Linked press releases in email newsletters
- Backlinking within our blog articles
- Complimentary graphic design
- Exclusive sponsored article in magazine
- YouTube video sponsorship
- Product Spotlight in magazine
- Forwarding of incoming leads
- Inclusion in 2027 Buyer's Guides
- Marketing consulting

**+ ON-SITE VIDEO INTERVIEW
\$14,000/year**

The on-site video interview is conducted at your location to showcase your equipment and/or services, and is promoted significantly via the magazine, blog, social media, and email newsletters.

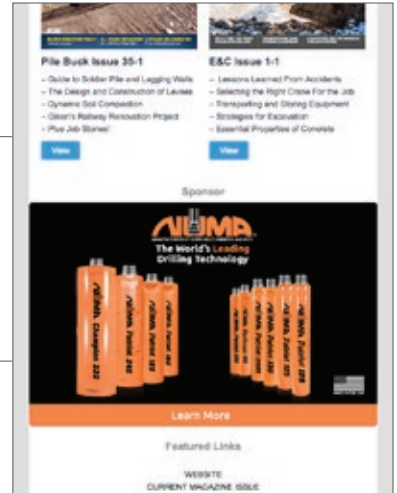


MAGAZINE ADS

Various sizes available including double, full, 1/2, and 1/4 pages.

EMAIL NEWSLETTER ADS

A 590 x 380 ad sent to our list of 50,000 opted-in contacts.



SOCIAL MEDIA PROMOTION

Photo and/or video posts on a weekly basis to Instagram, Facebook, Twitter, and LinkedIn.



BLOG PROMOTION

Note that each blog post is promoted across all social media platforms and is linked in at least one email newsletter as well.



THE BUCK

The annual deep foundations and marine construction resource that contains a directory, articles, specs, and more.

BACKLINKING

Backlinks are essentially votes from other websites – each telling search engines: "This content is valuable, credible and useful."



WEB ADS

The Pile Buck website offers ad placement with specific sectors of the industry – marine construction, deep foundations, etc.



2027 MAGAZINE ADVERTISING RATES

Select	DISPLAY ADS	PER ISSUE
☐	1/8 Page	\$402
☐	1/4 Page	\$581
☐	1/2 Page	\$824
☐	Full Page	\$1,180
☐	Double Page	\$1,700
Select	PREMIUM DISPLAY ADS	PER ISSUE
☐	Inside Front Cover Double Page	\$1,800
☐	Inside Back Cover	\$1,330
☐	Back Cover	\$1,420
☐	Center Spread	\$2,312
Select	EXTRAS	PER ISSUE
☐	Email Sponsor Ads	\$1,300
☐	Introduction Page	\$850
☐	Margin	\$950
☐	Interstitial Page	\$800

2027 PILEBUCK.COM ADVERTISING RATES

Select	UNIT	PER MONTH
☐	Header Banner (all pages)	\$1,300
☐	Right Menu (all pages) Square Ad (1)	\$1,200
☐	Right Menu (all pages) Square Ad (2)	\$1,200
☐	Homepage Banner (1)	\$600
☐	Homepage Banner (2)	\$600
☐	Magazine Archives Banner	\$600
☐	Shop Section Banner	\$600
☐	Industry News	\$1,100
☐	General Construction	\$950
☐	Deep Foundations	\$950
☐	Marine Construction	\$950
☐	Engineering	\$950
☐	Legal	\$800
☐	Projects	\$950

VOLUME 43 (2027), ISSUE:

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

NET ADVERTISING: \$ _____
X _____

ADVERTISING TOTAL: \$ _____

INVOICE: ☐ Each issue ☐ Pre-pay

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

ADVERTISER INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Email: _____

Phone: () _____

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: _____

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: _____

RETURN THIS FORM WITH ARTWORK TO:

Alex Smoot • Email: alex@pilebuck.com

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: _____

ANNUAL PACKAGES

Select	BRONZE	\$4,600/YEAR	Select	SILVER	\$6,750/YEAR	Select	GOLD	\$8,800/YEAR	Select	PLATINUM	\$12,000/YEAR
☐	• 1/4 page ad in all 6 issues of PB • 1/4 page ad in the Buck Volume 2027 • Monthly social media promotion • Linked press releases in email newsletters • Complimentary graphic design		☐	• 1/2 page ad in all 6 issues of PB • 1/2 page ad in the Buck Volume 2027 • 1 exclusive blog article • Bi-weekly social media promotion • Linked press releases in email newsletters • Complimentary graphic design		☐	• Full page ad in all 6 issues of PB • Full page ad in the Buck Volume 2027 • 1 email ad • 2 exclusive blog articles • Weekly social media promotion • Linked press releases in email newsletters • Complimentary graphic design • Inclusion in 2027 Buyer's Guides • Marketing consulting		☐	• Double page ad (or 2 full pages) in all 6 issues of PB • Double page ad in the Buck Volume 2027 • 2 email ads • 3 exclusive blog articles • Weekly social media promotion • Linked press releases in email newsletters • Backlinking within our blog articles • Complimentary graphic design • Exclusive sponsored article in magazine • YouTube video sponsorship • Product Spotlight in magazine • Forwarding of incoming leads • Inclusion in 2027 Buyer's Guides • Marketing consulting	
						☐	+ ON-SITE VIDEO INTERVIEW \$9,800/YEAR		☐	+ ON-SITE VIDEO INTERVIEW \$14,000/YEAR	