



Broadcasting Common
Ground

2025

DELIVER YOUR MARKETING MESSAGE TO THE DEEP FOUNDATIONS INDUSTRY



Constructing the New Lone Peak Tram Foundations

Located at the apex of Big Sky Resort's Lone Mountain, the Big Sky Tramway, the new Lone Peak Tram reaches heights of the mountain of 11,000 ft (3,350 m), making it the highest tramway in the world. Reaching breathtaking views that span over 10 different mountain ranges, this engineering marvel replaces the original tramway after a 26-year run that reached the original design life. The new tram consists of a long steel lattice structure, as well as a single support tower that also serves three quarters of the way up the slope. The project team consisted of Creative Systems & Design as the general contractor who will construct the tramway and the foundations for the long terminal and tower, working between previous work at Harding, International, Skidmore, and others, and previous.

...the tram's bottom terminal has been displaced 16 ft (4.9 m) down the mountain over its lifetime.

Project team includes local and regional firms, including engineering, construction, design and financial services firms, and the regional and local residents.

The Original Tram

The Big Sky Tram, located at Big Sky Resort, first opened to the public in 1973. Over the years, the tram has been a long-term success story, and the project was completed in 2000 by Creative Systems & Design. The tram was a significant project with several segments, and the project team consisted of several firms, including Creative Systems & Design, who have been a key player in the project. The project is a testament to the team's ability to deliver a high-quality project on time and within budget.

Activities

Activities include construction, design, and financial services.

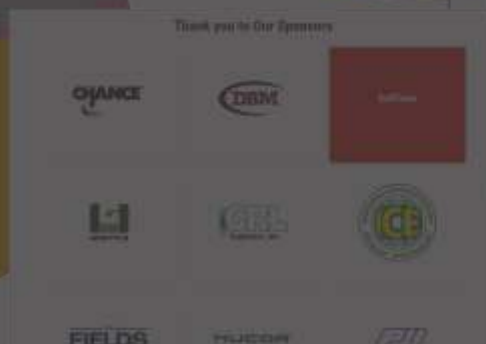
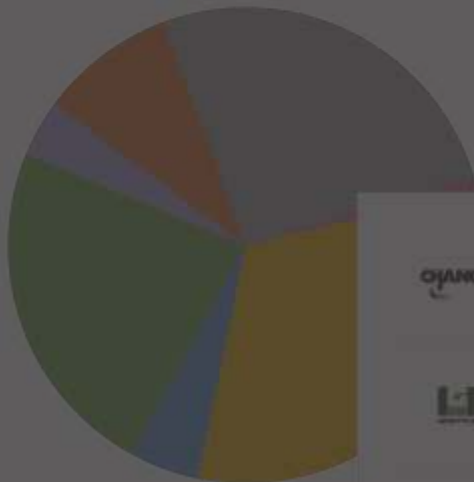
10-1000-1000-1000-1000-1000



5

Page Vertical:
4.885"
4.08 mm

1/2 Page Vertical:
3.635" x 10"
92.33 x 254 mm



DEEP FOUNDATIONS INSTITUTE MEDIA PLANNER
WWW.DFI.ORG



FINDING
COMMON
GROUND



326 Lafayette Avenue
Hawthorne, NJ 07506
Phone: (973) 423-4030
Email: staff@dfi.org
Web: www.dfi.org

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DEEP FOUNDATIONS INSTITUTE

DFI, an international association of contractors, engineers, manufacturers, suppliers, educators, owners and students in the deep foundations industry, is celebrating 50 years of serving the geoprofessional community. Our multidisciplinary membership creates a consensus voice and a common vision for continual improvement in the planning, design and construction of deep foundations and excavations.

DFI brings together geoprofessionals for networking, education, communication and collaboration. If you want to deliver your marketing message to the professionals leading and shaping the industry, our marketing programs will put you on *Common Ground*.



SOCIAL FOLLOWING

(as of September 15, 2024)



10,450



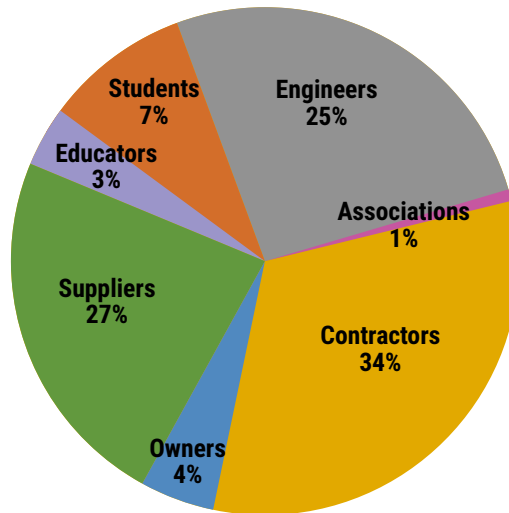
3,300



1,500



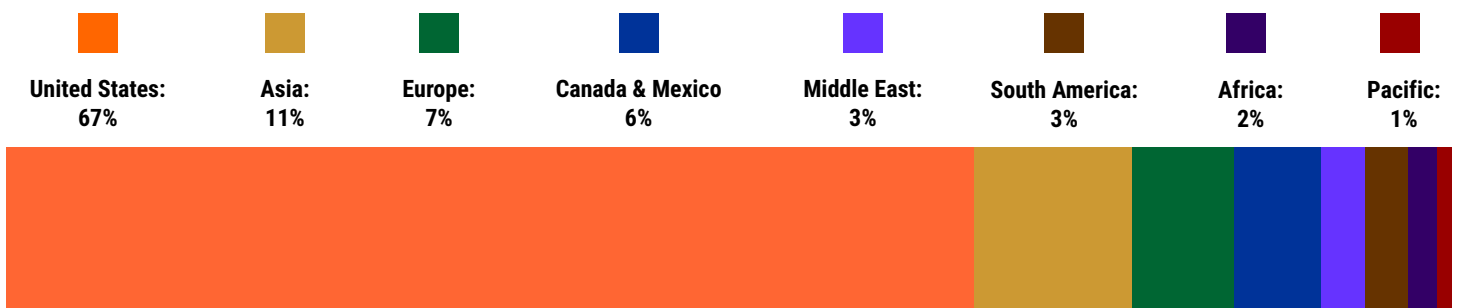
1,850

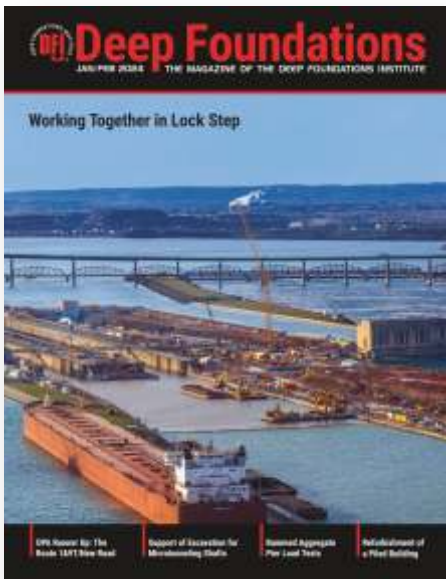


DFI MEMBERS

DFI has a diverse membership that encompasses all disciplines of our industry who perform the various specialties that comprise deep foundations, ground improvement and underground construction.

4,000+ MEMBERS WORLDWIDE





DEEP FOUNDATIONS MAGAZINE

Deep Foundations is DFI's flagship publication — created by the industry for the industry. Every issue keeps readers up to date on the deep foundations industry, innovative projects, new products and technology, news on leading companies and individuals, technical committee activities, and information on industry events.

Advertising in *Deep Foundations* is only available to DFI Corporate Members. Not a member, visit www.dfi.org/members to learn more.

VALUE

- Published six times a year
- Mailed to more than 3,500 industry professionals
- Sent digitally to more than 20,000 readers worldwide every month
- Posted prominently on the DFI website
- Promoted on DFI social media platforms
- Distributed at all DFI events and dozens of industry events where DFI participates as an exhibitor or cooperating organization
- Provides members free opportunities to promote company news



SPECIAL ISSUES

May/June: Just in time for DFI's popular SuperPile '25 conference, this special focus on **Super Piles** will cover advancements in drilled and driven piles for deep foundations. Whether designing or installing piles, discover new approaches for innovation and optimization.

Nov/Dec: From landslides to high tides and everything in between, the deep foundation industry is increasingly on the front line when it comes to defense against as well as recovery from environmental changes. This special issue on **Resiliency** will highlight what the industry can offer in response to the ever-increasing threats of climate change, seismic activity and geohazards.

EDITORIAL SUBMISSIONS

DFI welcomes all members to submit ideas for feature-length articles on innovative case studies, techniques and other exciting topics that impact the industry. For those who are new to publishing, our editorial team and advisory board can offer guidance for developing an idea into a final article.

We also encourage members and corporate members to submit news releases.

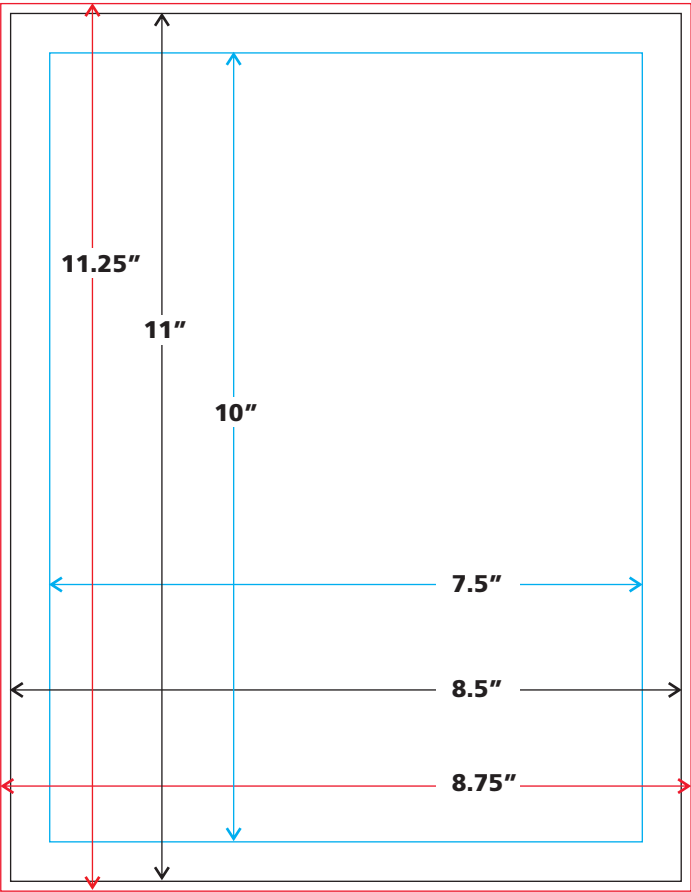
Reach out to the Executive Editor at mageditor@dfi.org.

MAGAZINE AD SPECIFICATIONS

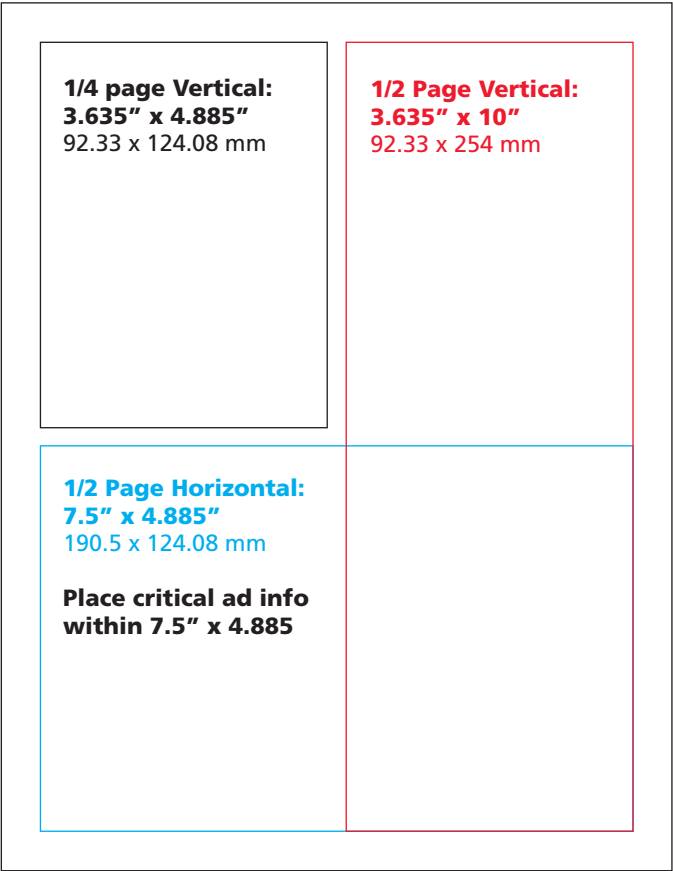
Ad Sizes	Width x Depth (inches)	(millimeters)
2-Page Spread	16"x10"	406.4 x 254
2-Page Spread Bleed	17.5"x11.25"	444.5 x 285.75
Full Page	7.5"x 10"	190.5 x 254
Full Page Bleed	8.75"x 11.25"	222.25 x 285.75
1/2 Page Horizontal	7.5"x 4.885"	190.5 x 124.08
1/2 Page Vertical	3.635"x 10"	92.33 x 254
1/4 Page Vertical	3.635"x 4.885"	92.33 x 124.08



Reach the deep foundations leaders and decision makers with an ad in *Deep Foundations*



- Full Page:** 7.5" x 10" (190.5 x 254 mm)
- Full Bleed:** 8.75" x 11.25" (222.25 x 285.75 mm)
- Page Trim:** 8.5" x 11" (215.9 x 279.4 mm)
- Safe Area*:** 7.5" x 10" (190.5 x 254 mm)



*Safe Area is the optimum maximum space for placement of all critical copy and graphics. Copy and graphics outside of this recommended area may be trimmed off.

AVAILABLE TO

DFI Corporate Members Only

FREQUENCY

Bimonthly

DISTRIBUTION

Mailed to ~3,500 DFI members, sent to more than 20,000 contacts worldwide via email, distributed at DFI and industry events, and posted on www.dfi.org.

OPTIONS

Interested in special ad programs such as inserts and onsets? Contact magads@dfi.org for more information.

CONTACT INFO

Karol Paltsios, Advertising Manager
(412) 683-5227 | magads@dfi.org

PREPAY OPTION

Prepay your full *Deep Foundations* magazine advertising contract **at the start of the year** and receive a 5% discount. Prepaid contracts must be paid within 30 days of receiving insertion order.

PREMIUM POSITION

Special position requests are subject to an additional 15% charge.

NEW MEMBER DISCOUNT

New DFI Corporate Members receive one free quarter-page ad or \$525 off the price of one larger ad.

DEADLINES AND SUBMISSION GUIDELINES

Issue	Deadline	Distribution Date*
Jan/Feb	Dec. 13, 2024	Feb. 2025
Mar/Apr	Feb. 14, 2025	Apr. 2025
May/June (<i>Special Issue, see pg. 4</i>)	Apr. 11, 2025	June 2025
July/Aug	June 13, 2025	Aug. 2025
Sept/Oct	Aug. 8, 2025	Oct. 2025
Nov/Dec (<i>Special Issue, see pg. 4</i>)	Oct. 10, 2025	Dec. 2025

REQUIREMENTS

High-resolution PDF in CMYK. Fonts must be embedded in files.

SUBMISSIONS

Submit ad and insertion orders (IO) to magads@dfi.org. Download IO at www.members.dfi.org/media-planner. Questions? Call (412) 683-5227.

PRINT AD RATES

Ad Size	1x Rate	4x Rate	6x Rate
1/4 Page	\$525	\$520	\$490
1/2 Page	\$835	\$810	\$790
Full Page	\$1,575	\$1,535	\$1,495
Two-Page Spread	\$3,000	\$2,910	\$2,880
Inside Covers	\$2,150	\$2,085	\$2,030

** All ads are full-color.*

DIGITAL MAGAZINE

Our responsive, mobile-friendly digital edition of *Deep Foundations* requires no “pinching and zooming” to read articles on phones or tablets. On your desktop there’s the option of ‘Page View’ that replicates the print magazine or ‘Article View,’ which presents editorial content in a responsive, easier-to-read format.

ADVERTISING OPPORTUNITIES

Sponsorship: includes an Intro page ad (left of the cover) and recognition with company logo in monthly magazine eMail promotions to more than 20,000 industry members.

Skyscraper Ads: includes placement of the banner on 5 pages per issue.

Banner Ads: includes placement of the banner on 5 pages per issue.

AD RATES – DIGITAL MAGAZINE*

Type	Position	Per Issue
Digital Intro Page	Left of Cover	\$2,000
Skyscraper Ads*	Visible in 5 places/issue	\$625
Banner Ads*	Visible in 5 places/issue	\$625

**Skyscraper ads and Banner ads only appear in the two-page view of the digital magazine and are limited to only three companies per issue.*

CHECK IT OUT

3,500+ visits per issue*

94,300+ page views per issue

**January 1 – September 1, 2024*



COVER STORY

Constructing the New Lone Peak Tram Foundations

Nestled at the apex of Big Sky Resort's Lone Mountain, in Big Sky, Montana, the new Lone Peak Tram stands proudly at an elevation of 11,366 ft (3,460 m), making it the highest scenic overlook in the state. Boasting breathtaking views that span over 20 different mountain ranges, this engineering marvel replaces the original tram after a 26-year run that exceeded the original design life. The new tram consists of a top and bottom terminal, as well as a singular support tower that sits about three quarters of the way up the slope. The project team consisted of Gordon-Johnson & Associates as the general contractor who self-performed the construction of the foundations for the top terminal and tower, involving intricate processes such as blasting, excavation, drilling, installation of micropiles and tiebacks, and concrete.

... the tram's bottom terminal has been displaced 16 ft (4.9 m) down the mountain over its lifetime.

Doppelmayr manufactured and supplied the tram car plus components. Garavito designed and erected the metal tram structure, built the ropeway and tram stations.

The Original Tram

Big Sky Resort, founded by Chet Huntley, first opened to the public in 1973. After Huntley passed away due to lung cancer, the resort was purchased in 1976 by Everett Kircher, founder and then-owner of Boyne Resorts. In the early days, Big Sky was a struggling resort with mostly beginner terrain and an annual visitation of around 80,000 people. When Everett's son John Kircher took over as general manager in 1989, he had a

vision to transform the mountain into a global destination. To achieve this, he knew they needed to find a way to open the expert terrain off of Lone Peak. Fifteen years later, John purchased a jig-saw tramway from Doppelmayr in Switzerland — without the approval of his father — and construction on the new tram to the top of the peak began that spring. The original tram, inaugurated in the 1990-1996 ski season, revolutionized North American skiing. Expanding accessible mountain terrain by 50%, this first pet Big Sky Resort as the world's first — a resort that now sees more than 500,000 skier visits each year. It featured two cars with a 15-person capacity each, traversing 1,400 vertical ft (427 m) with a 2,628 ft (802 m) inclined span, and a travel time of six to seven minutes. Situated on a rock glacier — a moving mass of rock fragments and ice — the tram's bottom terminal had been displaced 16 ft (4.9 m) down the mountain over its lifetime. It has also rotated several degrees due to the glacier's relentless motion of up to 11 in (280 mm) per year. Although this movement was originally accounted for in the design, it had reached the design limit and prompted the decision of constructing a new and improved Lone Peak Tram.

The New Tram

Inaugurated on December 13, 2022, the new Lone Peak Tram takes a different route up the mountain, avoiding the challenges posed by the rock glacier and integrating seamlessly with the rest of the resort's lift system. This marks the first aerial tramway built in North America since 2008, featuring two cars with a 75-person capacity each, traveling 3,118 vertical ft (952 m) with a 5,300 ft (1,615 m) inclined span in fewer than four minutes. The tram incorporates state-of-the-art technology, once again setting a new standard for ski lift innovation in the western hemisphere.

Mountain Engineering A

Constructing the daunting task due peak sees credit reaching upward plummeting to -3 (compared to 30 ft as steep as 68 deg 10 months each p bank of working to lower. Shamsa rolls top of the peak are are a routine occ months, and the p year. Furthermore about a daily as these elements aspects of the p window of only to



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AUTHORS Ty John, P.E., and Chet Huntley, Gordon-Johnson & Associates

14 • DEEP FOUNDATIONS • MARCH/APRIL 2024



Low visibility nearly a daily occurrence

AUTHORS Ty John, P.E., and Chet Huntley, Gordon-Johnson & Associates

14 • DEEP FOUNDATIONS • MARCH/APRIL 2024

DIGITAL MAGAZINE SPECIFICATIONS

Intro Page Space / Left of Cover

8.5" x 11"

215.9 mm x 279.4 mm

Top Banner Space

460 x 60 pixels

Left Skyscraper Space
120 x 600 pixels

Right Skyscraper Space
120 x 600 pixels

Bottom Banner Space

460 x 60 pixels

DFI WEBSITE ADVERTISING

The DFI website at **www.dfi.org** is a reliable portal to news and resources that are referenced by members throughout the industry.



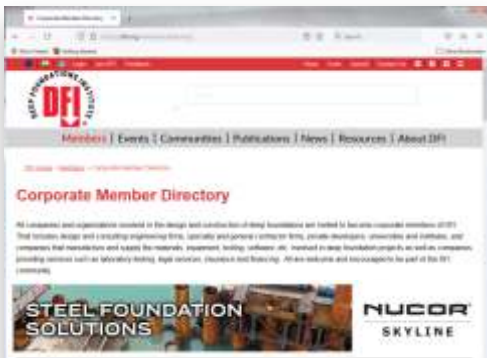
CHECK IT OUT*

Average 6,500+ visits per month

Average 30,000+ page views per month

** Google Analytics August 2023 - July 2024*

Member Directory Ad



Member Directory Listing Collateral



Logo Ad



CORPORATE MEMBER DIRECTORY PAGE BANNER AD*

Description: Twelve, full-color, rotating banner ads prominently featured on the 'Members Directory' page of **www.dfi.org** with a direct link to your company website.

Specs: 1,700 x 243 pixels (WxH) @ 72 dpi; JPG files

Rate: \$2,500/12-month posting

** Only 12 sponsor ads available per year*

MEMBER DIRECTORY LISTING COLLATERAL

Description: Post up to 4 PDFs or videos on your company's 'Directory Listing' from the 'Member Directory' page.

Specs: PDF files and links to videos posted on YouTube

Rate: \$750 for 12-month posting

LOGO AD

Description: Logo scrolling on 'Home' page at **www.dfi.org** and animated logo featuring 300 character description on 'Resources' page that links to your company website.

Specs: 400 x 400 pixels (WxH) @ 72 dpi; JPG or GIF files

Rate: \$900/12-month posting

SUBMISSION

Submit banners and logos with an insertion order to **magads@dfi.org**. Download the media planner at **www.members.dfi.org/media-planner**. Questions? Contact **magads@dfi.org**

Billing is in January for the calendar year. Invoices for placements that start after January are prorated.



DFI JOURNAL

The *DFI Journal* is a peer-reviewed publication of high-quality papers related to the broad area of deep foundations engineering and construction which is indexed in Scopus. Papers include practice-oriented papers, opinion papers, forums, technical notes, discussions and book reviews. The publication is a milestone in DFI's ongoing effort to be the information resource for design and construction of foundations and excavations, and helps position DFI and its members as authorities in the industry.

Two issues are planned for 2025: Volume 19, Issues 1 and 2.

www.dfi-journal.org



CHECK IT OUT*

**Average 500 visits to
www.dfi-journal.org per month**

Average 1300+ page views per month

**Google Analytics August 2023 – July 2024*

PREMIER UNDERWRITER

Description: Premier Underwriters' company logo will be featured on every page of the *DFI Journal* webpage and on all downloaded journal papers. Premier Underwriters will also be mentioned in DFI's *Deep Foundations* magazine in all articles promoting the journal.

Specs: Submit logo 400 x 400 pixels (WxH) at 72 dpi as JPG or EPS file

Rate: \$1,500 (limited to 8 underwriters)

SUBMISSION

Submit banners and logos with insertion (IO) order to magads@dfi.org.

Download IO at www.members.dfi.org/media-planner/

Questions? Call (412) 683-5227.



**Only eight underwriter spots
available – reserve yours now!**



GROUTLINE: ALL ABOUT GROUTING

DFI is now hosting *GroutLine*, an online library of papers on grouting approaches, procedures and guidelines. Papers have been authored by industry experts and edited by Paolo Gazzarrini, P.Eng., of Sea to Sky Geotech. *GroutLine* currently has more than 300 subscribers, who have access to all articles in the library. New subscribers continue to join.

GROUTLINE SUPPORTER

Description: Supporters' logos are featured on the 'Home' page of **www.groutline.com** and at the top of all *GroutLine* articles.

Specs: Logo at 300 x 300 pixels (WxH) at 72 dpi as JPG or EPS file

Rate: \$600/year

SUBMISSION

Submit logos with an insertion order to **magads@dfi.org**. Download the media planner at **www.members.dfi.org/media-planner**. Questions? Contact **magads@dfi.org**.



CHECK IT OUT

300 Subscribers and growing

65 Accessible papers

DFI PODCASTS: BROADCASTING COMMON GROUND



CHECK IT OUT*

5,000 views

460+ hours of viewing

39,700 impressions

** Analytics from August 2023 to July 2024*

DFI's podcast channel, Broadcasting Common Ground, features a catalog of podcasts offering diverse perspectives on a variety of deep foundations topics. Within each series, our expert hosts speak with industry professionals on everything from career advice to technical deep dives.



CHECK IT OUT*

Game Day at DFI48

2,190 views

150+ hours of viewing

** Analytics from August 2023 to July 2024*

SPONSORSHIPS

Interviews with the Industry 2025 Season: \$3,000 (all Episodes)

- Logo linked to company website on DFI's Podcast web page.
- Logo included in intro and outro graphics (on YouTube Broadcast).
- Logo linked to company website in all series promotional emailed announcements.
- Company name mentioned as series sponsor during audio broadcast closing.
- Company name mentioned as series sponsor in social media promotional posts.

Game Day: \$3,000

DFI's Game Day is broadcast live from the DFI Annual Conference each year, where our podcast hosts speak with attendees, all while broadcasting live over DFI's YouTube channel. It's a great opportunity to gain exposure during the conference, which is attended by approximately 1,000 geoprofessionals, and following the conference for years to come.

- Company name mentioned as sponsor during audio broadcast opening at the Annual Conference and on video posted on YouTube.
- Company name linked to company website in the Game Day description on DFI Podcasts webpage.
- Logo included in intro and outro graphics (on YouTube Broadcast), plus on conference website, program and signage.
- Company name linked to company website in episode promotional emailed announcements.
- Company name mentioned as sponsor in social media promotional posts.

Interested in being a sponsor? Contact podcast@dfi.org.



DFI CONFERENCES AND SEMINARS

As a sponsor of DFI conferences and seminars you have the opportunity to increase your visibility, market your products and services, and improve your recruiting efforts. Each year more than 4,000 professionals attend DFI events. For more information contact events@dfi.org.

PARTIAL LIST OF 2025 EVENTS

New York City Ports and Marine Engineering Seminar
March 27, 2025, Brooklyn, New York

Helical Piles - Tiebacks - Anchors Tradeshow
May 7 - 8, 2025, Durham, Connecticut

DFI / EFFC Geotechnics Reimagined
May 21 - 23, 2025, Bruges, Belgium

SuperPile '25
June 18 - 20, 2025, Cleveland, Ohio

S3: Slopes, Support and Stabilization
August 2025, TBD

DFI's 50th Annual Conference on Deep Foundations
October 20 - 23, 2025, Nashville, Tennessee



WEBINAR SERIES

DFI hosts several webinar series throughout the year that are broadcast live, on-demand and hosted on DFI's YouTube Channel. To support them, contact events@dfi.org.

DFI CORPORATE MEMBER ADVERTISER INFORMATION:

Organization:

(Name as it will appear in Ad Index)

URL:

(web page that your ad will link to in Digital Edition)

Contact Name:

Phone:

Email:

BILLING INFORMATION (invoices will be sent via email):

Organization:

Contact Name and Title:

Phone:

Email:

MAGAZINE:

Print Ad Type: _____ 1/4 Page Vertical _____ 1/2 Page Vertical _____ 1/2 Page Horizontal
_____ Inside Cover _____ Full Page _____ 2 Page Spread
_____ New Member Discount: *Indicate if you are a new DFI corporate member*

Special Position: Position requested: _____ 15% up-charge and DFI acceptance of request

Digital Ads*: _____ Intro Page _____ Top Banner _____ Bottom Banner
_____ Left Skyscraper _____ Right Skyscraper

**limited number of ads, please contact magads@dfi.org to discuss availability*

Choose Issues: _____ Jan/Feb 2025 _____ Mar/April 2025 _____ May/June 2025
_____ July/Aug 2025 _____ Sept/Oct 2025 _____ Nov/Dec 2025

WEBSITE:

_____ Member Directory Page Banner Ad - \$2,500
_____ Member Directory Listing Collateral - \$750 (up to 4 PDFs or videos)
_____ Logo Ad - \$900

JOURNAL:

_____ Premium Underwriter - \$1,500

GROUTLINE:

_____ Supporter - \$600

PAYMENT: (5% discount applies to DFI Magazine contract only paid at the start of the year)

Magazine Ad Total: \$ _____

Digital Magazine Ad Total: \$ _____

Subtotal: \$ _____

Less 5% Prepay Discount: \$ _____ (Prepaid contracts must be paid in 30 days)

Magazine Total: \$ _____

+ Website Ad Total: \$ _____

+ Journal Underwriter Total: \$ _____

+ Groutline Ad Total: \$ _____

Grand Total: \$ _____

Payment By: ☐ Check/Money Order ☐ VISA ☐ MC ☐ AMEX ☐ Discover

Credit Card No.:

Expiration Date:

CVV Code:

Name on Credit Card:

Signature:

2025 MEDIA INSERTION ORDER

TERMS AND CONDITIONS:

By signing you agree to the following:

1. All advertisers must be DFI Corporate Members in good standing.
2. No ads will be accepted without a signed insertion order on file.
3. Insertion orders must be received before or with the ad by the ad submission deadline for each issue. DFI is not responsible to include late arrivals or to modify ads after the deadlines dictated.
4. Insertion orders are commitments to advertise in the issues specified. Cancellations are subject to full payment for the ad space reserved.
5. DFI ad rates are net rates and do not include any commission for ad agencies.
6. It is the advertiser's responsibility to adhere to graphic submission criteria. DFI will notify the advertiser if ads fall below the graphic requirements; however, changes must be made by the advertiser or are subject to production fees.
7. DFI has the right to refuse any ads.
8. Positioning of ads is at the discretion of DFI except where Special Position requests at an additional 15% are acknowledged by DFI.

For companies choosing to run the same ad for all issues: Please note the issue deadlines. If you wish to change your ad for any issue, it is your responsibility to inform us, and to submit a new ad by the appropriate deadline. If a new ad is not received by the issue deadline, we will continue to run the most current ad we have on file.

Signature

Print Name

Date

Email insertion order and artwork to magads@dfi.org | Questions? Call Karol Paltsios at (412) 683-5227