



2026

**DELIVER YOUR MARKETING MESSAGE
TO THE DEEP FOUNDATIONS INDUSTRY**



DEEP FOUNDATIONS INSTITUTE MEDIA PLANNER



**FINDING
COMMON
GROUND**



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

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FINDING
COMMON
GROUND



SOCIAL FOLLOWING

(as of September 2025)



12,400



3,400



1,700



1,950



Just Launched

DEEP FOUNDATIONS INSTITUTE

DFI is an international association whose members are geoprofessionals involved in the design and construction of deep foundations, excavations and tunneling. These project owners, general and specialty contractors, consulting and design engineers, equipment and material manufacturers and suppliers, educators and students gather at conferences, seminars and in committee meetings to network, educate, communicate and collaborate. In these forums they work together to share knowledge and improve the design and construction of projects with complex geotechnical conditions.

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*.

Contractors 34%

Suppliers 25%

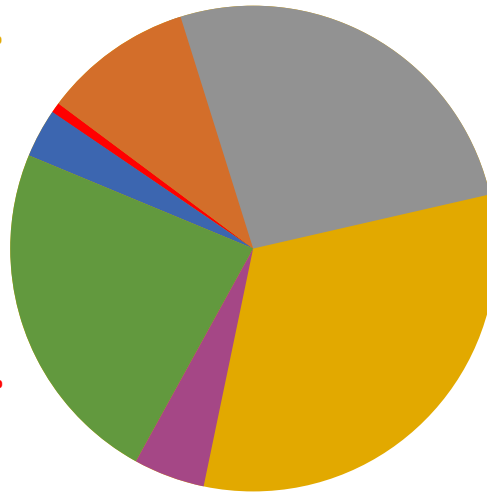
Engineers 24%

Students 10%

Owners 4%

Educators 2%

Associations 1%



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

United States:
76%

Asia:
9%

Canada & Mexico
7%

Europe:
5%

Middle East:
1%

South America:
1%

Pacific:
1%





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 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: Sea Level Impacts — In the run up for the DFI51 Annual Conference this special focus issue delves into the multifaceted challenges and profound global implications that rising sea levels pose, energizing the industry to collaborate on actionable solutions for one of the most pressing challenges of our time.

Nov/Dec: Supporting the Workforce — One of the vital ways we can grow and retain the deep foundation industry's talented workforce is through support — whether that's improving access to mental health resources, creating opportunities for mentorship or demonstrating a solid commitment to safety, and more.

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 individual members and corporate members to submit news releases.

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

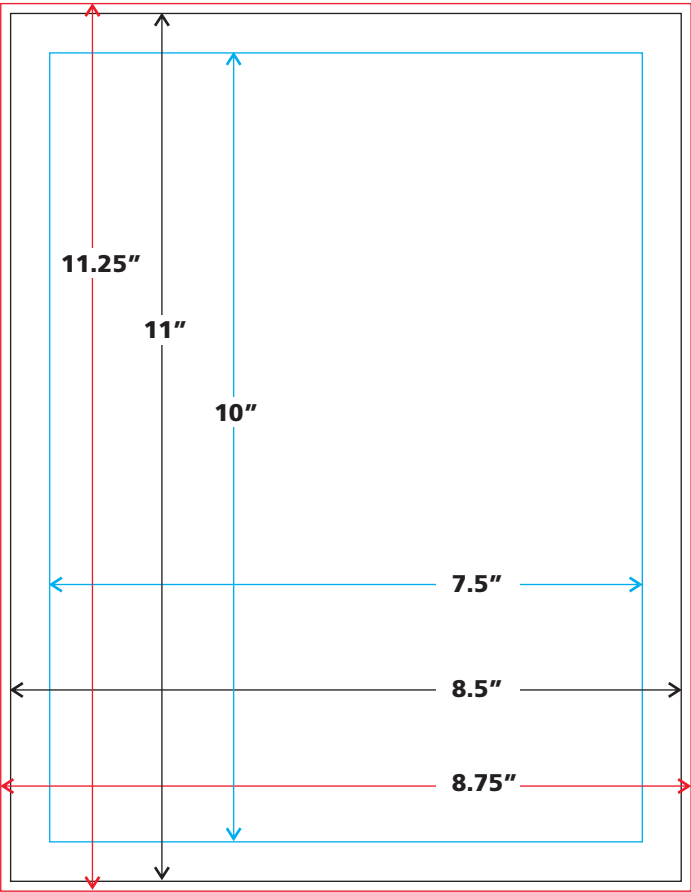


MAGAZINE AD SPECIFICATIONS

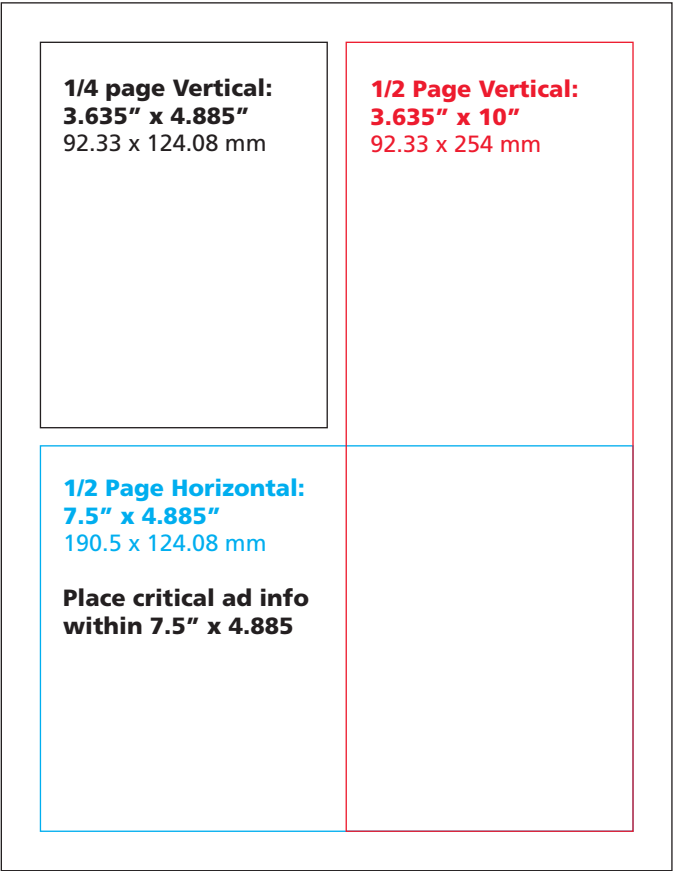
Ad Sizes	Width x Depth (inches)	(millimeters)
2-Page Spread	16"x10"	406.4 x 254
2-Page Spread Bleed	17.5"x11.25"	444.5 x 285.75
Full Page	7.5"x 10"	190.5 x 254
Full Page Bleed	8.75"x 11.25"	222.25 x 285.75
1/2 Page Horizontal	7.5"x 4.885"	190.5 x 124.08
1/2 Page Vertical	3.635"x 10"	92.33 x 254
1/4 Page 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 **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 \$540 off the price of one larger ad.

DEADLINES AND SUBMISSION GUIDELINES

Issue	Deadline	Distribution Date*
Jan/Feb	Dec. 12, 2025	Feb. 2026
Mar/Apr	Feb. 13, 2026	Apr. 2026
May/June (<i>Special Issue, see pg. 4</i>)	Apr. 10, 2026	June 2026
July/Aug	June 12, 2026	Aug. 2026
Sept/Oct	Aug. 7, 2026	Oct. 2026
Nov/Dec (<i>Special Issue, see pg. 4</i>)	Oct. 9, 2026	Dec. 2026

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 **members.dfi.org/media-planner**. Questions? Call (412) 683-5227.

PRINT AD RATES

Ad Size	1x Rate	4x Rate	6x Rate
1/4 Page	\$540	\$535	\$510
1/2 Page	\$860	\$835	\$815
Full Page	\$1,625	\$1,580	\$1,540
Two-Page Spread	\$3,100	\$3,000	\$2,970
Inside Covers	\$2,225	\$2,150	\$2,090

** 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

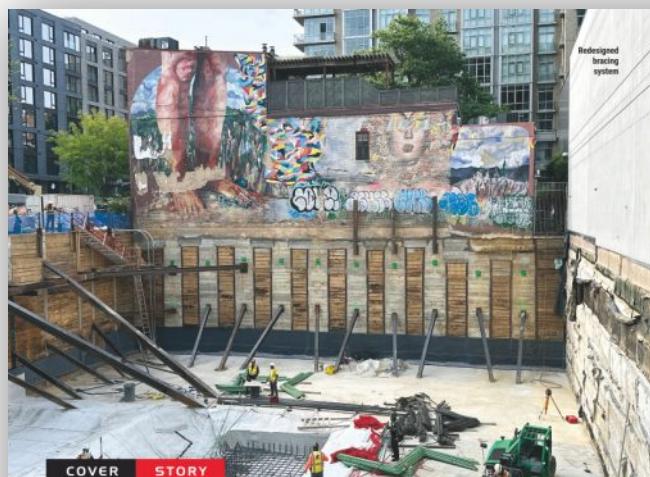
**Skyscraper ads and Banner ads only appear in the two-page view of the digital magazine and are limited to only three companies per issue.*

CHECK IT OUT

3,000+ visits per issue*

76,150+ page views per issue

*January 1 – September 1, 2025



Digging Deep in Washington, D.C.

With its rich history and rapid urban development, the Mount Vernon Triangle neighborhood in Washington, D.C., is ready to welcome a new addition: Claret, a 12-story, 127-condo residence. Tasked to maximize below-grade space for the new development, Steele Foundation converted an existing parking lot by excavating up to approximately 30 ft (9 m) deep. The team navigated many challenges, including proximity to an adjacent building, limited access to the site and a mandate to preserve a century-old Heritage Tree.

Project Background

The project showcases the intricate balance between modern urban development, historic preservation and the complex coordination required to support an excavation in a dense urban setting. Situated in the bustling Mount Vernon Triangle neighborhood, the site presented unique challenges requiring a specialized foundation engineering approach. The catalyst for the project was the growing demand for high-quality residential spaces in the area, combined with the site's strategic location.

AUTHORS Andy Steele, P.E., BC GE, and Morgan Edley, P.E., Steele Foundation

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a specialized foundation engineering approach. The catalyst for the project was the growing demand for high-quality residential spaces in the area, combined with the site's strategic location.

Need for Sheeting and Support of Excavation

Soil borings indicated a mixture of fill materials in the upper 10–20 ft (3–6 m), with some areas having construction debris from past development. Beneath that, dense natural terrace soils were encountered, consisting of medium-stiff to very stiff clay and dense to very dense sand. The deeper layers, below 35 ft (11 m), consisted of competent Potomac Group soils with sand, clay, silt and gravel. Groundwater was encountered about 20 ft (6 m) below the bottom of the excavation and did not pose a significant challenge to the project.

Setback beams and lagging were the most practical solutions to handle these soil conditions, minimizing construction costs and disruptions. This system allowed for staged excavation and controlled wall movement, ensuring the stability of the excavation and adjacent structures. In addition, tiebacks and internal bracing were integrated into the design to provide additional lateral support in constrained areas where excavation pressures were highest. Alternative methods, such as tangent pile walls or soil nail walls, were evaluated but not used due to the higher costs and logistical challenges they would present in the tight urban site.

Challenges and Solutions

Although some deep foundation challenges can be anticipated before a project starts, many can only be discovered once site conditions are uncovered as the work begins. From the start, it was clear that the Heritage Tree, an adjacent utility and an adjacent structure required careful planning and engineering. Once the project started, the team encountered additional obstacles due to the conditions of the adjacent building, changes to an elevator and ramp structure, and severely limited access to the site.

Heritage Tree Preservation—One of the key challenges for the project was preserving a nearly century-old Heritage Tree along the east side of the site. Experts assessed the tree's critical root zone to identify roots that needed safeguarding, using tools to map root systems and monitor the tree's health during the project. Among other measures, organic mulching and soil moisture monitoring were implemented to protect the roots from construction impacts.



The final goal was to meet these requirements and install soldier pile shoring and tiebacks to support the excavation and provide lateral support in line of due to the tree's size.

Frequent site visits and any signs of stress were promptly addressed.

Shallow Foundations of Adjacent Building—An adjacent building with shallow foundations, approximately 3 ft (1 m) below the existing ground surface, marked the site's north side.

The contractor opted for traditional hand-dug underpinning using portable hand tools to stabilize the shallow foundations. Unlike machine-excavated underpinning, hand-dug techniques provide greater control over the excavation process, minimizing the risk of destabilizing nearby foundations. This approach also allowed for construction up to the lot line, maximizing the available finished space on the site, which would not have been possible with larger machinery.

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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

The cover of the digital magazine 'Deep Foundations' is divided into several sections. On the left, there is a vertical sidebar with the text 'Left Skyscraper Space 120 x 600 pixels'. The main cover area features a large image of a building foundation with the title 'Deep Foundations' in a large, bold font. Below the title, there is a subtitle 'MAR/APR 2025 THE MAGAZINE OF THE DEEP FOUNDATIONS INSTITUTE'. The cover also includes several smaller images and text blocks. At the top left, there is a section for 'ONE-STOP FOUNDATION SHOP' with the text 'USA MANUFACTURER RENTAL LOCATIONS WORLD-WIDE EQUIPMENT RESELLER'. Below this, there is a section for 'Versatility, Reliability & Durability' with the text 'DISTRIBUTOR OF WORLD-CLASS DRILL RIGS, TOOLING & MORE BY THESE PARTNERS'. The partners listed are 'ICE', 'ENDE', 'tecniwell', and 'COMACCHIO'. At the bottom left, there is a section for 'ICE DAMPENING SOLUTION' with the text 'ICE® IS THE LEADING USA MANUFACTURER AND GLOBAL DISTRIBUTOR OF FILE DRIVING AND DRILLING EQUIPMENT. WE OFFER A VAST RENTAL FLEET AND SALES NETWORK OFFERING THE MOST ADVANCED AND COMPLETE LINES OF DEEP FOUNDATION EQUIPMENT. ICE® OFFERS MULTIPLE SIZES OF VIBRATORY DRIVERS & EXTRACTORS, IMPACT HAMMERS, DRILLS & DRILL RIGS. AS THE USA MANUFACTURER OF THE POWERFUL 200C, A DRILLER'S FAVORITE COMPANION ON LARGE CAISSON WORK, THE ICE TEAM UNDERSTANDS THE IMPORTANCE OF BEING YOUR ONE-STOP FOUNDATION SHOP.' At the bottom right, there is a section for 'Digging Deep in Washington, D.C.' with the text 'Paw Paw Slope Stabilization', 'Overcoming Geological Challenges in Pittsburgh', 'Foundation Reuse by Increasing Bearing Capacity of Soil', and 'A LOOK BACK Deep Foundations 29 Years Ago'. The cover also includes a QR code and the text '888-ICE-USA1 WWW.ICEUSA.COM MARKETING@ICEUSA.COM'.

Right Skyscraper Space
120 x 600 pixels

Bottom Banner Space

460 x 60 pixels

The page from the digital magazine 'Deep Foundations' features three main articles. The first article, 'Subsurface Characterization for Deep Foundations' by Chair Scott Walker, P.E., G.E., discusses the importance of subsurface characterization for deep foundations and mentions the Geophysics Web Tool Task Force. The second article, 'Testing and Evaluation' by Chair Ryan Allin, P.E., discusses the testing and evaluation committee's work and mentions the High Strain Dynamic Testing (HSDT) Task Force. The third article, 'Tunneling and Underground' by Co-Chairs Renee Fippin, P.E. and Bob Stier, discusses the tunneling and underground committee's work and mentions the Tunneling and Underground Committee. The page also includes a sidebar on the right with the text 'STEEL FOUNDATION SOLUTIONS' and 'NUCOR SKYLINE'. At the bottom of the page, there is a footer with the text '40 • DEEP FOUNDATIONS • JULY/AUG 2025' and 'DEEP FOUNDATIONS • JULY/AUG 2025 • 61'.

DFI WEBSITE ADVERTISING

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



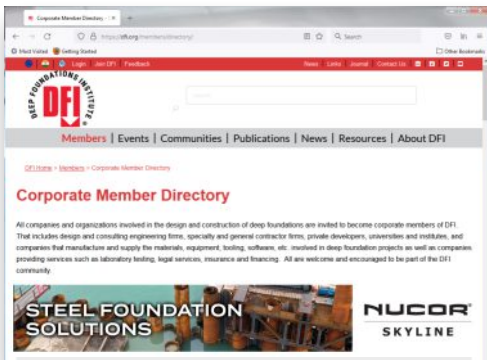
CHECK IT OUT*

Average 5,100+ visits per month

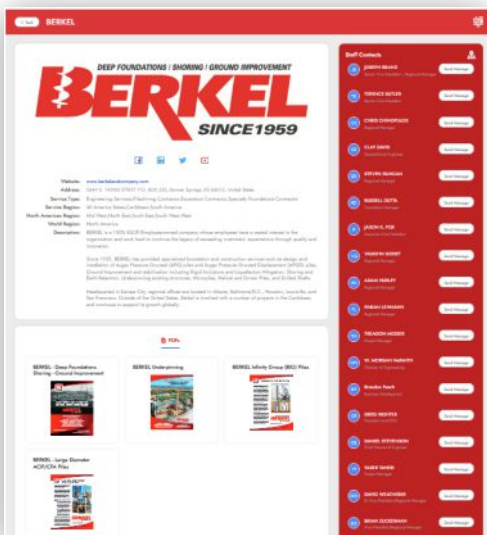
Average 12,445+ page views per month

** Analytics 2024 - July 2025*

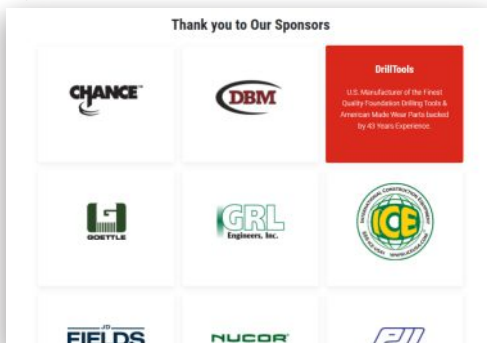
Member Directory Ad



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 **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 **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 **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 2026: Volume 20, Issues 1 and 2.

dfi-journal.org



CHECK IT OUT*

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

Average 1300+ page views per month

** Analytics August 2024-July 2025*

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 members.dfi.org/media-planner/

Questions? Call (412) 683-5227.



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



GROUTLINE: ALL ABOUT GROUTING

DFI hosts *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 370 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 **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

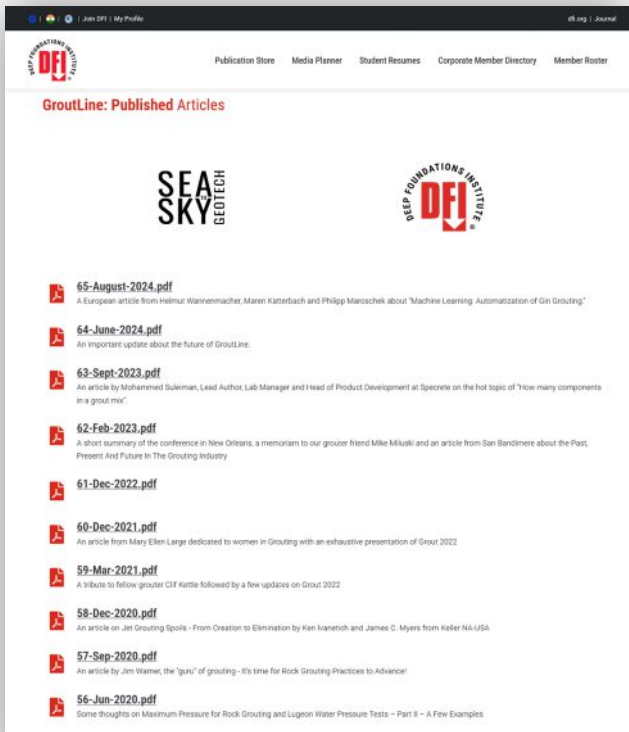
Rate: \$600/year

SUBMISSION

Submit logos with an insertion order to **magads@dfi.org**.

Download the media planner at **members.dfi.org/media-planner**

Questions? Contact **magads@dfi.org**.



CHECK IT OUT

370 Subscribers and growing

65+ Accessible papers

DFI PODCASTS: BROADCASTING COMMON GROUND



CHECK IT OUT*

3,100+ views

26,820 impressions

** Analytics from August 2024 - July 2025*

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.



SPONSORSHIPS

Interviews with the Industry 2026 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 recorded at the DFI Annual Conference each year, where our roving podcast hosts speak with attendees. The podcast is then posted on 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 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 2026 EVENTS

Conference on Foundation Decarb and Reuse

March 24-26, Amsterdam

Rigid Inclusions Summit

March 26, Reston, Virginia

DFI-PFSF Piling & Ground Improvement Conference

May 18-20, Sydney

SuperPile '26

June 24-26, New Orleans

S3: Slopes, Support and Stabilization

August 11-13, Charlotte, North Carolina

DFI 51st Annual Conference on Deep Foundations: Sea Level Impacts-

Navigating Challenges Together

November 2-6, Orlando, Florida



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 2026 _____ Mar/April 2026 _____ May/June 2026
_____ July/Aug 2026 _____ Sept/Oct 2026 _____ Nov/Dec 2026

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:

2026 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