DEEP FOUNDATIONS INSTITUTE MEDIA PLANNER

2024

DELIVER YOUR MARKETING MESSAGE TO THE DEEP FOUNDATIONS INDUSTRY

Finding Common Ground

DEEP FOUNDATIONS INSTITUTE MEDIA PLANNER
DEEP FOUNDATIONS INSTITUTE

DFI is an international association of contractors, engineers, manufacturers, suppliers, educators, owners and students in the deep foundations industry. 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.

CONTENTS

3 Deep Foundations Magazine
DFI’s flagship publication — published six times a year — lets you advertise directly to industry professionals.

4 Testimonials

5 Magazine Deadlines and Submission Guidelines

5 Magazine Ad Rates
Ad rates, prepay discounts and premium position rates

6 Magazine Ad Specifications

7 Digital Ad Specifications

8 Editorial Content
Themed issues and editorial submissions

9 DFI Website Advertising
Enhance your visibility with a with a banner ad, logo ad or add PDFs and videos to your Member Listing page.

10 DFI Journal Advertising
Underwriting this highly-regarded, peer-reviewed publication is a great way to reach worldwide professionals.

11 2024 Insertion Order and Terms and Conditions
A fillable PDF form is at www.dfi.org/resources/media-planner/

12 Sponsorship Opportunities
Additional sponsorship opportunities to build your brand.
Students: 6%
Educators: 3%
Suppliers: 24%
Owners: 4%
Engineers: 28%
Contractors: 34%

DFI MEMBERS
2024 Insertion Order and Terms and Conditions
A fillable PDF form is at www.dfi.org/resources/media-planner/

Sponsorship Opportunities
Additional sponsorship opportunities to build your brand.

DFI Website Advertising
Enhance your visibility with a banner ad, logo ad or add PDFs and videos to your Member Listing page.

DFI Journal Advertising
Underwriting this highly regarded, peer-reviewed publication is a great way to reach worldwide professionals.

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.

- Published bimonthly
- Mailed to more than 3,500 industry professionals
- Sent digitally to 25,000 industry members worldwide
- 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

DIGITAL MAGAZINE PLATFORM

Our responsive, mobile-friendly digital edition of Deep Foundations means no more “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.

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.

- Published bimonthly
- Mailed to more than 3,500 industry professionals
- Sent digitally to 25,000 industry members worldwide
- 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

DIGITAL MAGAZINE PLATFORM

Our responsive, mobile-friendly digital edition of Deep Foundations means no more “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 in Deep Foundations magazine allows MAGNUM Piering to reach a broad range of industry professionals. As an industry leader in quality foundation products, we use Deep Foundations as a resource to showcase our products and elevate the standards of the foundation industry.”

BJ Dwyer, MAGNUM Piering

“Deep Foundations magazine has always provided up-to-date information on new technologies and practices in the design and construction of deep foundations. As a leading provider of geotechnical engineering services throughout the U.S., we have always found your magazine to be a proven resource in the delivery of our services.”

Donald A. Benvie, P.E., P.G., Tectonic Engineering Consultants, Geologists & Land Surveyors

“I look forward every month to receiving my Deep Foundations magazine. I enjoy learning about the high-profile and challenging projects DFI members are working on, reading the perspectives presented by the columnists on everything from geotechnical risk to diversity and inclusion, reminiscing about good times at the events I attended, and getting an update on those I missed. The magazine is a visually appealing and welcome respite from the digital information I’m constantly consuming, and well worth taking a break to read!”

Mary Nodine, P.E., Federal Highway Administration Resource Center

“Deep Foundations magazine is awesome. I love all aspects of it: the in-depth articles about projects, research, experiences, etc., the discussion columns about issues regarding our industry, the technical updates of conferences and DFI technical committees, and updates on people and companies. It is the true common ground between design, construction, academia, developers and suppliers of products. Besides these aspects, there is a special magic about the DFI magazine, it is the smell of the hard copies, the impressive pictures, the outstanding colors and looks that makes it really a special time to go through the magazine and enjoy the ‘people purpose passion’ effects it has.”

Sebastian Lobo-Guerrero Ph.D., P.E., D.GE., American Geotechnical & Environmental Services

“Deep Foundations magazine reflects perfectly what the Deep Foundations Institute is all about, covering all aspects of deep foundations from all possible angles. It contains contributions from around the world by owners, engineers, contractors, equipment manufacturers and academics. And that means that every issue provides the reader with new insights and views on the industry we are all involved with.”

Gerald Verbeek, Allnamics USA
FROM OUR READERS AND ADVERTISERS

Deep Foundations magazine has always provided up-to-date information on new technologies and practices in the design and construction of deep foundations. As a leading provider of geotechnical engineering services throughout the U.S., we have always found your magazine to be a proven resource in the delivery of our services.

Deep Foundations magazine is awesome. I love all aspects of it: the in-depth articles about projects, research, experiences, etc., the discussion columns about issues regarding our industry, the technical updates of conferences and DFI technical committees, and updates on people and companies. It is the true common ground between design, construction, academia, developers and suppliers of products. Besides these aspects, there is a special magic about the DFI magazine, it is the smell of the hard copies, the impressive pictures, the outstanding colors and looks that makes it really a special time to go through the magazine and enjoy the ‘people purpose passion’ effects it has. A magazine like no other in the world regarding deep foundations and ground improvement.

Sebastian Lobo-Guerrero Ph.D., P.E., D.GE., American Geotechnical & Environmental Services

“I look forward every month to receiving my Deep Foundations magazine. I enjoy learning about the high-profile and challenging projects DFI members are working on, reading the perspectives presented by the columnists on everything from geotechnical risk to diversity and inclusion, reminiscing about good times at the events I attended, and getting an update on those I missed. The magazine is a visually appealing and welcome respite from the digital information I’m constantly consuming, and well worth taking a break to read!”

Mary Nodine, P.E., Federal Highway Administration Resource Center

Donald A. Benvie, P.E., P.G., Tectonic Engineering Consultants, Geologists & Land Surveyors

Gerald Verbeek, Allnamics USA

Deep Foundations magazine reflects perfectly what the Deep Foundations Institute is all about, covering all aspects of deep foundations from all possible angles. It contains contributions from around the world by owners, engineers, contractors, equipment manufacturers and academics. And that means that every issue provides the reader with new insights and views on the industry we are all involved with.

Nov/Dec (Special Issue, see pg. 8)

Oct. 11, 2024 Dec. 2024

July/Aug

June 7, 2024 Aug. 2024

Sept/Oct

Aug. 9, 2024 Oct. 2024

Mar/Apr

Feb. 9, 2024 Apr. 2024

May/June (Special Issue, see pg. 8)

Apr. 12, 2024 June 2024

DEADLINES AND SUBMISSION GUIDELINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
<th>Distribution Date*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>Dec. 8, 2023</td>
<td>Feb. 2024</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>Feb. 9, 2024</td>
<td>Apr. 2024</td>
</tr>
<tr>
<td>May/June (Special Issue, see pg. 8)</td>
<td>Apr. 12, 2024</td>
<td>June 2024</td>
</tr>
<tr>
<td>July/Aug</td>
<td>June 7, 2024</td>
<td>Aug. 2024</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>Aug. 9, 2024</td>
<td>Oct. 2024</td>
</tr>
<tr>
<td>Nov/Dec (Special Issue, see pg. 8)</td>
<td>Oct. 11, 2024</td>
<td>Dec. 2024</td>
</tr>
</tbody>
</table>

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

PRINT AD RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x Rate</th>
<th>4x Rate</th>
<th>6x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Page</td>
<td>$510</td>
<td>$495</td>
<td>$475</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$810</td>
<td>$785</td>
<td>$765</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,550</td>
<td>$1,490</td>
<td>$1,450</td>
</tr>
<tr>
<td>Two-Page Spread</td>
<td>$2,915</td>
<td>$2,825</td>
<td>$2,795</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>$2,085</td>
<td>$2,025</td>
<td>$1,970</td>
</tr>
</tbody>
</table>

*All ads are full-color.

AD RATES – DIGITAL MAGAZINE*

<table>
<thead>
<tr>
<th>Type</th>
<th>Position</th>
<th>Per Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Intro Page</td>
<td>Left of Cover</td>
<td>$1,500</td>
</tr>
<tr>
<td>Skyscraper Ads*</td>
<td>Visible in 5 places/issue</td>
<td>$625</td>
</tr>
<tr>
<td>Banner Ads*</td>
<td>Visible in 5 places/issue</td>
<td>$625</td>
</tr>
</tbody>
</table>

*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.
### MAGAZINE AD SPECIFICATIONS

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

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

*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.*

**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)

---

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

*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.*

**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)

---

**1/4 page Vertical:** 3.635” x 4.885”
92.33 x 124.08 mm

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

**1/2 Page Horizontal:** 7.5” x 4.885”
190.5 x 124.08 mm

Place critical ad info within 7.5” x 4.885
**DIGITAL MAGAZINE AD SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Ad Types</th>
<th>Width x Depth</th>
<th>Special Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner*</td>
<td>460 x 60 pixels</td>
<td>Visible in 5 places/issue</td>
</tr>
<tr>
<td>Bottom Banner*</td>
<td>460 x 60 pixels</td>
<td>Visible in 5 places/issue</td>
</tr>
<tr>
<td>Left Skyscraper*</td>
<td>120 x 600 pixels</td>
<td>Visible in 5 places/issue</td>
</tr>
<tr>
<td>Right Skyscraper*</td>
<td>120 x 600 pixels</td>
<td>Visible in 5 places/issue</td>
</tr>
</tbody>
</table>

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

---

**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

---

**Bottom Banner Space**

460 x 60 pixels

---

**Magazine Cover**

---

**Right Skyscraper Space**

120 x 600 pixels

---

Questions? Contact magads@dfi.org • 7
SPECIAL ISSUES

Magazine Themed Issues 2024

May/June: In collaboration with the Deep Foundations for Landslides/Slope Stabilization and Anchored Earth Retention committees, this special issue explores advancements in landslide/slope stabilization using deep foundations or ground improvement, deep excavations, earth retention and much more.

Nov/Dec: Digitalization, automation and an increased emphasis for sustainability are among the many initiatives driving change for the deep foundations industry – and that is only the tip of the iceberg. Future Forward, 2024’s second special issue of Deep Foundations magazine, looks ahead to new technologies, digital advancements and opportunities that await the industry.

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.
**DFI WEBSITE ADVERTISING**

You can enhance your ‘Corporate Member Directory’ page listing by advertising on the DFI website. There are three options. You can run a rotating banner ad on the ‘Directory’ page or run an animated logo ad that appears on the ‘Resources’ page. Members have the opportunity to add up to four PDFs and or videos on their ‘Member Listing’ page to promote their company’s products and services.

**CORPORATE MEMBER DIRECTORY PAGE BANNER AD**

*Description:* Ten, 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 10 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:* Full-color animated logo featuring 300-character description on ‘Resources’ web page that links directly to your company website.

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

*Rate:* $800/12-month posting

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

**SUBMISSION**

Submit banners and logos with insertion (IO) order to magads@dfi.org. Download IO at www.dfi.org/resources/media-planner/

Questions? Call (412) 683-5227.
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 - Vol. 18, Issues 1 and 2.

www.dfi-journal.org

### 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 for 2024 (limited to 6 underwriters)

### SUBMISSION

Submit banners and logos with insertion (IO) order to magads@dfi.org. Download IO at www.dfi.org/resources/media-planner/

Questions? Call (412) 683-5227.

Only six underwriter spots available – reserve yours now!
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 ADVERTISING

Print Ad Type: ___ 1/4 Page Vertical  ___ 1/2 Page Vertical  ___ 1/2 Page Horizontal
___ Inside Cover  ___ Full Page  ___ 2 Page Spread

Special Position: Please note the requested position for 15% additional 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 2024  ___ Mar/April 2024  ___ May/June 2024
___ July/Aug 2024  ___ Sept/Oct 2024  ___ Nov/Dec 2024

WEBSITE ADVERTISING:

___ Member Directory Page Banner Ad - $2,500
___ Member Directory Listing Collateral - $750 (up to 4 PDFs or videos)
___ Logo Ad - $800

JOURNAL ADVERTISING:

___ Premium Underwriter - $1,500

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: $____________________
Grand Total: $____________________

Payment By:  □ Check/Money Order  □ VISA  □ MC  □ AMEX  □ Discover
Credit Card No.: ____________________________  Expiration Date: ____________________________
CVV Code: ____________________________  Name on Credit Card: ____________________________
Signature: ____________________________

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

2024 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: ____________________________  Date: ____________________________
Print Name: ____________________________

Questions? Contact magads@dfi.org  •  11
SPONSORSHIP OPPORTUNITIES

There are several other opportunities to deliver your marketing message to the deep foundations industry worldwide.

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.

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 PODCASTS:
BROADCASTING COMMON GROUND

In 2021, DFI launched a new podcast channel – Broadcasting Common Ground. Since then, we have launched five podcast series with almost 15,000 views. As a Series Sponsor or an Episode Sponsor you can build name recognition with thousands of viewers. For details, contact podcast@dfi.org.