

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

## REACH THE GROWING SEGMENTS OF THE PILE DRIVING, DEEP FOUNDATION AND MARINE CONTRACTOR INDUSTRIES

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

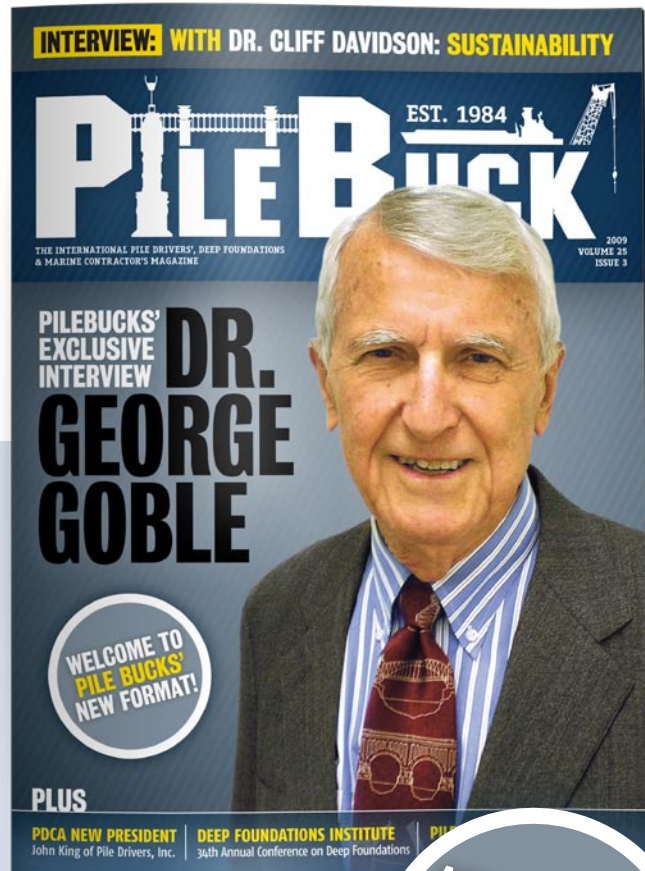
Since 1984, PILE BUCK has been a source of current news, event information, engineering tips, and supplier information.

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

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

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

*\*from the Pile Buck Mailing List*



ASK ABOUT OUR  
ONLINE  
ADVERTISING  
OPPORTUNITIES

### EDITORIAL & ADVERTISING OFFICE

Pile Buck International, Inc.  
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## PILE BUCK PUTS NEWS ABOUT THE INDUSTRY UP FRONT

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

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

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

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

## OUR MISSION

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

## PARTNERSHIP BENEFITS

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

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



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## PILE BUCK CONTENT & DESIGN

Delivering a global, insider view of pile driving, deep foundations and marine contracting industries, *PILE BUCK* newspaper is a stand alone newspaper reaching successful and industry-savvy readers. Subscribers are targeted based on their professions, industry affiliation and interest in pile driving, deep foundations and marine contracting.



## MORE CONTENT... IN 2010!

*PILE BUCK* Style & Design ascends to new heights as it increases its coverage to include the Asian markets in 2009. Now you'll have more opportunities to target *PILE BUCK's* most successful, influential and industry-savvy readers who are committed to knowing about the latest innovations, events and changes. Equipment dealers, consulting services, engineering firms, manufacturers, steel services, contractors and traditional services all have a home in *PILE BUCK*.

- Informative articles
- Industry press releases
- New product information
- Pile Buck classified ads
- Pile Buck directory ads



Target *PILE BUCK's* most successful, influential and industry-savvy readers.

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## DISPLAY ADVERTISING RATES & MECHANICS

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

UNIT	DIMENSIONS	1X	12X
1/16 Page	1.65" W x 2.25" H <i>no bleed</i>	\$156	\$132
1/8 Page	3.5" W x 2.25" H <i>no bleed</i>	\$252	\$210
1/4 Page	3.5" W x 4.75" H <i>no bleed</i>	\$476	\$390
1/2 Page	6.875" W x 4.75" H <i>no bleed</i>	\$780	\$660
Full Page	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,320	\$1,100
Double Page	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$2,040	\$1,800

### PREMIUM UNITS

Inside Front Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,480	\$1,200
Inside Back Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,460	\$1,190
Back Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,500	\$1,300
First Interior Page (Page 1)	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,500	\$1,300
Center Spread	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$2,640	\$2,300

The listed rates are for Pile Buck® magazine.

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Fax: 772-539-7102

Email: [info@pilebuckinternational.com](mailto:info@pilebuckinternational.com)  
Website: [www.pilebuck.com](http://www.pilebuck.com)

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

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Website: [www.dmgatlanta.com](http://www.dmgatlanta.com)

**BUY YEARLY & SAVE 20-25%**

## FILE REQUIREMENTS

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

All other applications please call for specific technical information.

## CLASSIFIED ADVERTISING RATES & MECHANICS

UNIT	2X	3X	4X	12X
1-Inch	\$130	\$125	\$115	\$105
2-Inch	\$335	\$315	\$294	\$273
3-Inch	\$504	\$473	\$432	\$401
4-Inch	\$663	\$618	\$576	\$535

Maximum is 4 inches, thereafter Display Rates apply. Classified ad text is one-color only (black). Color images can be sent but require 3 or 4 inch Units. To estimate length, assume 25 words per inch. Include headline & address in word count.

## DIRECTORY ADVERTISING RATES & MECHANICS

UNIT	DIMENSIONS	1X	3X	6X	9X	12X
1/10 Page Horizontal	3.4" W x 1.65" H <i>no bleed</i>	\$175	\$165	\$155	\$145	\$132
1/10 Page Vertical	1.65" W x 3.4" H <i>no bleed</i>	\$175	\$165	\$155	\$145	\$132
1/20 Page	1.65" W x 1.65" H <i>no bleed</i>	\$135	\$125	\$115	\$105	\$92

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## PRODUCT RELEASE RATES & MECHANICS

UNIT	DIMENSIONS	ADVERTISERS	NON ADVERTISERS
Full Page	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$800	\$960
1/2 Page	6.875" W x 4.75" H <i>no bleed</i>	\$500	\$625

You must advertise in the same issue to get the advertiser rate on a Product Release.