

The logo for ICF Builder is presented in a white-bordered box. The top half of the box contains the letters "ICF" in a large, bold, white sans-serif font against a solid orange background. The bottom half of the box contains the word "BUILDER" in a smaller, bold, orange sans-serif font against a white background.

ICF BUILDER

The Insulating Concrete Forms Magazine

The text "2012 MEDIA KIT" is positioned in the lower right quadrant of the image. "2012" is written in a white, italicized serif font. "MEDIA KIT" is written in a large, bold, white serif font with a thick orange outline. The background for this text is a dark, semi-transparent rectangular area.

2012
MEDIA KIT

Distribution

If you want to reach the ICF industry, advertise in ICF BUILDER.

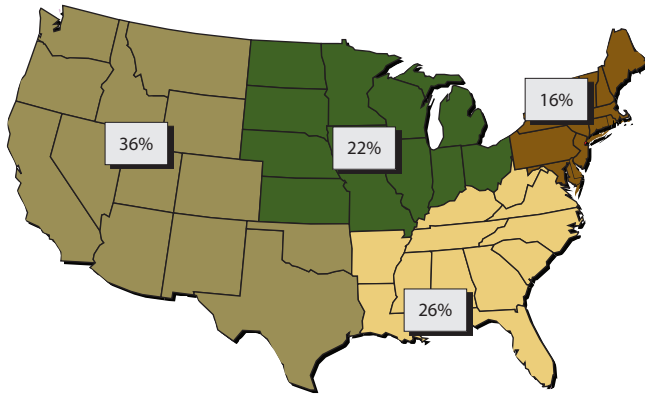
You will not find a more cost-effective way to reach your audience.

Over the past seven years, we have fine-tuned our subscription base and distribution plan to ensure you receive the maximum return on your advertising investment.

We mail more than 20,000 copies of each issue to homebuilders, commercial contractors, foundation installers and architects who either use ICFs or are considering making the switch. Each magazine we mail is read on average by 3-5 people, helping your message reach about **80,000 people** interested in your product.

Geographically, we reach all 50 states and Canada, and more than a dozen foreign countries, but most of our readership is concentrated in those areas where ICF construction is growing or already established.

Our readers include members of the ICFA, the National Ready Mix Association and nearly every ICF distributor and installer in North America.



In addition to our qualified circulation, thousands of copies are distributed at trade shows and ICF training seminars worldwide. These magazines go to individuals who have paid to learn about ICFs, and are looking for suppliers to establish long-term relationships.

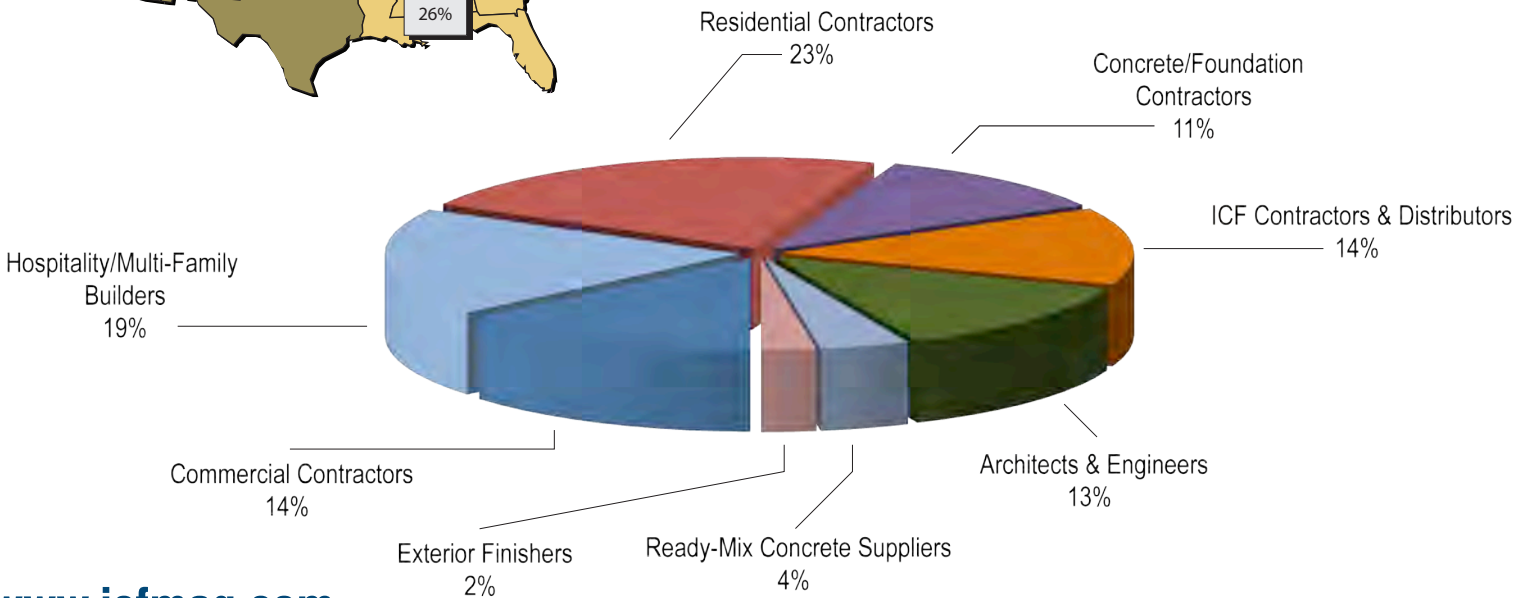
We recognize that budgets are a little tight again this year, so we've found ways to make your marketing dollars even more effective.

Despite constantly increasing postage and paper prices, we've held our rates at the same level for the past five years. We're committed to proving we are the most cost-effective advertising vehicle for the ICF industry.

"As a 15-year veteran of the ICF industry I want to thank you for the service you provide. I have followed your magazine for a number of years and I eagerly read each new issue. ICF Builder is the most "concentrated" and carefully produced source for ICF information available to our industry."

—Jeffrey Childres

Arxx Corp./North State PolySteel



www.icfmag.com



Ad Rates/ Sizes

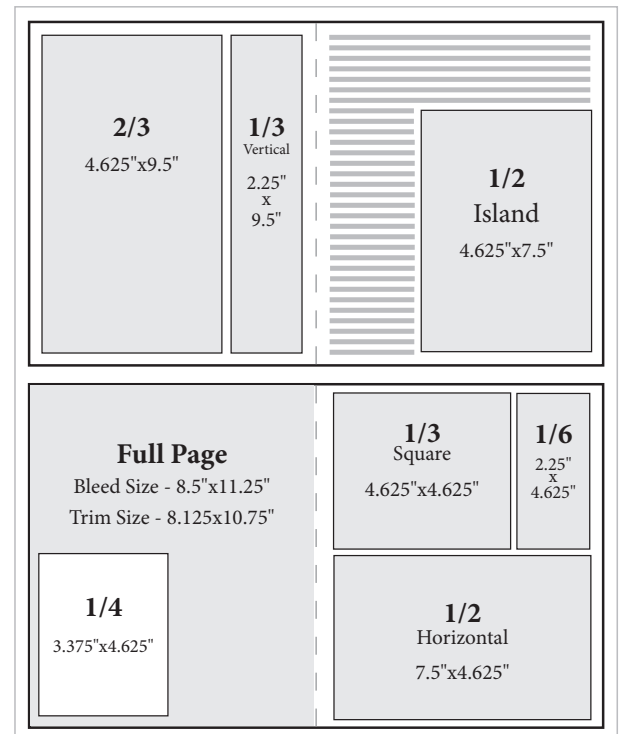
Magazine Ad Dimensions	One Time	Three Time	Six Time
Back Cover* (8.5" x 11.25")	\$6,220	\$5,287	\$4,494
Inside Cover* (8.5" x 11.25")	\$5,722	\$4,864	\$4,134
Full Page* (8.5" x 11.25")	\$4,976	\$4,230	\$3,595
2/3 Page (4.625" x 9.5")	\$3,996	\$3,397	\$2,887
1/2 Island (4.625" x 7.25")	\$3,344	\$2,842	\$2,416
1/2 Horizontal (7.25" x 4.625")	\$2,943	\$2,502	\$2,126
1/3 Vertical (2.25" x 9.5")	\$2,327	\$1,978	\$1,681
1/3 Square (4.625" x 4.625")	\$2,327	\$1,978	\$1,681
1/4 Page (3.375" x 4.625")	\$1,669	\$1,419	\$1,206
1/6 Page (2.25" x 4.625")	\$1,124	\$955	\$812

Website Ad Dimensions	Three Month	Six Month	One Year
468x60 Pixels**	\$425/mo.***	\$325/mo.***	\$225/mo.***
120x240 Pixels	\$350/mo.***	\$250/mo.***	\$150/mo.***
120x120 Pixels	\$275/mo.***	\$175/mo.***	\$75/mo.***

*Trim size of finished magazine is 8.125" x 10.75." **Will share location with no more than 2 other advertisers. ***Must be prepaid yearly.

2011 Web Stats

- 2.8 Million Hits
- 56,379 Unique Visitors
- 178,300 Banner Ad Impressions
- Visits from 157 Countries/Territories
- www.icflist.com Most Comprehensive ICF Installer Database Available Anywhere!



Digital Specifications

Platforms: Macintosh or PC

Media Accepted: CD, files via E-mail or FTP.

Formats Accepted: Photoshop, Illustrator, InDesign, or Adobe Acrobat PDF.

Color: All Color images should be converted to CMYK format.

Graphics: Resolution needs to be at least 300 dpi in TIFF or EPS format. Summit Publishing does not assume responsibility for poor reproduction of non-compliant images.

Additional Services: Inserts, poly bagging, and other services are available upon request

For additional online advertising opportunities visit: www.icflist.com

Editorial Calendar 2012

ICF Builder has gained a reputation as the most comprehensive, reliable, and up-to-date source of information for the ICF industry. Respected industry experts and well-known contractors regularly contribute their insights as guest writers. In 2012, the magazine will feature even more experts, more often, so we can bring you more of the information you need, written from a real-world, boots-on-the-ground perspective.

Columns and Departments Featured Regularly Include:

Contractors Corner: Highly-regarded ICF experts offer advice on sticky construction challenges, contracts, pricing, etc.

Green Building: Find out how ICFs compare to and complement the latest trends in sustainable construction.

Talking Business: From business plans to social media, our small business experts give you the understanding you need to compete effectively

Design Perspectives: A variety of experienced ICF architects and engineers look at the industry from the design community's point of view.

ICF News Roundup: Industry news in an easy-to-read format.

New Products: Technologies and tools that contractors need to know about.

NEW Personalities: A who's who of industry players, where they're working, and how they've found success.

With this combination of features and departments, we're confident you will not find a better source of ICF information anywhere.

Features

March/April—Builder Awards

Cover Feature: ICF Builder Award Winners (Listings Only)
Project Profile: Award Winning Projects: Light Commercial
Additional Story: Finding Qualified ICF Installers

May/June—Green Building

Cover Feature: Temperature Wicking: Myth or Reality?
Project Profile: Award Winning Projects: Large Residential
Additional Story: Air Exchangers and Energy Efficiency

July/August—Product Directory

Cover Feature: ICF Product Directory
Project Profile: Award Winning Projects: MultiFamily
Additional Story: International ICFs: The Middle East
Additional Story: When Tech Assistance is Needed: Tips for DIY's

September/October—Technical

Cover Feature: Engineering for Storm Surge
Project Profile: Award Winning Projects: Small Residential
Additional Story: Turnbuckle Bracing: A Market Comparison
Additional Story: Window Bucks and Air Infiltration

November/December—Commercial Construction

Cover Feature: ICFs and Big Box Retail Construction
Project Profile: Award Winning Projects: Heavy Commercial
Additional Story: Tips for a Safe and Efficient Pour
Additional Story: ICF Mega-Home

January/February—Forecast and Report

Cover Feature: 2012: Industry in Review
Additional Story: ICF Forecast 2013
Project Profile: Award Winning Projects: Unlimited Residential
Additional Story: Comparison Chart
Additional Story: IBS & WOC Trade Show Preview

Deadlines

Space Reservation:
 January 13, 2012
Camera Ready:
 January 20, 2012

Space Reservation:
 March 16, 2012
Camera Ready:
 March 23, 2012

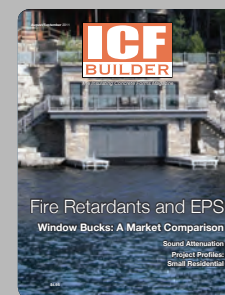
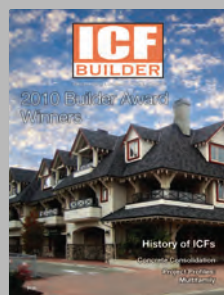
Space Reservation:
 May 18, 2012
Camera Ready:
 May 25, 2012

Space Reservation:
 July 13, 2012
Camera Ready:
 July 20, 2012

Space Reservation:
 September 14, 2012
Camera Ready:
 September 21, 2012

Space Reservation:
 November 2, 2012
Camera Ready:
 November 9, 2012

www.icfmag.com



Contact Us

ICF Builder Magazine
 884 East 700 North
 Mapleton, Utah 84664
www.icfmag.com

Advertising Manager
Craig Shorts
 Direct: 801-310-8320
 Toll free: 877-229-9174 xt.1
craig@icfmag.com

Editor
Clark Ricks
 Direct: 801-310-8319
 Toll free: 877-229-9174 xt.2
editor@icfmag.com

Circulation Manager
Monica Hall
 Toll free: 877-229-9174 xt.3
monica@icfmag.com