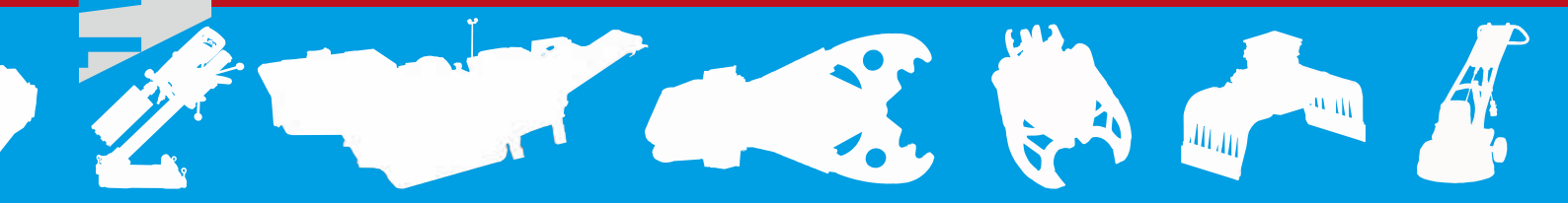


PROFESSIONAL DEMOLITION AMERICAS

Your Gateway to North, Central and South America



Your Gateway to the North, C

pda, Professional Demolition Americas, is your best choice for reaching the entire North, Central, and South American demolition, concrete cutting and recycling industries.

pda is a new network hub for professionals involved in demolition; concrete sawing and drilling with diamond tools; recycling of all sorts of waste, concrete

floor grinding and polishing; hazardous waste handling; soil remediation; scrap handling; dust and concrete slurry extraction; and recycling, hydrodemolition and related sectors.

The centerpiece of **pda** is our quarterly magazine, but there's much, much more. **pda** is also a website updated weekly with news and insights drawn from a diverse

range of media sources. This means that you as a contractor always are up to date on the trends and issues that affect your business. For manufacturers and distributors, **pda** gives you timely, direct access to the buyers you want and need to reach.

pda debuts in 2013 with two printed and digital versions to be published in the spring and one during the fall. Begin-



Central and South American De

ning in 2014 **pda** will run quarterly, with an estimated initial distribution of more than 20,000 issues. That means more than 100,000 professionals will see each issue of **pda**.

The magazine will mix short news flashes with longer reports, feature stories, and surveys conducted by **pda**'s skilled staff of journalists and correspondents.

While **pda**'s primary focus will be North, Central, and South America, we will also include timely industry news from all over the world.

To become a regular subscriber to **pda**, please log on to pdamericas.com and register. The annual subscription fee is US \$45 for the hard copy alone, and US \$55 for both the hard copy and digital versions.

The digital version will be e-mailed to you on the publishing day. A digital-only subscription is US \$20. (NOTE: There will be no charge for the pilot issues of **pda**). You can also follow **pda** on social media like Facebook, LinkedIn and Twitter.

Come see what **pda** has to offer. The gateway is open, and we're ready to serve you.

pdamericas.com



Demolition Markets.



Advertising Rates in US\$, 4c

No. OF INSERTIONS:	1X	2X	3X	4X
DPS	8000	7600	7300	6700
Full Page	4100	4000	3800	3500
Half Page	2500	2400	2200	1900
One Third Page	2000	1900	1700	1500
Quarter Page	1700	1600	1400	1100

Island position 15% extra on page rates. Cover position 30% extra on page rates. For rates on enclosures contact the editorial office or your local sales representative.

Website advertising, US\$

PERIOD:	1 month	3 months	6 months	12 months
Large banner (468x60 pxl)	500	900	1400	2400
Medium banner (120x180 pxl)	400	700	1100	1700
Small banner (120x120 pxl)	300	500	800	1200

Copy date and cancellations

Copy date is 3 weeks prior to month of publication. Cancellations should be made a minimum 5 weeks prior to month of publication.

Deadlines 2013

Spring Pilot Issue 2013

Editorial: Feb 10 Advertising: Feb 16 Distribution: February

Fall Pilot Issue 2013

Editorial: Sept 27 Advertising: Sept 27 Distribution: October

Mechanical details (width x depth)

DPS TRIM SIZE: 400x233mm (15.78in x 9.17in) **DPS BLEED SIZE:** 420x260mm (16.53in x 10.23in)

FULL PAGE TRIM: 190x233mm (7.48in x 9.17in) **FULL PAGE BLEED:** 210x260mm (8.26in x 10.23in)

HALF PAGE (V): 88x233mm (3.46in x 9.17in) **HALF PAGE (H):** 190x114mm (7.48in x 4.48in)

1/3 PAGE (V): 59x233mm (2.32in x 9.17in) **1/3 PAGE (H):** 190x74mm (7.48in x 2.92in)

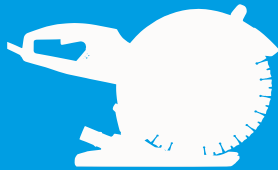
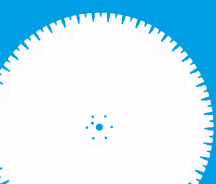
1/4 PAGE (V): 44x233mm (1.73in x 9.17in) **1/4 PAGE (H):** 190x54mm (7.48in x 2.14in)

1/4 PAGE (V): 88x114mm (3.46in x 4.48in) **TYPE PAGE SIZE:** 190x233mm (7.48in x 9.17in)

Calculate 4 mm (0.15in) bleed on bleed size ads.

Editorial material and advertising artwork

Digital material as ready advertisements, texts and pictures should be sent by e-mail or posted on a CD, DVD or USB. If using e-mailed send to info@pdamericas.com. We handle Mac or PC formats. Progressive proofs or chromaline for best printing quality should be posted separately. Resolution should be 300 dpi using colour mode CMYK. Photos or ads supplied in RGB will be converted to CMYK using Photoshop and may result in colour variation.





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pda magazine

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