

PILEBUCK™

ESTABLISHED 1984

THE DEEP FOUNDATIONS AND
MARINE CONSTRUCTION MAGAZINE

2024 MEDIA KIT



TESTIMONIALS

“ I particularly enjoy reading *Pile Buck* regularly because of the personal slant the writers weave within many articles. For many of us in the industry, our long time relationships with our business and professional associates represents an important segment of our personal life experiences. I consider this to be very important and something which I greatly value!”

~ JERRY A. DIMAGGIO, PE, D.GE, F.ASCE

“ *Pile Buck* is setting the bar high for modern trade publishing by cranking out high-quality print and digital editions, while also sharing strong content via its website, blogging, e-mail, and social media. I would highly recommend it to construction and design firms with a vested interest in the deep foundations and marine construction sectors.”

~ BRIAN FRALEY - FRALEY CONSTRUCTION MARKETING

“ I have been most impressed by the evolution of *Pile Buck* Magazine. It has morphed into one of the best publications in the deep foundation industry. Every issue is full of good, useful information, is well designed, and is very reader-friendly. I commend you and your staff on bringing this publication to the high standard that it has achieved.”

~ S. SCOT LITKE, HON. D.GE

“ We've been advertising with *Pile Buck* for a number of years and can't say enough good things about the quality of the magazine, as well as the professionalism and efficiency of Alex and the team.”

~ DAVE SWAIN - OLIN PUMP

“ As a subscriber and contributor with clients rooted in pile foundation work I can attest – *Pile Buck* is read with keen interest as cutting edge information in an ever smaller and competitive international construction world. I learn what's happening real time from the respected experts. *Pile Buck* defines the bridge between commerce, emerging technologies, infrastructure, design and build.”

~ MARK RICE - ATTORNEY

“ We recently added *Pile Buck* to our advertising portfolio. It's a decision we've been extremely happy with – our ads have great visibility and the value added program *Pile Buck* extends to its advertisers is one of the best. The magazine is well-done and offers some of the industry's most complete coverage. In addition, the team at *Pile Buck* is great to work with.”

~ ROXIE COMSTOCK - BELLINGHAM MARINE

“ I recommend advertising in *Pile Buck* to any firm that is targeting the foundations market – they are a very good value for the advertiser. They have provided great service to my clients for many years, thanks to their excellent reach within the industry and interesting articles. People actually READ *Pile Buck* – so the ads are noticed. Their blog is a bonus – whenever I send them a press release on behalf of one of my clients they put it up almost immediately. Alex runs a tight ship and is a pleasure to work with.”

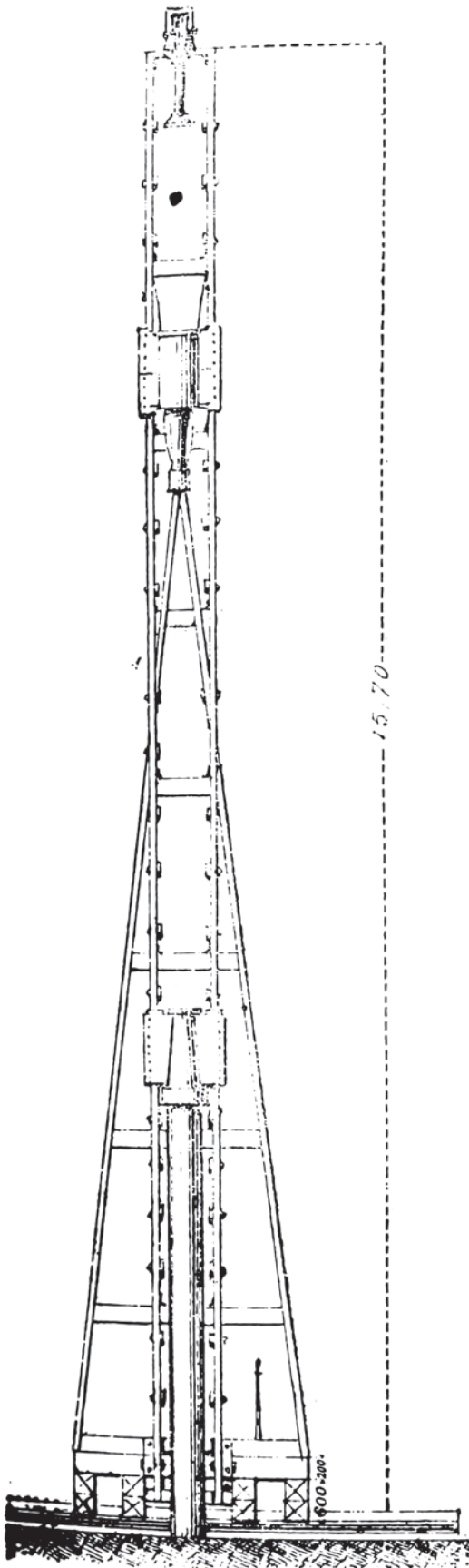
~ GINA BEIM - MCDA CONSULTING LLC

“ In an industry where everyone stands on each other's shoulders to see a little farther, *Pile Buck* is the publication to read, whether you're a Professor or Greenhorn Apprentice. The professor can get a little insight to the dirty boots perspective, while the pilebuck himself or herself can see and better understand the wider industry around them. Same goes for the engineer, the manufacturer, the supplier, the contractor – everyone has a little bit to learn from one another and they can do so by reading *Pile Buck*.”

~ GEORGE R. COMPTON, III - CONSTRUCT MARKETING

“ *Pile Buck* is a key independent voice and information source for the deep foundations and marine construction industries. I have been associated with this publication in many ways for over thirty years and cannot think of one that has disseminated more useful information through the newspaper, books and software for our industry. I know that I have certainly benefited from it and can recommend it without reservation.”

~ DON WARRINGTON - VULCAN HAMMER



2 TESTIMONIALS

See what industry professionals have to say about Pile Buck.

4 INTRODUCTION

Learn more about *Pile Buck*, the leading deep foundations and marine construction magazine for 30+ years.

6 PILE BUCK’S FORMAT

Take a look at what each issue has to offer, including job stories, interviews, tips, and more.

7 THE PILE BUCK PHILOSOPHY

The methods in which Pile Buck promotes each client.

9 CIRCULATION

Each issue is promoted via our website, various forms of social media, and email newsletters.

10 MAGAZINE ADVERTISING RATES AND MECHANICS

Pile Buck offers a range of ad sizes from an 1/8 to a double page.

11 ADDITIONAL ADVERTISING RATES AND MECHANICS

Pile Buck offers ad space with its digital edition.

12 PILEBUCK.COM ADVERTISING RATES AND MECHANICS

The Pile Buck website features exclusive industry articles that you won’t find anywhere else.

13 PILE BUCK E-NEWSLETTERS

Pile Buck’s email database consists of 50,000 hand-picked, clean contacts built over the years.

14 PB TOTAL ENGAGEMENT PACKAGES

Looking for a more effective digital marketing strategy? We have the experience and resources to make your brand reach its full potential.

16 INSERTION ORDER

Want to get started? Here’s a complete list of prices.

PILE BUCK INTERNATIONAL, INC.

P.O. Box 64-3609
 Vero Beach, FL 32964-3299
 Phone: 772-492-1056
 Toll Free: 866-573-0708
 Email: info@pilebuck.com
 Website: www.pilebuck.com

Alex Smoot
 Managing Editor
 Email: alex@pilebuck.com

SINCE 1984, PILE BUCK HAS BEEN THE LEADING SOURCE OF DEEP FOUNDATIONS AND MARINE CONSTRUCTION INFORMATION



**OVER
15,000+
READERS
AND GROWING
DAILY!**

Published every two months, *Pile Buck* pursues a mission to generate interest in the industry with unique content such as recent news, job stories, supplier information, safety tips, technical articles, exclusive interviews, and event information.

Pile Buck is distributed internationally to contractors, engineers, material/equipment suppliers, government employees, educators – just to name a few.

QUICK FACTS

- *Pile Buck* was first released as a newspaper in 1984.
- *Pile Buck* is a digital magazine.
- *Pile Buck* is published every two months.
- *Pile Buck* is distributed to 125+ different countries.
- Complimentary issues of *Pile Buck* are available at major tradeshows.
- Additional, exclusive content can be found on the *Pile Buck* website.

PILE BUCK CONTENT

Each issue of *Pile Buck* features a balance of deep foundations and marine construction content, including, but not limited to, pile driving, foundation drilling, geotechnical engineering, as well as the categories listed below.

In addition, Pile Buck guarantees that each advertisement is placed with the appropriate content, often including advertisers' own articles and press releases.



- 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



PILE BUCK HISTORY

Pile Buck was founded in 1984 in Jupiter, FL. Originally a newspaper, *Pile Buck* was published twice-a-month and focused solely on pile driving and marine construction.

For almost 40 years, *Pile Buck* has grown exponentially and now considers itself a “deep foundations and marine construction” magazine, including additional content such as foundation drilling and geotechnical engineering.

PILE BUCK'S FORMAT

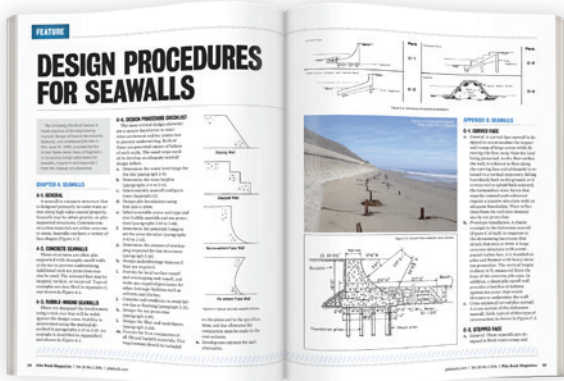
WHAT TO EXPECT IN PILE BUCK



JOB STORIES



TIPS



TECHNICAL



PRODUCT SPOTLIGHT

INTERVIEWS, SAFETY/LEGAL, FEATURED PHOTOS, AND MORE!

EDITORIAL SUBMISSIONS

Have something to contribute?
Contact us, info@pilebuck.com,
for consideration.

AD & EDITORIAL DEADLINES

- Jan/Feb 40-1: February 5
- Mar/Apr 40-2: April 1
- May/Jun 40-3: June 3
- Jul/Aug 40-4: August 5
- Sep/Oct 40-5: October 7
- Nov/Dec 40-6: December 2

**A signed Insertion Order must be received for all ads.*

THE PILE BUCK PHILOSOPHY

HOW PILE BUCK PROMOTES CLIENTS

MAGAZINE



What makes *Pile Buck* magazine stand out amongst the others? *Quality content*. *Pile Buck* contains "evergreen content" that is just as relevant years from now as it is today.



SEARCH ENGINE OPTIMIZATION (SEO)

Pile Buck creates backlinks for its clients, linking your site within our articles.

EDITORIAL CONTENT



In addition to magazine ads, *Pile Buck* publishes its advertisers' press releases, job stories, photos, and videos on a frequent basis.

SOCIAL MEDIA



Pile Buck promotes its clients via Instagram, LinkedIn, Facebook, and Twitter on a regular basis.

BLOG



Pile Buck frequently publishes its advertisers' press releases, videos, and classifieds to the online blog. Each posting is included in at least one email newsletter.

EMAIL NEWSLETTERS

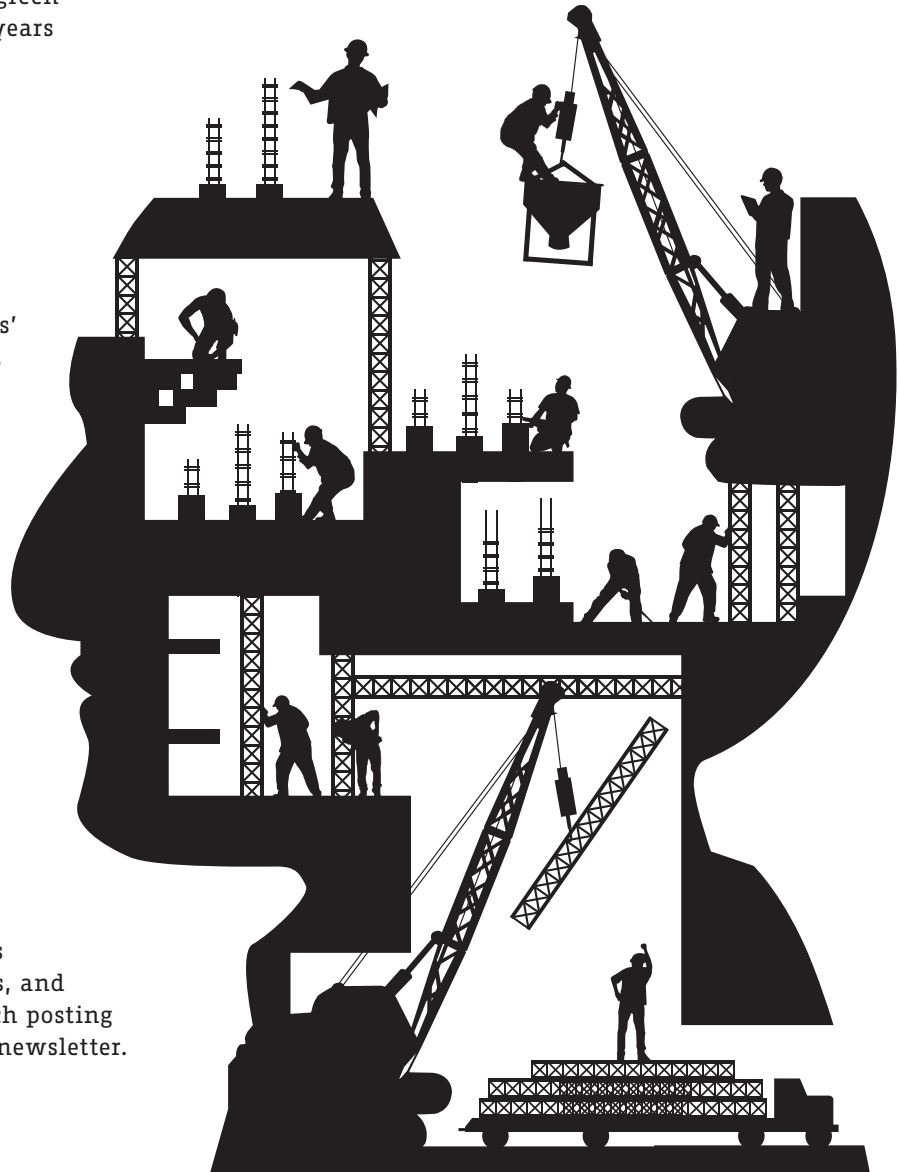


On average, *Pile Buck* sends a weekly newsletter to 50,000 recipients. These newsletters may contain issue releases, blog articles, classifieds, ads, industry news, and more.

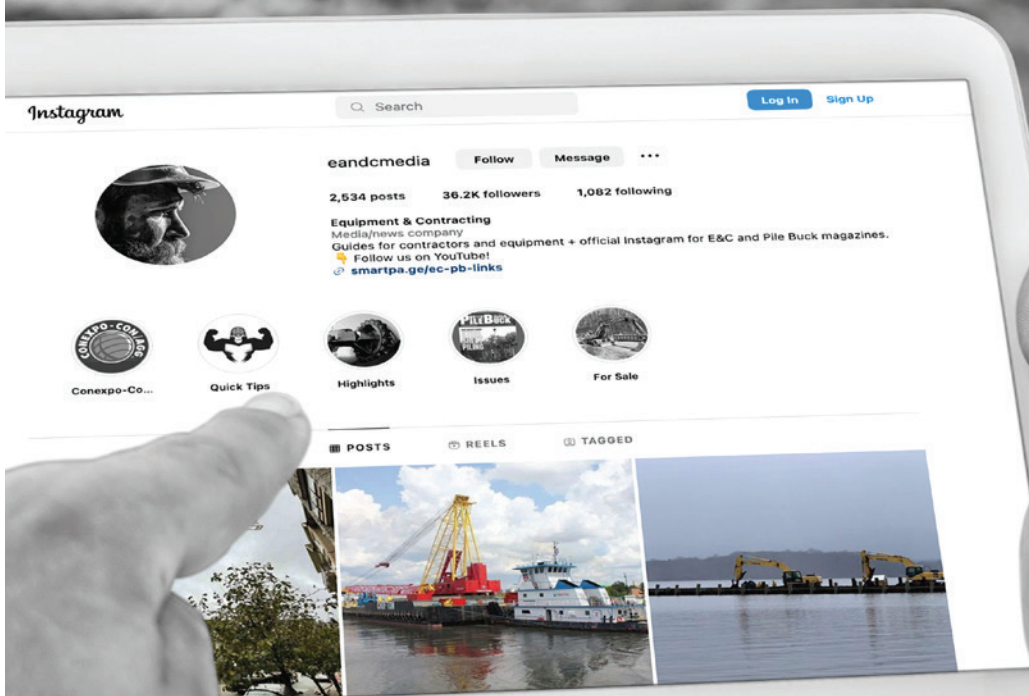
CONFERENCES



Complimentary issues of *Pile Buck* are distributed at various conferences, including DFI's Annual Conference on Deep Foundations, CONEXPO-CON/AGG, IFCEE, and more.



WE ARE MORE THAN A PUBLICATION. WE ARE A COMPLETE MEDIA COMPANY.



PILE BUCK AVERAGES A TOTAL OF 15,000+ READERS PER ISSUE

CIRCULATION

Each issue of *Pile Buck* is promoted via our website, various forms of social media, and email newsletters.

ISSUE	TOTAL ISSUE VISITS	PAGE VIEWS	PDF DOWNLOADS
35-1	19,198	205,863	467
35-2	16,627	157,537	280
35-3	19,425	162,833	444
35-4	17,397	142,350	266
35-5	16,911	100,584	199
35-6	15,669	121,159	198
36-1	24,376	169,366	536
36-2	14,460	116,543	279
36-3	12,648	141,076	260
36-4	12,094	115,795	286
36-5	12,202	102,367	219
36-6	10,039	98,777	185

Each issue averages approximately 15,000 readers. Note that each issue above is still gathering data.

TOP DIGITAL VIEWERS BY COUNTRY

- UNITED STATES: 62%
- CANADA: 6%
- GERMANY: 4%
- NETHERLANDS: 3%
- AUSTRALIA: 2%
- UNITED KINGDOM: 2%
- MEXICO: 1.2%
- FRANCE: 1.2%
- FINLAND: 1%
- INDIA: 1%
- ITALY: 1%
- RUSSIA: 1%
- CHINA: 1%

MAGAZINE ADVERTISING RATES AND MECHANICS

DISPLAY ADVERTISING

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

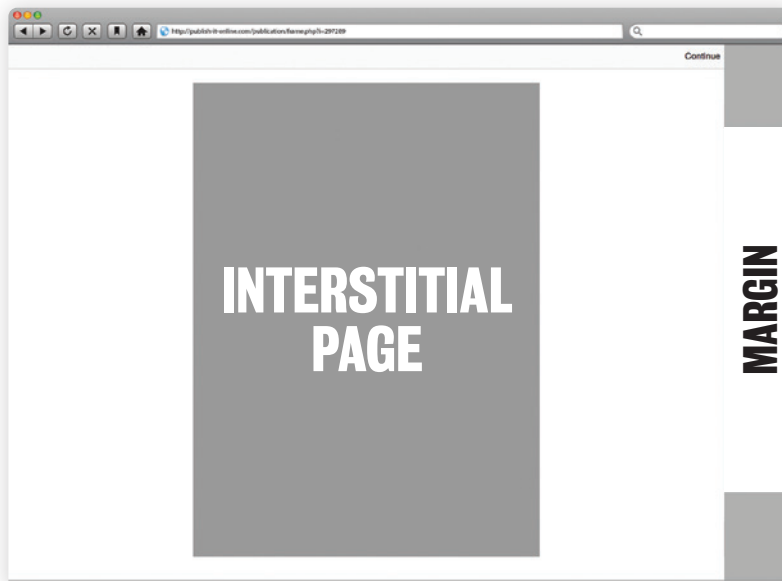
UNIT	DIMENSIONS	PER ISSUE
1/8 Page	3.5" W x 2.25" H <i>no bleed</i>	\$202
1/4 Page	3.5" W x 4.75" H <i>no bleed</i>	\$381
1/2 Page	6.875" W x 4.75" H <i>no bleed</i>	\$624
Full Page	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$980
Double Page	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,500
PREMIUM UNITS		
Inside Front Cover Double Page	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,600
Inside Back Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,130
Back Cover	8" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$1,220
Center Spread	16" W x 10.875" H <i>.125" bleed all 4 sides</i>	\$2,112



ADDITIONAL ADVERTISING RATES AND MECHANICS



UNIT	DIMENSIONS	PER ISSUE
Introduction Page	8" W x 6.25" H .125" bleed all 4 sides	\$650
Margin	120px W x 600px H	\$750
Interstitial Page <i>(Appears at Cover Story. Slides up in front of the reader.)</i>	(Full Page) 8" W x 10.875" H .125" bleed all 4 sides	\$600



PILEBUCK.COM ADVERTISING RATES AND MECHANICS

	UNIT	DIMENSIONS	PER MONTH
	Header Banner (<i>all pages</i>)	728px W x 90px H	\$1,300
Right Menu (<i>all pages</i>)	Square Ad (1)	300px W x 300px H	\$1,200
	Square Ad (2)	300px W x 300px H	\$1,200
Homepage	Homepage Banner (1)	728px W x 90px H	\$600
	Homepage Banner (2)	728px W x 90px H	\$600
	Magazine Archives Banner	728px W x 90px H	\$600
	Shop Section (<i>10 pages</i>) Banner	728px W x 90px H	\$600
	Industry News	728px W x 90px H	\$1,100
	General Construction	728px W x 90px H	\$950
	Deep Foundations	728px W x 90px H	\$950
	Marine Construction	728px W x 90px H	\$950
	Engineering	728px W x 90px H	\$950
	Legal	728px W x 90px H	\$800
	Projects	728px W x 90px H	\$950

HOMEPAGE

HEADER BANNER

HOMEPAGE BANNER (1)

HOMEPAGE BANNER (2)

SQUARE AD (1)

SQUARE AD (2)

ARTICLE SECTION

HEADER BANNER

SECTION BANNER

SQUARE AD (1)

SQUARE AD (2)

728px W x 90px H

300px W x 300px H

PILE BUCK E-NEWSLETTERS

Pile Buck's email database consists of 50,000 hand-picked, clean contacts, which has been built over the years and has never been shared with any other party.

UNIT	DIMENSIONS	PER EMAIL
Email Sponsor Ads	590px W x 400px H	\$1,100

SAMPLES

Alameda Pipe & Steel Co.
STEEL SERVICE IS OUR SPECIALTY
 NEW & USED STEEL PRODUCTS.
 METAL FABRICATION SERVICES.
 LOGISTICS AND PROJECT SUPPORT.
 WWW.ALAMEDAPIPE.COM • CALL US: (310) 532-7911

Miscellaneous Steel Beams for Sale; Best Offer
 Located in Chesapeake, Virginia
 Points of Contact - please call:
 Jason Podd: (757) 630-9022 • Brett Arnheiter: (732) 232-0786
 www.4barges.com

One of the largest suppliers of foundation equipment on the East Coast since 1987.

- HPSI VIBRATORY HAMMERS/HYDRAULIC AUGERS
- PILECO DIESEL HAMMERS D6-D800
- CUSTOM LEAD SYSTEMS
- TUNKERS VIBRATORY DAMPENERS
- TAETS PILEBREAKERS
- DAWSON PRODUCTS

www.geoquipusa.com

DRIVEN BY THE CHALLENGE
HENRY DRILLING
 LEADERS IN THE SPECIALTY DEEP FOUNDATION INDUSTRY
NO ENVIRONMENT TOO TOUGH

HUBBELL CHANCE
CONFIDENCE
 Is knowing a local expert is available with technical support and ready-to-ship inventory
 CHANCE® THE CERTIFIED HELICAL PILE™
LEARN MORE

MAGNACORE
MICROPILE & ANCHORING SYSTEM
 Trust Intech's® quality hollow bar for your next micropile and anchoring project. Magnacore is in stock and ready for immediate delivery.
INTECH
 Detroit • St. Louis | 800.223.7015 | Intechanchoring.com

PB TOTAL ENGAGEMENT PACKAGES

LOOKING FOR A MORE EFFECTIVE DIGITAL MARKETING STRATEGY? WE HAVE THE EXPERIENCE AND RESOURCES TO MAKE YOUR BRAND REACH ITS FULL POTENTIAL.

Working side-by-side with my team, I personally manage each client and encourage each to call or email me at any time and as often as necessary with any questions or inquiries.

Alex Smoot



Managing Editor - Pile Buck
alex@pilebuck.com

ANNUAL PACKAGES

BRONZE \$3,600/year



- 1/4 page ad in all 6 issues of PB
- 1/4 page ad in the Buck Volume 2024
- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design

SILVER \$5,750/year



- 1/2 page ad in all 6 issues of PB
- 1/2 page ad in the Buck Volume 2024
- 1 press release in magazine
- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design

GOLD \$7,800/year



- Full page ad in all 6 issues of PB
- Full page ad in the Buck Volume 2024
- 1 email ad
- 2 press releases in magazine
- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design
- Forwarding of incoming leads
- Inclusion in 2024 Buyer's Guides
- Marketing consulting

PLATINUM \$12,000/year



- Double page ad (or 2 full pages) in all 6 issues of PB
- Double page ad in the Buck Volume 2024
- 2 email ads
- 3 press releases in magazine
- Weekly social media promotion
- Linked press releases in email newsletters
- Backlinking within our blog articles
- Complimentary graphic design
- Exclusive sponsored article in magazine
- YouTube video sponsorship
- Product Spotlight in magazine
- Forwarding of incoming leads
- Inclusion in 2024 Buyer's Guides
- Marketing consulting

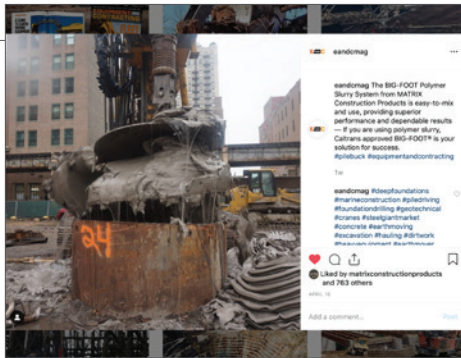
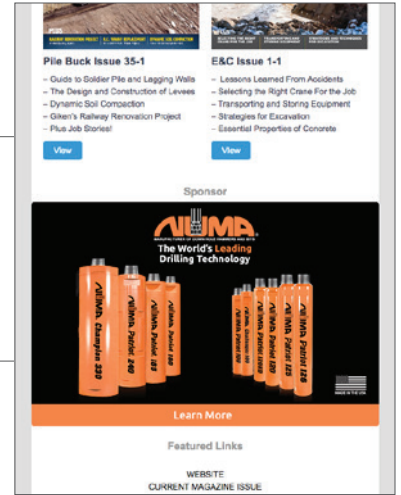


MAGAZINE ADS

Various sizes available including double, full, 1/2, and 1/4 pages.

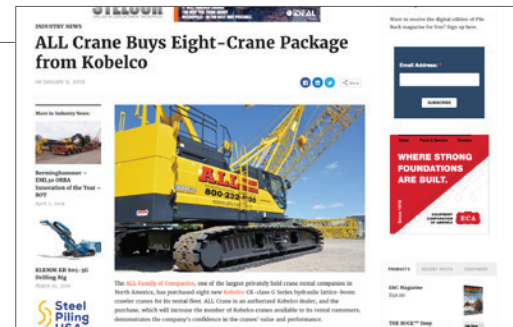
EMAIL NEWSLETTER ADS

A 590 x 380 ad sent to our list of 50,000 opted-in contacts.



SOCIAL MEDIA PROMOTION

Photo and/or video posts on a weekly basis to Instagram, Facebook, Twitter, and LinkedIn.



BLOG PROMOTION

Note that each blog post is promoted across all social media platforms and is linked in at least one email newsletter as well.

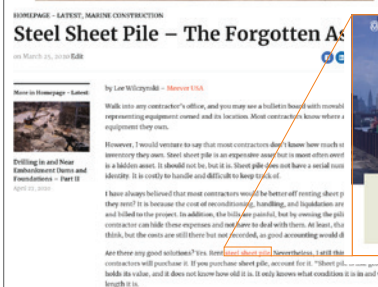


THE BUCK

The annual deep foundations and marine construction resource that contains a directory, articles, specs, and more.

BACKLINKING

Backlinks are essentially votes from other websites – each telling search engines: "This content is valuable, credible and useful."



WEB ADS

The Pile Buck website offers ad placement with specific sectors of the industry – marine construction, deep foundations, etc.



2024 MAGAZINE ADVERTISING RATES

Select	DISPLAY ADS	PER ISSUE
<input type="radio"/>	1/8 Page	\$202
<input type="radio"/>	1/4 Page	\$381
<input type="radio"/>	1/2 Page	\$624
<input type="radio"/>	Full Page	\$980
<input type="radio"/>	Double Page	\$1,500
Select	PREMIUM DISPLAY ADS	PER ISSUE
<input type="radio"/>	Inside Front Cover Double Page	\$1,600
<input type="radio"/>	Inside Back Cover	\$1,130
<input type="radio"/>	Back Cover	\$1,220
<input type="radio"/>	Center Spread	\$2,112
Select	EXTRAS	PER ISSUE
<input type="radio"/>	Email Sponsor Ads	\$1,100
<input type="radio"/>	Introduction Page	\$650
<input type="radio"/>	Margin	\$750
<input type="radio"/>	Interstitial Page	\$600

2024 PILEBUCK.COM ADVERTISING RATES

Select	UNIT	PER MONTH
<input type="radio"/>	Header Banner (all pages)	\$1,300
<input type="radio"/>	Right Menu (all pages) Square Ad (1)	\$1,200
<input type="radio"/>	Right Menu (all pages) Square Ad (2)	\$1,200
<input type="radio"/>	Homepage Banner (1)	\$600
<input type="radio"/>	Homepage Banner (2)	\$600
<input type="radio"/>	Magazine Archives Banner	\$600
<input type="radio"/>	Shop Section Banner	\$600
<input type="radio"/>	Industry News	\$1,100
<input type="radio"/>	General Construction	\$950
<input type="radio"/>	Deep Foundations	\$950
<input type="radio"/>	Marine Construction	\$950
<input type="radio"/>	Engineering	\$950
<input type="radio"/>	Legal	\$800
<input type="radio"/>	Projects	\$950

VOLUME 40 (2024), ISSUE:

1: Feb. 2: Apr. 3: Jun. 4: Aug. 5: Oct. 6: Dec.

NET ADVERTISING: \$ _____

X _____ (NUMBER OF ISSUES)

ADVERTISING TOTAL: \$ _____

INVOICE: Each issue Pre-pay

Unless otherwise specified, the pre-pay discount is not available when a discount is already in place.

ANNUAL PACKAGES

Select	BRONZE	\$3,600/YEAR	Select	SILVER	\$5,750/YEAR	Select	GOLD	\$7,800/YEAR	Select	PLATINUM	\$12,000/YEAR
<input type="radio"/>	<ul style="list-style-type: none"> 1/4 page ad in all 6 issues of PB 1/4 page ad in the Buck Volume 2024 Weekly social media promotion Linked press releases in email newsletters Complimentary graphic design 		<input type="radio"/>	<ul style="list-style-type: none"> 1/2 page ad in all 6 issues of PB 1/2 page ad in the Buck Volume 2024 1 press release in magazine Weekly social media promotion Linked press releases in email newsletters Complimentary graphic design 		<input type="radio"/>	<ul style="list-style-type: none"> Full page ad in all 6 issues of PB Full page ad in the Buck Volume 2024 1 email ad 2 press releases in magazine Weekly social media promotion Linked press releases in email newsletters Complimentary graphic design Forwarding of incoming leads Inclusion in 2024 Buyer's Guides Marketing consulting 		<input type="radio"/>	<ul style="list-style-type: none"> Double page ad (or 2 full pages) in all 6 issues of PB Double page ad in the Buck Volume 2024 2 email ads 3 press releases in magazine Weekly social media promotion Linked press releases in email newsletters Backlinking within our blog articles Complimentary graphic design Exclusive sponsored article in magazine YouTube video sponsorship Product Spotlight in magazine Forwarding of incoming leads Inclusion in 2024 Buyer's Guides Marketing consulting 	

ADVERTISER INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Email: _____

Phone: (_____) _____

PAYMENT OPTIONS

Check enclosed (made payable to PileBuck International, Inc.)

Send me an invoice: Email Mail

Bill To: Company Agency

Billing address if different than above:

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Charge my credit card:

Visa MasterCard American Express Discover

Card Number: _____

Expiration Date: _____

Name (as it appears on card): _____

Company name (if corporate card): _____

Signature: _____

RETURN THIS FORM WITH ARTWORK TO:

Alex Smoot • Email: alex@pilebuck.com

I have read and agree to the terms and conditions set forth on this contract. I am signing this contract as confirmation of my company's intent to place the indicated ad. Placing this ad makes my company responsible for the stated contracted cost.

Name (printed): _____

Signature: _____

Date: _____