

# ASH at work

Applications, Science, and Sustainability of Coal Ash

## 2021 Media Planner

### Menu

A publication of



**ACAA**

38800 Country Club Drive  
Farmington Hills, MI 48331-3439

Phone: 720-870-7897

Fax: 720-870-7889

E-mail: [info@acaa-usa.org](mailto:info@acaa-usa.org)



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## Publisher's Message

Reaching the Who's Who of Coal Ash through **ASH at Work** magazine

*ASH at Work* has long served as a trusted voice in the coal combustion products (CCP) industry. Featuring a timely mix of news, technical information, and insights into the world of coal ash beneficial use, *ASH at Work* boasts a circulation of over 10,000 readers who look forward to each new edition of the magazine.

During 2021, we will continue to provide exposure for *ASH at Work* advertisers in the American Coal Ash Association's digital media and at regular member meetings. We invite you to review those bonus features—as well as an exciting editorial calendar for the next two issues—on the coming pages.

*ASH at Work* is produced through ACAA's relationship with Advancing Organizational Excellence (AOE). Through this relationship, we are able to share publication production and distribution capabilities with the American Concrete Institute, publisher of the highly respected magazine *Concrete International*. AOE also oversees production and distribution of publications for six other allied associations.



Thomas H. Adams,  
American Coal Ash Association  
Executive Director



Steve Benza,  
American Coal Ash Association  
Chair

Now we invite you to become part of *ASH at Work*. Your advertising dollars will generate valuable exposure to the decision-makers in the CCP industry **and** support ACAA's mission to advance the use of CCPs in ways that are environmentally responsible, technically sound, commercially competitive, and supportive of a sustainable global community.



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## ACAA Profile

### ACAA's Mission

To advance the management and use of coal combustion products in ways that are environmentally responsible, technically sound, commercially competitive, and supportive of a sustainable global community.

### ACAA's History

The American Coal Ash Association was established in 1968 as a trade organization devoted to recycling the materials created when we burn coal to produce electricity. Our members comprise the world's foremost experts on coal ash (fly ash and bottom ash) and boiler slag, flue gas desulfurization (FGD) gypsum or "synthetic" gypsum, and other FGD materials captured by emissions controls.

### ASH at Work's Readers

With a readership of over 10,000, *ASH at Work* magazine targets the best, most reputable companies in America's coal combustion products industry.

- *ASH at Work* is the official publication of ACAA and is published twice annually.
- *ASH at Work* connects a broad array of professionals throughout North America involved in the management, regulation, and use of coal combustion products. Our marketing and

utility members manage and sell more than 90% of the total coal combustion products available in the United States.

- *ASH at Work* has quickly become an important voice for the coal combustion products industry and continues to focus on the applications, science, and sustainability of coal combustion products in North America.
- *ASH at Work* is mailed directly to investor-owned electric utilities, electric cooperatives, public power authorities, ash marketing companies, managers and brokers of synthetic gypsum, engineering firms, members of academia and university research centers, individuals, and specialty products and services organizations.
- *ASH at Work* is distributed to delegates at all ACAA-attended events and the biennial international symposium, World of Coal Ash.

### ASH at Work Sample Copies

Previous editions of *ASH at Work* are available for download on the **ACAA Website**.

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## Editorial Calendar

### Regular Features

All editions of *ASH at Work* feature topical articles related to advancing the management and use of coal combustion products. Messages from association leaders provide up-to-the-minute status reports on the industry. Popular features like “In and Around ACAA” and “Ash Classics” chronicle the American Coal Ash Association’s activities from both current and historical perspectives.

2021 Issue 1—Publication Date: April 30

Issue Theme: “Geotechnical Applications of CCPs”

Coal combustion products—including fly ash, bottom ash, and FGD gypsum—are used to help stabilize soil and rock in a wide variety of civil engineering projects. This issue will examine the use of CCPs as structural fill in geotechnical applications ranging from road base to embankments, foundations, slopes, and retaining structures.

Bonus Distribution: World of Coal Ash and ACAA Fall Membership Meeting

Advertising Space Reservation Deadline: March 10, 2021

Camera-Ready Materials Deadline: March 31, 2021

2021 Issue 2—Publication Date: November 30

Issue Theme: “Redefining Beneficial Use Markets”

Coal combustion products have been beneficially used in the U.S. for 75 years—during which federal regulators have repeatedly reaffirmed their value and safety in such applications. And yet their traditional role in such uses—indeed the very definition of “beneficial use”—continues to evolve. This issue focuses on the regulatory, technological, and market forces that are impacting CCP beneficial use—and what they imply for the future of the coal ash industry.

Special Inserts:

- 2020 Production and Use Survey Results Brochure
- ACAA Annual Membership Guide

Bonus Distribution: ACAA Winter Member Meeting

Advertising Space Reservation Deadline: September 30, 2021

Camera-Ready Materials Deadline: October 15, 2021



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## Bonus Features for Advertisers

### For All Advertisers

- Every edition of *ASH at Work* includes an index to advertisers, allowing industry executives to find your advertisement quickly and easily.
- Assistance in creating camera-ready advertisements is free to all advertisers, if desired.
- ACAA members receive a 10% discount on all advertising.
- ACAA members who purchase at least two display advertisements in the previous year are entitled to free logo listings in the Annual Membership Directory. (Non-advertiser logo listing cost is \$250.)

### For Full-Page Advertisers

- Free logo recognition on meeting room banners at all ACAA meetings.
- Free logo and link recognition on **ACAA Website**.
- Free logo and link recognition in the weekly ACAA digital newsletter *The Phoenix*.



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# Rates and Specs

## Rates

Size	Four-Color Process	B/W + One Spot Color	Black & White
OBC	\$2481.79	N/A	N/A
IFC	\$2275.79	N/A	N/A
IBC	\$2275.79	N/A	N/A
Double-Page Spread	\$2718.69	\$2512.69	\$2100.69
Full Page	\$1915.29	\$1709.29	\$1297.29
2/3 Page	\$1832.89	\$1626.89	\$1214.89
1/2 Page	\$1462.09	\$1256.09	\$844.09
1/3 Page	\$1245.79	\$1142.79	\$627.79
1/4 Page	\$1101.59	\$895.59	\$483.59
1/6 Page	\$1008.89	\$802.89	\$390.89
1/8 Page	\$957.39	\$751.39	\$339.39

10% Discounts to all ACAA Members.

Note: All rates are net cost.

Dimensions - trim size (8 3/8" by 10 7/8")

Size		Width, in.	Height, in.
Full Page with bleed		8-5/8	11-1/8
Full Page no bleed		7-1/8	9-7/8
2/3 Vertical		4-3/4	9-7/8
2/3 Horizontal		7-1/8	6-1/2
1/2 Horizontal		7-1/8	4-3/4
1/2 Vertical		3-1/2	9-7/8
1/2 Island		4-3/4	6-1/2
1/3 Vertical		2-1/4	9-7/8
1/3 Square		4-3/4	4-3/4

## Preferred Format

- All files are converted to PC FORMAT for printing.
- High-resolution, press-optimized PDF (all fonts and graphics embedded).

Other acceptable formats:

- 300 dpi, CMYK or Grayscale raster images in TIFF or Photoshop EPS file format.
- Illustrator file formats (all fonts converted to paths/outlines. Please supply all placed images.)

## Media Accepted

- CD/DVD
- E-mail to [alyssa.barto@acaa-usa.org](mailto:alyssa.barto@acaa-usa.org)

Size		Width, in.	Height, in.
1/3 Horizontal		7-1/8	3-1/8
1/4 Vertical		3-1/2	4-3/4
1/6 Vertical		2-1/4	4-3/4
1/6 Horizontal		4-3/4	2-1/4
1/8 Horizontal		3-1/2	2-1/4
<b>Line Screen: 150</b>			

For multiple insertions, the publisher will repeat the advertiser's most recent ad if new material has not been received by the closing date. No extensions to the closing date are allowed. No cancellations or changes in space reservations will be accepted after the closing date.