

# ASH at work

Applications, Science, and Sustainability of Coal Ash

## 2025 Media Planner

Menu

A publication of



**ACAA**

9980 S. 300 W, Suite 200  
Sandy, Utah 84070  
Phone: 720-870-7897  
Fax: 720-870-7889  
E-mail: [info@aca-a-usa.org](mailto:info@aca-a-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 2025, 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 John Ward Inc. JWI provides association management services to both the American Coal Ash Association and the National Coal Transportation Association. Our staff boasts a half-century of experience working in the coal ash industry.



*Thomas H. Adams,  
American Coal Ash  
Association Executive Director*



*John Halm,  
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.

### 2025 Issue 1—Publication Date: April 18 Issue Theme: Evolution of Coal Ash “Beneficial Use”

Coal ash beneficial use has come a long way from its origins as subsidized waste to a strategic building material specified for its performance characteristics and, increasingly, its value in decarbonizing hard-to-abate industries. With the rapid increase in harvesting activities, revisions to consensus standards encouraging greater flexibility, and continuing technological innovation, is dramatic growth in coal ash beneficial use volumes right around the corner?

Advertising Space Reservation Deadline: March 14, 2025

Camera-Ready Materials Deadline: March 28, 2025

### 2025 Issue 2—Publication Date: November 14 Issue Theme: Changing Face of CCR Regulation

One year into unified Republican control of the White House and Congress, what is the outlook for changes to coal ash disposal regulations and is the federal government returning to a more active role in promoting coal ash beneficial use? How are states responding? And what strategies can utilities and ash marketers deploy to adapt to regulatory uncertainty and take advantage of dynamic political environments?

### Special Inserts:

2024 Production and Use Survey Results Brochure

ACAA Annual Membership Directory

Advertising Space Reservation Deadline: October 3, 2025

Camera-Ready Materials Deadline: October 17, 2025

Bonus Distribution: ACAA Winter Member Meeting

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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

Two issues of ASH at Work will be published in 2025. Editorial calendar will be issued following the November elections.

## Rates

Size	Four-Color Process
OBC	\$2,730
IFC	\$2,500
IBC	\$2,500
Double-Page Spread	\$3,000
Full Page	\$2,110
2/3 Page	\$2,020
1/2 Page	\$1,610
1/3 Page	\$1,370
1/4 Page	\$1,210
1/6 Page	\$1,110
1/8 Page	\$1,050

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

- 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

- 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
Line Screen: 150			

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.