

ICPI PAVER EXPRESS

REACH

1,900

HARDSCAPE PROFESSIONALS

BI-WEEKLY

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Mobile version RSS Subscribe Unsubscribe
Home Design Professionals Contractors Home Owners Universities Education Events Jan 20, 2010

ICPI Paver Express
INTERLOCKING CONCRETE PAVEMENT INSTITUTE
A weekly news and information resource from the Interlocking Concrete Pavement Institute.

Small businesses need economic relief
The Miami Herald Share
According to the U.S. Small Business Administration, small businesses account for 99.7 percent of all employer businesses, employ half of the workforce, produce 52 percent of private sector output and provide significant ownership opportunities for women, minorities and immigrants. How does government reward this economic engine, which is the cornerstone of American enterprise and the hope for America's future prosperity? The answer is enough to make a small business owner's blood boil. [MORE](#)

Owners plan redevelopment of Turfand Mall property
WaterWorld Share
Owners of Turfand Mall are going forward with plans to redevelop the site of Lexington, Ky.'s oldest enclosed shopping center as a mixed-use project for office, retail and residential tenants. Tentative plans also call for a 15,000-square-foot public art space to be used for exhibitions. Rubloff Development Group has filed preliminary development plans with the city's planning staff and announced that they will seek tax increment financing to improve public infrastructure at the Harrodsburg Road property. [MORE](#)

Complete Line of Paver Producing Equipment

Lights, floating dock, surfacing coming to King Street park
South Shore Now Share
New lights, a floating dock and some new surfacing will soon be added to a Bridgewater, Nova Scotia, Canada, park on the west side, part of a major beautification project. The town awarded three tenders last week, valued over \$66,000 in total, to three companies for work at King Street Court, a small park fronting the LaHave River. [MORE](#)

Bank of Canada says sees no housing bubble yet
Reuters Share
The Bank of Canada does not see a housing bubble forming in Canada and clearly stated that it would not take any action to cool housing prices as the economy pulls out of recession. David Wolf, adviser to Bank of Canada Governor Mark Carney, said housing prices, which have risen to near the record levels of 2008, appear to be in line with supply and demand fundamentals. [MORE](#)

PRODUCT SHOWCASES

Is your plant ready?
ANSI B11.1 & 2 / CSA Z142-09
Safety Fines Increase 365%
Notice: ANSI B11.1 & 2/CSA Z142-09 safety standards for paver & block production are here... Is your plant ready?
Ensure your plant meets these standards and your operations smoothly... Turnkey options to meet these requirements have been developed... providing solutions for both complete or self installation... [Click here to learn more.](#)

OPTECO Paver Enhancer
Efficiency control and color enhancing admixture for landscape products
• Controls secondary efflorescence
• Enhances color through pigment dispersion
• Improves compressive strength
• Decreases cycle time
• Increases density and lowers absorption
• Paver Enhancer is supplied as ready-to-use liquid.
For more information visit www.optecoconstruction.com or email: bill_mchugh@opteco.com

Engineered to reproduce nature in concrete.
The innovative and patented REBERS Color Blending System can blend up to six different face-mix colors in a controlled and reproducible manner, from the first to the last machine cycle. The degree and type of blending can be selected, from shaded to mottled to striped to faceted to random, to achieve a uniquely natural impression. For more information visit: www.rebers.de or email us at info@rebers.de.

February 23, 2010
World of Concrete
ICPI registration code: 100
Las Vegas, NV

February 4-5, 2010
NEW Program Available!
ICPI/PCIP Institute
Technique, Concrete Solutions
Las Vegas, NV
(during World of Concrete)
Sponsored by ICPI

Leading index probably rose in December: U.S. economy preview
Bloomberg Share
The index of leading indicators probably rose in December for a ninth month, while home construction was little changed, indicating housing's role in the U.S. expansion is waning, economists said before reports. [MORE](#)

Small-business loans rise sharply
The Los Angeles Times Share
Small-business lending picked up sharply during the last three months of 2009, as measured by loans backed by the U.S. Small Business Administration, the agency reported. Lenders distributed twice the amount of money in SBA-backed loans nationwide last quarter compared with the same period in 2008, the agency said. [MORE](#)

Visit us today to see why more design pros choose UNI® Permeable Pavers.

Industrial production rises in December
ABC News Share
Industrial production rose 0.6 percent in December as unusually cold weather helped energy utilities offset a small drop in manufacturing. The mixed picture from a report by the Federal Reserve shows that economic recovery remains uncertain, as consumers and businesses did not spend enough to spur the production of more factory goods. [MORE](#)

Columbia Machine
Leading supplier of interlocking paver production equipment for over 70 years. High quality, competitively priced Columbia-Technatik molds built for ANY paver machine. [More info](#) [MORE](#)

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Ben Mattard, Director of Advertising Sales, 972.402.7025 Download media kit
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Recent issues
Jan. 13, 2010
Jan. 6, 2010
Dec. 30, 2009
Dec. 23, 2009

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 7 emails to 1,900 hardscape professionals (one 90 day cycle)



Top/Bottom Banner
\$2750/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$3000/\$2500

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$2000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

CONTACT US

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THE ICPI PAVER EXPRESS, POWERED BY MULTIBRIEFS,
PROVIDES BI-WEEKLY NEWS AND INFORMATION
TO INTERLOCKING CONCRETE PAVING INDUSTRY
PROFESSIONALS WORLDWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of design professionals and paver installation contractors, the ICPI Paver Express keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

ICPI PAVER EXPRESS
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN ICPI PAVER EXPRESS:



CREDIBLE SOURCE

For over 15 years, our members have turned to the association as the informational authority of the industry. Advertising in ICPI Paver Express solidifies your place among bi-weekly information provided to ICPI members.



TARGETED DISTRIBUTION

Advertising in ICPI Paver Express allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to ICPI Paver Express have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a bi-weekly publication, ICPI Paver Express ensures your ad will be every other week by our 1,900 subscribers.



AFFORDABLE

Advertising in ICPI Paver Express is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of ICPI Paver Express has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in ICPI Paver Express.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.