



2027

DFI MEDIA PLANNER



**DELIVER YOUR MARKETING MESSAGE TO THE
GEOTECHNICAL DESIGN AND CONSTRUCTION INDUSTRY**



FINDING
COMMON
GROUND



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Phone: (973) 423-4030
Email: staff@dfi.org
Web: dfi.org

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FINDING
COMMON
GROUND



SOCIAL FOLLOWING

(as of August 2026)

 14,900

 3,500

 1,900

 2,000

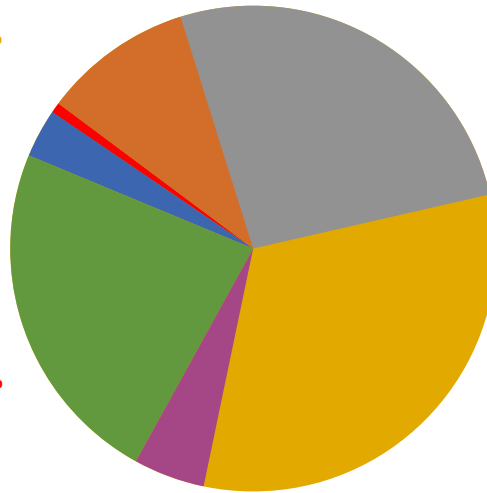
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DEEP FOUNDATIONS INSTITUTE

DFI is an international association whose members are geoprofessionals involved in the design and construction of deep foundations, ground improvement, excavations and tunneling. These project owners, general and specialty contractors, consulting and design engineers, equipment and material manufacturers and suppliers, educators, and students gather at conferences, seminars and in committee meetings to network, educate, communicate and collaborate. In these forums they work together to share knowledge and improve the design and construction of projects with complex geotechnical conditions.

If you want to deliver your marketing message to the professionals leading and shaping the industry, our marketing programs will put you on *Common Ground*.

Contractors 33%
Suppliers 26%
Engineers 24%
Students 10%
Owners 3%
Educators 3%
Associations 1%



DFI MEMBERS

DFI has a diverse membership that encompasses all disciplines of our industry who perform the various specialties that comprise deep foundations, ground improvement and underground construction.

4,250+ MEMBERS WORLDWIDE


North America
84%


Asia
9%

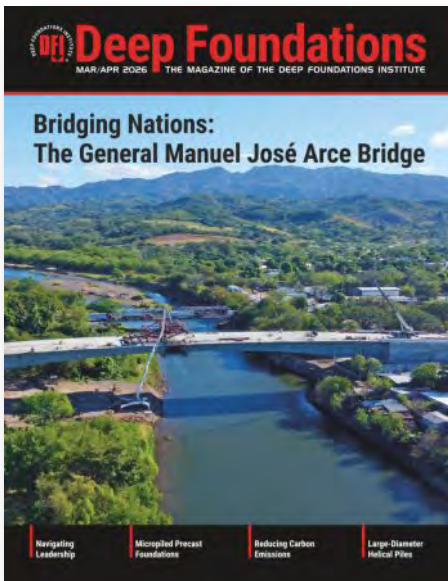

Europe
4%


South America
1%


Pacific
1%


Other
1%





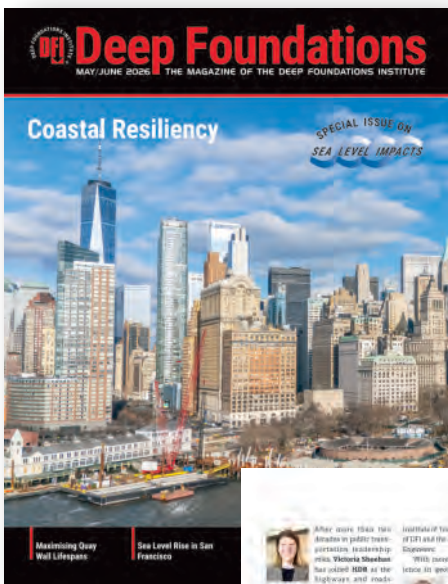
DEEP FOUNDATIONS MAGAZINE

Deep Foundations is DFI's flagship publication — created by the industry for the industry. Every issue keeps readers up to date on the geotechnical design and construction industry, innovative projects, new products and technologies, news on leading companies and individuals, technical committee activities, and information on industry events.

Advertising in *Deep Foundations* is only available to DFI Corporate Members. Not a member? Visit dfi.org/members to learn more.

VALUE

- Published six times a year
- Mailed to more than 3,500 industry professionals
- Sent digitally to more than 22,000 readers worldwide every month
- Posted prominently on the DFI website
- Promoted on DFI's social media platforms
- Distributed at all DFI events and dozens of industry events where DFI participates as an exhibitor or cooperating organization
- Provides members free opportunities to promote company news



SPECIAL ISSUES

May/June: Tunneling and Underground Construction — Geotechnical expertise is critical for successful tunneling projects. This special issue will cover design and construction for underground infrastructure, by sharing lessons learned and new approaches for innovation and optimization.

Nov/Dec: Equipment Advances — The first in a three-part series, this special focus issue looks at advancements in equipment development. Manufacturers, suppliers and contractors showcase how project technology has progressed and what innovations can be expected in the future.

EDITORIAL SUBMISSIONS

DFI welcomes all members to submit ideas for feature-length articles on innovative case studies, techniques and other exciting topics that impact the industry. For those who are new to publishing, our editorial team and advisory board can offer guidance for developing an idea into a final article.

We also encourage individual members and corporate members to submit news releases.

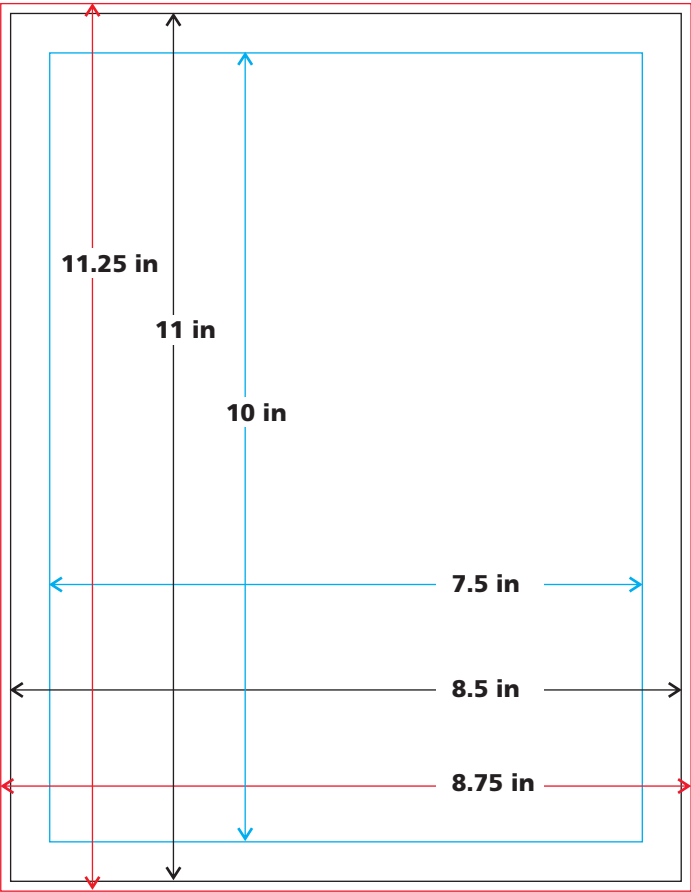
Reach out to the Executive Editor at mageditor@dfi.org.

MAGAZINE AD SPECIFICATIONS

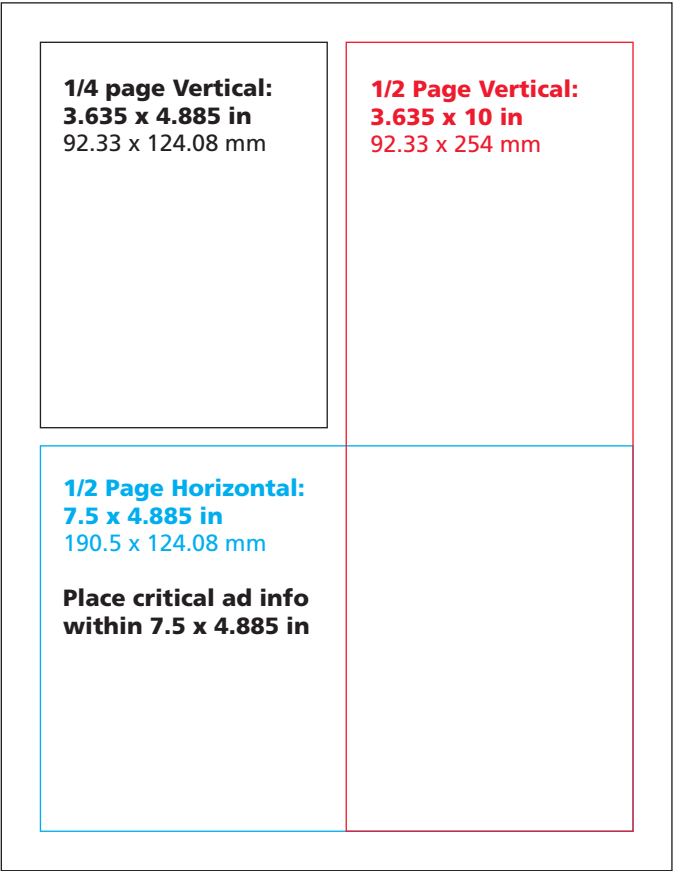
Ad Sizes	Width x Depth (inches)	(millimeters)
2-Page Spread	16 x 10	406.4 x 254
2-Page Spread Bleed	17.5 x 11.25	444.5 x 285.75
Full Page	7.5 x 10	190.5 x 254
Full Page Bleed	8.75 x 11.25	222.25 x 285.75
1/2 Page Horizontal	7.5 x 4.885	190.5 x 124.08
1/2 Page Vertical	3.635 x 10	92.33 x 254
1/4 Page Vertical	3.635 x 4.885	92.33 x 124.08



Reach the industry
leaders and decision
makers with an ad in
Deep Foundations



- ☐ **Full Page:** 7.5 x 10 in (190.5 x 254 mm)
- ☐ **Full Bleed:** 8.75 x 11.25 in (222.25 x 285.75 mm)
- ☐ **Page Trim:** 8.5 x 11 in (215.9 x 279.4 mm)
- ☐ **Safe Area*:** 7.5 x 10 in (190.5 x 254 mm)



*Safe Area is the optimum maximum space for placement of all critical copy and graphics. Copy and graphics outside of this recommended area may be trimmed off.

AVAILABLE TO

DFI Corporate Members Only

FREQUENCY

Bimonthly

DISTRIBUTION

Mailed to ~3,500 DFI members, sent to more than 22,000 contacts worldwide via email, distributed at DFI and industry events, and posted on **dfi.org**.

OPTIONS

Interested in special ad programs such as inserts and onsets? Contact **magads@dfi.org** for more information.

CONTACT INFO

Karol Paltsios, Advertising Manager
(412) 683-5227 | magads@dfi.org

PREPAY OPTION

Prepay your full *Deep Foundations* magazine advertising contract **at the start of the year** and receive a 5% discount. Prepaid contracts must be paid within 30 days of receiving insertion order.

PREMIUM POSITION

Special position requests are subject to an additional 15% charge.

NEW MEMBER DISCOUNT

New DFI Corporate Members receive one free quarter-page ad or \$570 off the price of one larger ad.

DEADLINES AND SUBMISSION GUIDELINES

Issue	Deadline	Distribution Date*
Jan/Feb	Dec. 11, 2026	Feb. 2027
Mar/Apr	Feb. 12, 2027	Apr. 2027
May/June (<i>Special Issue, see pg. 4</i>)	Apr. 9, 2027	June 2027
July/Aug	June 11, 2027	Aug. 2027
Sept/Oct	Aug. 13, 2027	Oct. 2027
Nov/Dec (<i>Special Issue, see pg. 4</i>)	Oct. 8, 2027	Dec. 2027

REQUIREMENTS

High-resolution PDF in CMYK. Fonts must be embedded in files.

SUBMISSIONS

Submit ad and insertion orders (IO) to **magads@dfi.org**. Download IO at **members.dfi.org/media-planner**. Questions? Call (412) 683-5227.

PRINT AD RATES

Ad Size	1x Rate	4x Rate	6x Rate
1/4 Page	\$595	\$590	\$560
1/2 Page	\$950	\$920	\$900
Full Page	\$1,790	\$1,740	\$1,695
Two-Page Spread	\$3,410	\$3,300	\$3,270
Inside Covers	\$2,450	\$2,365	\$2,415

** All ads are full-color.*

DIGITAL MAGAZINE

Our responsive, mobile-friendly digital edition of *Deep Foundations* requires no “pinching and zooming” to read articles on phones or tablets. On your desktop there’s the option of ‘Page View’ that replicates the print magazine or ‘Article View,’ which presents editorial content in a responsive, easier-to-read format.

ADVERTISING OPPORTUNITIES

Sponsorship: includes an Intro page ad (left of the cover) and recognition with company logo in monthly magazine eMail promotions to more than 22,000 industry members.

Skyscraper Ads: includes placement of the banner on 5 pages per issue.

Banner Ads: includes placement of the banner on 5 pages per issue.

AD RATES – DIGITAL MAGAZINE*

Type	Position	Per Issue
Digital Intro Page	Left of Cover	\$2,250
Skyscraper Ads*	Visible in 5 places/issue	\$625
Banner Ads*	Visible in 5 places/issue	\$625

**Skyscraper ads and Banner ads only appear in the two-page view of the digital magazine and are limited to only three companies per issue.*

CHECK IT OUT

3,000+ visits per issue*

76,150+ page views per issue

**January 1 – September 1, 2026*



COVER STORY

Stabilizing an Active Landslide

For decades, the steep 24 acre (10 ha) hillside at Irishtown Bend in Cleveland has been recognized as one of the most unstable slopes on the Cuyahoga River. Its gradual but persistent movement threatened nearby infrastructure and the navigation channel that bulk carriers, as well as numerous other companies, rely on to transport raw materials and finished goods to and from Cleveland-Cliffs' steelmaking operations and a wide range of regional industries upriver. A major slope failure at this location could shut down the navigation channel, block maritime traffic and disrupt thousands of regional jobs – a potential annual economic loss of \$4.7 billion, according to the Port of Cleveland in 2021.

In 2023, after more than a decade of interagency planning, the Port of Cleveland awarded a major stabilization and rehabilitation contract intended to stop the slope movement and secure the riverfront for future redevelopment, including

a vision to eventually transform the area into a park. The Cleveland Cuyahoga County Port Authority selected Richard Goettle as the general contractor for the project, who self-performed the construction of the wall, anchors and earth retention for a sewer.

The project's core stabilization solution – a 2,200 ft (670 m) long pipe pile and sheet pile combiwall tied back into the hillside, designed by Osborn Engineering, Krech Ojard & Associates, Mueser Rutledge Consulting Engineers and Goettle – required work from both land and water, coordination around heavy commercial vessel traffic, and construction on an actively moving slide mass. The work also demanded 24/7 geotechnical monitoring, deep anchor installations exceeding 200 ft (61 m) and complex logistical management across seven simultaneous operations. Goettle's subcontractor began work in August 2023 and the firm began

self-performed work in August 2024. Its scope was completed in November 2025.

With more than 2,200 ft (670 m) of riverfront wall, one of the largest anchor installation programs on the Great Lakes, and continuous work on an active and instrumented landslide, the project required a high level of coordination.

The sections below outline the geotechnical conditions at the site, the design behind the stabilization strategy and the technical execution required to install the bulkhead and tieback system while working safely on a hillside experiencing ongoing displacement.

Site Conditions and the Need for Stabilization

The Irishtown Bend area has undergone extensive modification since the late 19th century. The hillside once contained residential housing, industrial operations and as many as eight active railroad tracks along the riverbank. In the early 20th century, widening and dredging of the Cuyahoga River steepened the riverbank and altered natural support conditions. In the 1960s, large volumes of fill were placed on the upper slope to realign Franklin Avenue and support the construction of a public housing apartment complex. This fill had contributed to hillside instability that has persisted ever since.

A 2015 investigation performed by Barr & Prevost analyzed data from 140 borings and 1,000 soil samples. The subsurface profile showed a complex profile:

- Between 10–20 ft (3–6 m) of miscellaneous fill
- Approximately 10 ft (3 m) of fine sand
- Approximately 20 ft (6 m) of silt
- Approximately 30 ft (9 m) of medium to stiff clay
- Around 20–30 ft (6–9 m) of stiff clay
- Around 40–60 ft (12–18 m) of hard glacial till overlying shale bedrock

The soil strata slope toward the river and the decrease in shear strength contributes to instability. At elevations 15–20 ft (4.5–6 m) above the river, shear strength values decrease from approximately 2,000 psf (13,800 kPa) near the top of the hill to approximately 1,000 psf (7,000 kPa) near the river's edge, where previous soil failures have occurred.

The hillside's stability has been repeatedly compromised by uncontrolled water flows, including water main breaks, stormwater infiltration and flooding from a long-abandoned pedestrian subway tunnel. Groundwater levels recorded during past

utility failures h single-day and s stress in the i movement.

Even under exhibited only: water, conditi movement even tious structures major infrastructure – including the 60 in (1,500 mm) Westley Low Level Interceptor sewer, or the “Willie,” to crews on site – and block the navigation channel. Stabilizing the slope through a structural system became the backbone of the Port of Cleveland's broader rehabilitation plan.

Stabilization Strategy and Project Scope

To secure the hillside and prepare the site for future development, the Port's stabilization program included:

- Construction of a 2,400 ft (730 m) marine bulkhead wall
- Excavation and removal of approximately 200,000 cu yd (153,000 m3) of fill, some of which was contaminated and required proper handling and disposal
- Replacement and protection of major utilities, including sewer and stormwater systems
- Hillside regrading using approximately 80,000 cu yd (61,000 m3) of clean fill
- Installation of stormwater improvements and water quality ponds
- Realignment and reconstruction of Franklin Avenue



Starting the tieback anchor load test program

AUTHORS Dody Schappacher and Nick Rasmus, P.E., Richard Goettle

DIGITAL MAGAZINE SPECIFICATIONS

Intro Page Space / Left of Cover

8.5 x 11 in
215.9 mm x 279.4 mm

Top Banner Space

460 x 60 pixels

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QR CODE

Deep Foundations
JULY/AUG 2026 THE MAGAZINE OF THE DEEP FOUNDATIONS INSTITUTE

Overcoming Site Constraints

Landslide Risks in Alaska
Post-Tensioned Ground Anchors
Risk in Unclear Contract Documents
S3 Conference Preview

Bottom Banner Space

460 x 60 pixels

The work on the EFC/DFI Carbon Calculator, which is also occurring in cooperation with EFC, is headed up on the DFI side by Chris Nelson, P.E., ENV SP, Delta Underground. In 2024, the task group focused on defining plans to transform the tool, which is currently a spreadsheet that can be downloaded for free at www.geotechnicalcarboncalculator.com, into a web-based tool. The outcome was that a contract to perform the update was awarded to Carbon4, the company that originally developed the tool, in early 2025. Beta testing of this version will begin in early 2026 with a full public release in the third quarter. With this upgrade, the tool (now more than 10 years old) will be even more efficient in helping engineers and contractors to assess the carbon footprint of foundation designs.

The third tool that must be mentioned is the sustainability flowchart, an effort spearheaded by Will Hsu, P.E., Keller. This flowchart depicts how all project stakeholders can ensure that a foundation project is more sustainable. This flowchart was presented during the Sustainability Webinar: EFC/DFI Sustainability Guides in 2024. The video is available on DFI's YouTube channel, and the committee agreed to promote this tool more actively in 2026, in part by including a forthcoming article on this tool in *Deep Foundations*.

Apart from these three tools, this efforts on energy foundations must be mentioned, which is spearheaded by the working group leader, Tony Anis, Exponent Energy. He has been very active in developing a guide on energy foundations for the International Ground Source Heat Pump Association, which was published in 2025. He then prepared a similar guide that will be issued as a DFI document, which is currently under review and will be issued in 2026.

Finally, the committee's effort to collaborate with other organizations should be mentioned. In the area of sustainability there is much to do, and the committee is not only working together with EFC, as highlighted above, but also with the sustainability committees of the Geo-Institute and the Canadian Geotechnical Society. With these two organizations there are regular joint meetings to keep everybody informed of the ongoing activities.

All these activities will continue in 2026, and we would welcome any DFI member that is interested in sustainability to attend our monthly meetings to be more involved.

CHAIR ANDY BOECKMANN, PH.D., P.E.
Foundation Reuse

Along with nearly 1,400 of our closest friends, DFI's Foundation Reuse Committee is recovering from a fun and productive 30th Annual Conference in Nashville, Tennessee. The committee hosted a panel session on reuse that was well attended and fostered good conversations that continued well after the session had ended. The conversations focused on how to promote responsible reuse of foundations, especially considering challenges with investigating existing foundations and evaluating their remaining service life.

A highlight of the panel session came from a promising lead for the future of reuse in the U.S.: insurance policies to cover inherent defects. Such policies are employed often in London, where reusing foundations is common practice due to unavoidable conflicts in the congested underground. The editor of this magazine reached out to a contact in the insurance industry who suggests that such a policy could be sought out in the states by a commercial insurance broker. Inherent defect insurance is a promising contractual solution to mitigate risks that are not readily addressed through engineering.

Another outreach activity the committee continues to pursue are "two-pager" case histories of successful reuse projects that demonstrate the cost and schedule benefits of foundation reuse. The case histories are available on the committee's webpage under initiatives. Nine have been published to date. This webpage also includes links to a variety of published resources regarding reuse.

The committee's primary ongoing activity is development of a guide specification for foundation reuse design. A task group working on the specification published a detailed outline of the specification for review and comment by DFI members in August 2025. Feedback was solicited ahead of the annual conference to promote discussion with the panel, which was comprised of members of the task group. The committee appreciates the constructive feedback from DFI members and looks forward to completing the guide specification in 2026.

DFI's Foundation Reuse Committee meets the first Wednesday of each month at 11:00 a.m. ET. The committee always welcomes new members and is especially interested in DFI members from the construction industry, with experience installing existing foundations, or with expertise regarding corrosion and service life. Please reach out at aboeckmann@dfi.org if you are interested or have any suggestions.

CHAIR MIRIAM SMITH, PH.D., P.E.
Ground Improvement

DFI's Ground Improvement Committee wrapped up 2025 with a bang! The committee sponsored two successful Rigid Inclusion Summits in 2025 – one in Lenexa, Kansas, and one in San Diego – with a third planned for March in London, Virginia. The goal of the summit is to gather designers, builders and owners in one place to discuss the standard of practice for the design and construction of rigid inclusions. The invited speakers have years of experience in the ground improvement industry and have been involved in DFI or American Society of Civil Engineers efforts to develop guidance documents for the design, installation and development of specifications for rigid inclusions. Combined, more than 150 people registered for the 2025 summits and the discussions were lively. Read more on page 85 and register here for the third and final Rigid Inclusion Summit in March: www.dfi-events.org/rigid-inclusion/virginia.

The committee was also pleased to support two proposals for consideration of funding through DFI's Committee Project Fund (CPF) in 2026. The CPF provides dollars to DFI committee projects that advance the state of practice and produce a usable deliverable, most often through research. Committee members are invited to review the proposals and provide feedback; they also receive updates on the projects throughout the year. Recently completed or awarded projects include:

- "Reinforcing Mechanisms of Soil-Cement Columns in Unstable Sand Under Embankment and Earthquake Loading" – Mohammad Khosravi, Ph.D., Montana State University. The objective of this research is to develop guidelines for the analysis and design of soil-cement column systems subjected to the combined effects of embankment loading and liquefaction-induced lateral spreading through the use of dynamic centrifuge experiments and numerical modeling.
- "Advancing Microbially Induced Desaturation (MID) Towards Implementation as a Ground Improvement Method" – Elanor Moug, Ph.D., and Arash Khosravi, Ph.D., P.E., Portland State University, and Aaron Gallant, Ph.D., P.E., University of Maine. The primary objective of this project is to conduct a field trial of MID at a site with a silty-sand profile. This research aims to address key practical questions about the application of MID under real-world field conditions.

The committee continues to identify important issues facing ground improvement designers and reviewers, and work toward advancing the state of practice. Our committee is very fortunate to have several actively involved members who provide input on proposed research projects and lead/execute on task forces – but we are always looking for additional professionals to contribute their initiatives.

CHAIR EMMA MIGNESLIT
Women in Deep Foundations Committee (WIDF)

Looking back, 2025 was a busy year for DFI's Women in Deep Foundations (WIDF) Committee. It marked a period of growth, recognition and engagement for the committee. Our initiatives focused on internal member spotlights, community outreach and impactful in-person discussions, culminating in a year of sustained success and momentum – not to forget, even an international award!

Diversity Champion Award: A defining moment of the year was the prestigious international recognition received at the TunninTEM awards in London. WIDF was honored with the Diversity Champion Award, a testament to the collective efforts of our members. Maria Verman, Ph.D., Executive, presenting the award, stated, "This recognition celebrates your sustained and impactful efforts in advancing diversity and inclusion within the geotechnical and deep foundations sector." This award elevates WIDF's profile on the global stage and emphasizes the critical importance of our mission and inspiring continued action.

Member Spotlight: Fostering a strong internal community and celebrating the achievements of our members remained a core priority. Throughout 2025, we implemented the monthly Get to Know a WIDF Member feature in our meetings. These spotlights provided a valuable platform for members to share their professional journeys, geotechnical passions and even some fun facts about their personal lives. These sessions strengthened connections and fostered inspiration across the committee. Thank you to all who participated this year!

Community Outreach and Industry Visibility: During Women in Construction Month, several WIDF members crafted a daily series of LinkedIn posts. This campaign successfully shared our activities, goals and member stories, generating visibility and attracting interest and support from the industry. By actively showing what the committee does with the community at large, WIDF shared inspiration as a leading voice for women in the deep foundations industry.

DFI WEBSITE ADVERTISING

The DFI website at **dfi.org** is a reliable portal to news and resources that are referenced by members throughout the industry.



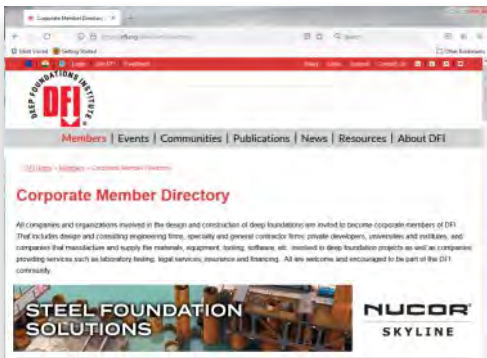
CHECK IT OUT*

Average 5,475+ visits per month

Average 11,530+ page views per month

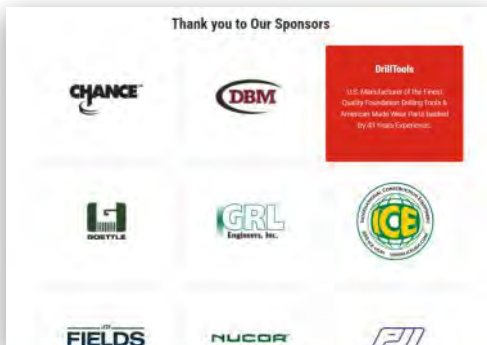
** Analytics August 2025 - July 2026*

Member Directory Ad



Member Directory Listing Collateral

Logo Ad



CORPORATE MEMBER DIRECTORY PAGE BANNER AD*

Description: Twelve, full-color, rotating banner ads prominently featured on the 'Members Directory' page of **dfi.org** with a direct link to your company website.

Specs: 1,700 x 243 pixels (WxH) @ 72 dpi; JPG files

Rate: \$2,750/12-month posting

** Only 12 sponsor ads available per year*

LOGO AD

Description: Logo scrolling on 'Home' page at **dfi.org** and animated logo featuring 300 character description on 'Resources' page that links to your company website.

Specs: 400 x 400 pixels (WxH) @ 72 dpi; JPG or GIF files

Rate: \$1,000/12-month posting

SUBMISSION

Submit banners and logos with an insertion order to **magads@dfi.org**.

Download the media planner at **members.dfi.org/media-planner**

Questions? Contact **magads@dfi.org**

Billing is in January for the calendar year. Invoices for placements that start after January are prorated.



DFI JOURNAL

The *DFI Journal* is a peer-reviewed publication of high-quality papers related to the broad area of geotechnical engineering and construction which is indexed in Scopus. Papers include practice-oriented papers, opinion papers, forums, technical notes, discussions and book reviews. The publication is a milestone in DFI's ongoing effort to be the information resource for design and construction of foundations, excavations, ground improvement and tunneling, positioning DFI and its members as authorities in the industry.

Two issues are planned for 2027: Volume 21, Issues 1 and 2.

dfi-journal.org



CHECK IT OUT*

**Average 460 visits to
dfi-journal.org per month**

Average 1,210+ page views per month

** Analytics August 2025 - July 2026*

PREMIER UNDERWRITER

Description: Premier Underwriters' company logo will be featured on every page of the *DFI Journal* webpage and on all downloaded journal papers. Premier Underwriters will also be mentioned in DFI's *Deep Foundations* magazine in all articles promoting the journal.

Specs: Submit logo 400 x 400 pixels (WxH) at 72 dpi as JPG or EPS file

Rate: \$1,500 (limited to 8 underwriters)

SUBMISSION

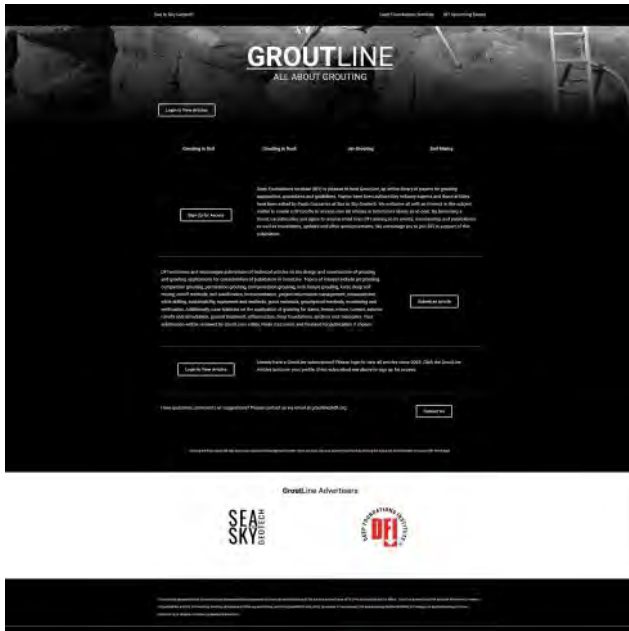
Submit banners and logos with insertion (IO) order to magads@dfi.org.

Download IO at members.dfi.org/media-planner/

Questions? Call (412) 683-5227.



**Only eight underwriter spots
available – reserve yours now!**



GROUTLINE: ALL ABOUT GROUTING

DFI hosts *GroutLine*, an online library of papers on grouting approaches, procedures and guidelines. Papers have been authored by industry experts and edited by Paolo Gazzarrini, P.Eng., of Sea to Sky Geotech. *GroutLine* currently has more than 370 subscribers, who have access to all articles in the library. New subscribers continue to join.

GROUTLINE SUPPORTER

Description: Supporters' logos are featured on the 'Home' page of **groutline.com** and at the top of all *GroutLine* articles.

Specs: Logo at 300 x 300 pixels (WxH) at 72 dpi as JPG or EPS file

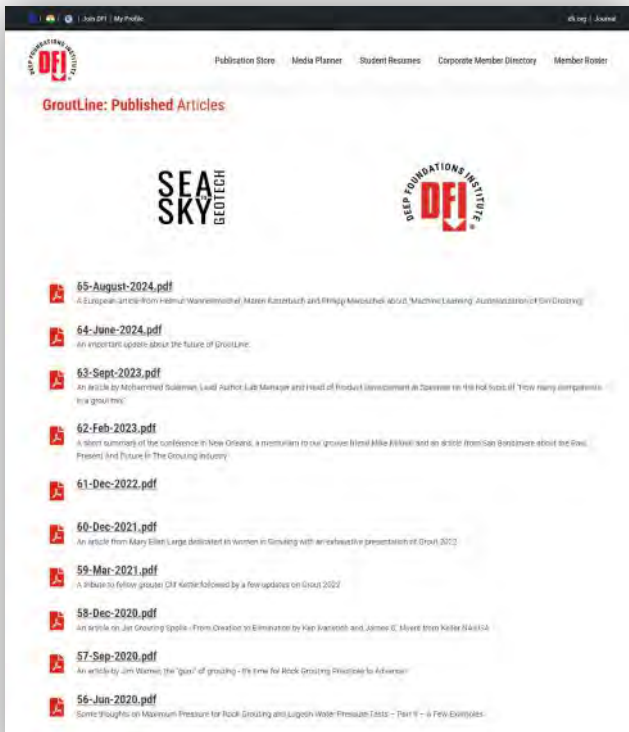
Rate: \$600/year

SUBMISSION

Submit logos with an insertion order to **magads@dfi.org**.

Download the media planner at **members.dfi.org/media-planner**

Questions? Contact **magads@dfi.org**.



CHECK IT OUT

380 Subscribers and growing

66 Accessible papers

DFI PODCASTS: BROADCASTING COMMON GROUND



CHECK IT OUT*

2,025+ views on YouTube

23,765 impressions

** Analytics August 2025 - July 2026*

DFI's podcast channel, Broadcasting Common Ground, features a catalog of podcasts offering diverse perspectives on a variety of geotechnical topics. Within each series, our hosts speak with industry professionals on everything from career advice to technical deep dives.



SPONSORSHIPS

Interviews with the Industry 2027 Season: \$3,000 (all Episodes)

- Logo linked to company website on DFI's Podcast web page.
- Logo included in intro and outro graphics (on YouTube Broadcast).
- Logo linked to company website in all series promotional emailed announcements.
- Company name mentioned as series sponsor during audio broadcast closing.
- Company name mentioned as series sponsor in social media promotional posts.

Game Day: \$5,000

DFI's Game Day is recorded at the DFI Annual Conference each year, where our roving podcast hosts speak with attendees. The podcast is then posted on DFI's YouTube channel. It's a great opportunity to gain exposure during the conference, which is attended by more than 1,000 geoprofessionals, and following the conference for years to come.

- Company name mentioned as sponsor during the Annual Conference and on video posted on YouTube.
- Company name linked to company website in the Game Day description on DFI Podcasts webpage.
- Logo included in intro and outro graphics (on YouTube Broadcast), plus on conference website, program and signage.
- Company name linked to company website in episode promotional emailed announcements.
- Company name mentioned as sponsor in social media promotional posts.

Interested in being a sponsor? Contact podcast@dfi.org.



DFI CONFERENCES AND SEMINARS

As a sponsor of DFI conferences and seminars you have the opportunity to increase your visibility, market your products and services, and improve your recruiting efforts. Each year more than 4,000 professionals attend DFI events. For more information contact events@dfi.org.

PARTIAL LIST OF 2027 EVENTS

Conference on Grouting and
Deep Mixing
March 17-19
Florence, Italy

IFCEE
May 11-14
Grapevine, Texas

S3: Slopes, Support and Stabilization
August 10-12
Pittsburgh, Pennsylvania

DFI 52nd Annual
November 1-4
Indianapolis, Indiana



WEBINAR SERIES

DFI hosts several webinar series throughout the year that are broadcast live, on-demand and hosted on DFI's YouTube Channel. To support them, contact events@dfi.org.

DFI CORPORATE MEMBER ADVERTISER INFORMATION:

Organization:

(Name as it will appear in Ad Index)

URL:

(web page that your ad will link to in Digital Edition)

Contact Name:

Phone:

Email:

BILLING INFORMATION (invoices will be sent via email):

Organization:

Contact Name and Title:

Phone:

Email:

MAGAZINE:

Print Ad Type:

- ☐ 1/4 Page Vertical ☐ 1/2 Page Vertical ☐ 1/2 Page Horizontal
☐ Inside Cover ☐ Full Page ☐ 2 Page Spread
☐ New Member Discount: Indicate if you are a new DFI corporate member

Special Position:

Position requested: _____ 15% up-charge and DFI acceptance of request

Digital Ads*:

- ☐ Intro Page ☐ Top Banner ☐ Bottom Banner
☐ Left Skyscraper ☐ Right Skyscraper

*limited number of ads, please contact magads@dfi.org to discuss availability

Choose Issues:

- ☐ Jan/Feb 2027 ☐ Mar/April 2027 ☐ May/June 2027
☐ July/Aug 2027 ☐ Sept/Oct 2027 ☐ Nov/Dec 2027

WEBSITE:

- _____ Member Directory Page Banner Ad - \$2,750
_____ Logo Ad - \$1,000

JOURNAL:

- _____ Premium Underwriter - \$1,500

GROUTLINE:

- ☐ Supporter - \$600

PODCAST:

- _____ Series Sponsor - \$3,000 _____ Game Day Sponsor - \$6,000

PAYMENT: (5% discount applies to DFI Magazine contract only paid at the start of the year)

Magazine Ad Total: \$ _____

Digital Magazine Ad Total: \$ _____

Subtotal: \$ _____

Less 5% Prepay Discount: \$ _____ (Prepaid contracts must be paid in 30 days)

Magazine Total: \$ _____

+ Website Ad Total: \$ _____

+ Journal Underwriter Total: \$ _____

+ Groutline Ad Total: \$ _____

+ Podcast Total: \$ _____

Grand Total: \$ _____

Payment By: ☐ Check/Money Order ☐ VISA ☐ MC ☐ AMEX ☐ Discover

Credit Card No.:

Expiration Date:

CVV Code:

Name on Credit Card:

Signature:

2027 MEDIA INSERTION ORDER

TERMS AND CONDITIONS:

By signing you agree to the following:

1. All advertisers must be DFI Corporate Members in good standing.
2. No ads will be accepted without a signed insertion order on file.
3. Insertion orders must be received before or with the ad by the ad submission deadline for each issue. DFI is not responsible to include late arrivals or to modify ads after the deadlines dictated.
4. Insertion orders are commitments to advertise in the issues specified. Cancellations are subject to full payment for the ad space reserved.
5. DFI ad rates are net rates and do not include any commission for ad agencies.
6. It is the advertiser's responsibility to adhere to graphic submission criteria. DFI will notify the advertiser if ads fall below the graphic requirements; however, changes must be made by the advertiser or are subject to production fees.
7. DFI has the right to refuse any ads.
8. Positioning of ads is at the discretion of DFI except where Special Position requests at an additional 15% are acknowledged by DFI.

For companies choosing to run the same ad for all issues: Please note the issue deadlines. If you wish to change your ad for any issue, it is your responsibility to inform us, and to submit a new ad by the appropriate deadline. If a new ad is not received by the issue deadline, we will continue to run the most current ad we have on file.

Signature

Print Name

Date

Email insertion order and artwork to magads@dfi.org | Questions? Call Karol Paltsios at (412) 683-5227