

MEMO

TO: Global Associates
FROM: TCA Editorial Staff
DATE: February 26, 2008
RE: Advertorial opportunity, call for entries

The editorial calendar for 2008 has been officially released, and the summer issue is going to focus on Tilt-Up technology.

As a Global Associate member, your company receives access to exposure opportunities that other members do not, considering your unique roll as a supplier of products and services to other members. This is one such opportunity.

We request the submission of content for a 1-page advertorial, which will run in this technology issue. This is intended to express to the industry the single-newest feature or product that is offered by your company. Any new products that you have developed may be included.

The program requirements are as follows:

- The advertorial will be limited to a maximum of one (1) page. We will provide the design layout, you must supply the content, including any text or images relating to your new product(s) or improvements made to existing products (150 word limit);
- The new product(s), or improvements made to existing products, must have been released *no earlier* than January 1, 2007;
- You must RSVP by email to Ben Saltzman by March 18, 2008;
- This content must be submitted to TCA headquarters by April 16th, 2008;
- Your 2008 dues must be paid in full by the date the advertorial is due.

TCA reserves the right to refuse any advertorials that do not adhere to these specifications. TCA will not edit content for truthfulness of claims, grammar or spelling, and will not be liable for errors contained within the advertorials.

This is exciting new editorial content for Tilt-Up TODAY, and is beneficial for all TCA members and readers to see what technological advancements might not be known to them as well as which companies are focused on improvements in the Tilt-Up industry. If you have any questions about this opportunity, please feel free to contact Ben Saltzman directly.

Ben Saltzman
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Tilt-Up Concrete Association
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