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ASPIRE™ Magazine . . .

showcasing how you and your peers are meeting challenges and expanding boundaries with concrete bridge technology.

John S. Dick, *Executive Editor*

The theme of this issue of *ASPIRE™* magazine is durability. While concrete has enjoyed an enviable record in this regard, its past performance is being eclipsed many times over by the concretes and techniques being used routinely today.

An article in this issue by Dr. Celik Ozyildirim (page 15) provides a general overview of many aspects of concrete design and detailing that will result in superior performance. Designers and practitioners will find the article a primer on high performing concrete structures. Another article by M. Myint Lwin (page 42) discusses durability as well and indicates what the Federal Highway Administration (FHWA) is doing to foster durable concrete structures through its many national programs. One of the FHWA's programs is put into practice in the Mars Hill Bridge in Iowa. It uses ultra-high strength concrete that has the potential to create structures that are virtually impervious to the elements.

Through the combination of materials and maintenance technology, design and construction details, and pre- and post-tensioning, concrete bridge designs will be attaining expected design lives of 100, 125 and even 150 years. These goals are being achieved today as shown in the Kansas Haunched Girders article on page 40, as well as most of the other featured bridges.

We'd like to hear about your experiences with concrete bridge building. And, as always, we welcome your comments and suggestions on our magazine. Contact us at www.aspirebridge.org. Reader feedback is important to keep this magazine relevant to you, our reader.

A "selected" audience

Just who are our readers? We thought you might like to know that you are part of a select group. We have not taken a random or "shotgun" approach to build our readership. *ASPIRE'S* initial circulation, as outlined below, was carefully selected. The list of our 21,000 readers includes:

- 1600 names from the bridge design offices of state agencies;
- 1100 state engineers including the administrators, the chief engineers, district engineers and engineers of materials, construction, and maintenance;
- 400 federal engineers, principally FHWA HQ and Division offices plus other federal agencies;
- More than 2500 county engineers and commissioners representing 1800 counties;
- 575 municipal engineers and administrators from 440 cities (plus Municipal Planning Organizations);
- 7000 bridge design consultants;
- 2500 contractors;
- 750 professors;
- 50 railroad companies and agencies;
- 200 engineers from toll roads and turnpikes;
- 950 suppliers; and
- 2000 other member engineers of the PCI, ASBI, PCA, PTI, ACAA, ESCSI, NRMCA, SFA, and WRI (our supporting associations).

With each issue, the number of readers is climbing toward our goal of 25,000. Many other professionals have since emailed, called or subscribed online at www.aspirebridge.org. Thousands have confirmed their subscription by returning the response card bound in each issue. If you haven't done so, please return yours.

These numbers are particularly important to advertisers. This magazine, like most others, depends on advertising revenue. We are careful with advertising, selecting advertisements that add value to the reader and enhance the quality of the message we strive to deliver.

We believe the quality of *ASPIRE* and its finely targeted audience provides the best opportunity for those companies that need to deliver their message to all stakeholders in the bridge community. Jim Oestmann can assist with inquiries about advertising (call 847-577-8980 or email: joestmann@arlpub.com).



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