



NCSPA



STEEL: PROVEN 100-YEARS STRONG

Product Promotions Committee

2015 Activities

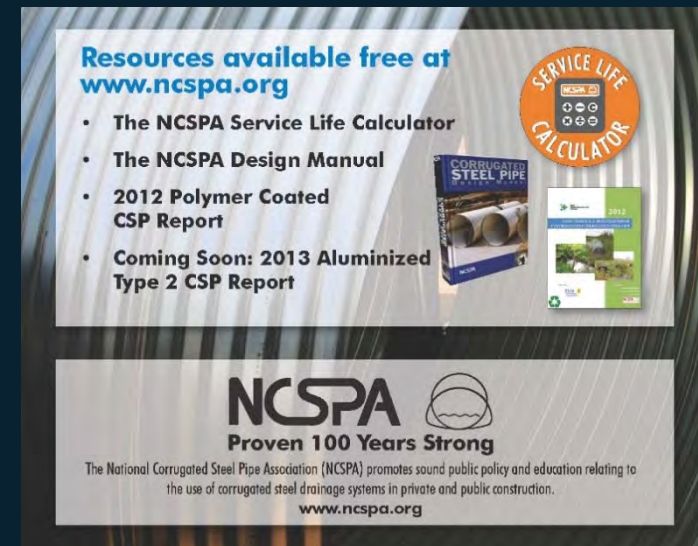
2016 Plan

Promotional Materials

- Project of the Year Photos & Write-ups
- Corrugated Steel Pipe Full Page Ad
- Summary of 2014 ALT2 Field Study
- NCSPA Downloads


Promotional Outlets

- Trade Magazines
- E-Blasts (eNewsletter)
- DOT Mailer
- SWS Storefront
- NCSPA Website



Resources available free at www.ncspa.org

- The NCSPA Service Life Calculator
- The NCSPA Design Manual
- 2012 Polymer Coated CSP Report
- Coming Soon: 2013 Aluminized Type 2 CSP Report

NCSPA 
Proven 100 Years Strong

The National Corrugated Steel Pipe Association (NCSPA) promotes sound public policy and education relating to the use of corrugated steel drainage systems in private and public construction.

www.ncspa.org

NCSPA

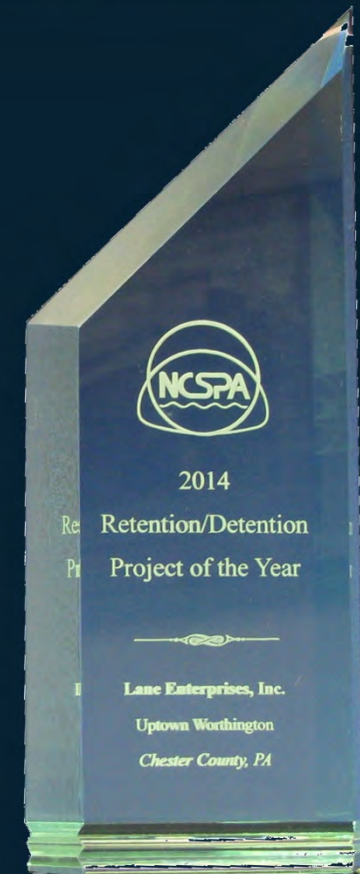


STEEL: PROVEN 100-YEARS STRONG

PPC 2015 Activities

Project of the Year Award Program

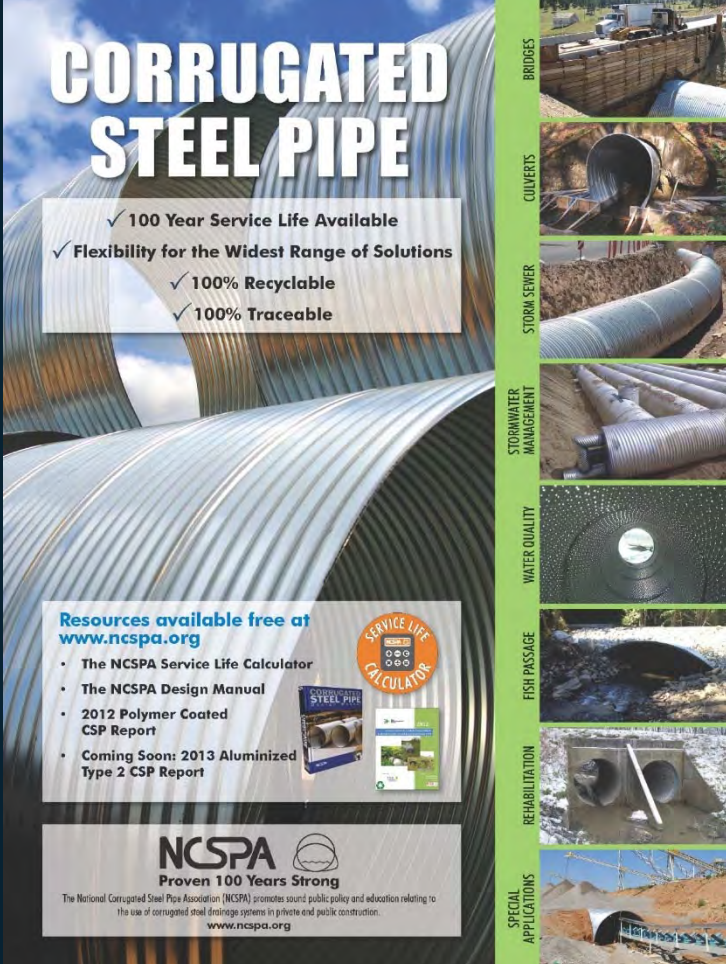
- Third Year for POTY
- 20 Total Submissions (2015)
- Award Write-ups Fuel PPC Activities



2015 Print Media



March/April Issue	\$2445
May Issue	\$2445
June Issue	\$2445
August Issue	FREE




CORRUGATED STEEL PIPE

- ✓ 100 Year Service Life Available
- ✓ Flexibility for the Widest Range of Solutions
- ✓ 100% Recyclable
- ✓ 100% Traceable

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Applications: BRIDGES, CULVERTS, STORM SEWER, STORMWATER MANAGEMENT, WATER QUALITY, FISH PASSAGE, REHABILITATION, SPECIAL APPLICATIONS

NCSPA



STEEL: PROVEN 100-YEARS STRONG

PPC 2015 Activities

AdStudy®
Award
Presented to
NCSPA

NCSPA #2
(out of 29 ads)

CORRUGATED STEEL PIPE

- ✓ 100 Year Service Life Available
- ✓ Flexibility for the widest range of solutions
- ✓ 100% Recyclable
- ✓ 100% Traceable

Resources available free at www.ncspa.org

- The M204 Corrosion Protection Manual
- The M206 Design Manual
- 2012 Pottery Co. CIP Report
- NCSA International Pipe & Pipe Report

NCSPA
STEEL: PROVEN 100-YEARS STRONG

AdStudy® Report

National Corrugated Steel Pipe Association

STORM WATER SOLUTIONS

March/April 2015

AdStudy® Award Presented to NCSPA

NCSPA Ad Score 133

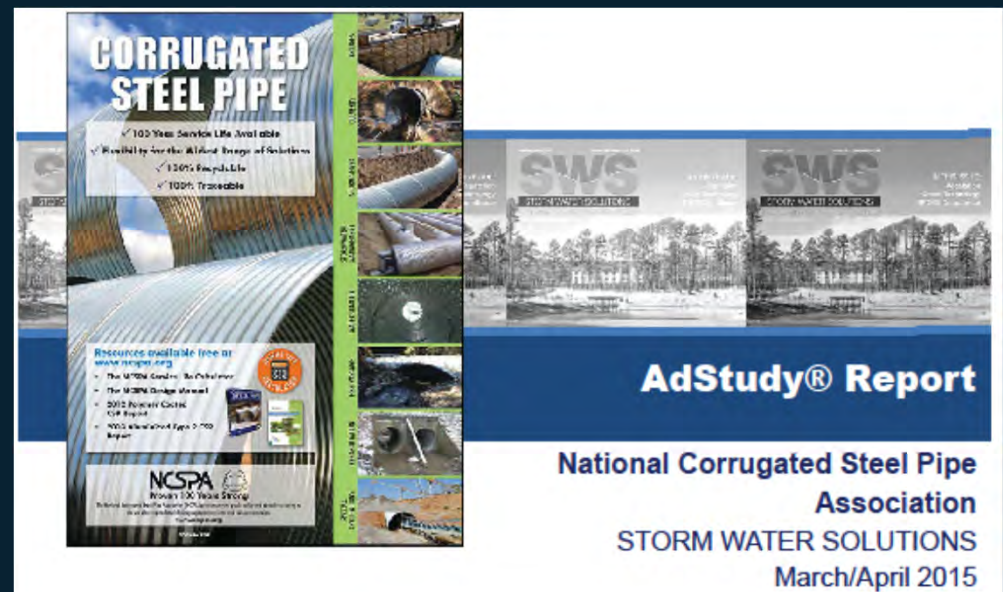
Recall Seeing 71%

Recall Reading 59%

Total Issue Avg. 94

Recall Seeing 51%

Recall Reading 43%



AdStudy® Report

National Corrugated Steel Pipe Association
STORM WATER SOLUTIONS
 March/April 2015

NCSA



STEEL: PROVEN 100-YEARS STRONG

PPC 2015 Activities

AdStudy® Report Verbatim Comments

- Corrugated steel pipe that has a 100-year service life. I like that it is traceable.
- Asserts long life but does not address concerns about corrosion.
- I thought this was both well presented and used many good photo examples of uses and possibilities.
- Very well done. Shows use of the product. The contact information could have been more noticeable.
- Shows how they can match their pipe to any problem you have.
- They have a product that will last after you're gone.
- Tried and true, remaining relevant in a changing world.
- Great photos illustrating a range of applications. It is clearly an ad for corrugated steel pipe that is durable and recyclable. The message is that the product and company are strong.
- Very clear, some specialized products that are difficult to get locally, would be interested when I have a need.
- Bright and shiny, good photos of product, free standing, in-actual applications, and being installed.
- Good product for the right location.

April 29th & May 29th 2015 E-Blasts

- 10,500 Recipients
- Open Rate ≈ 22%



DOT Mailer \$1,356

- End of Summer Mailing
- 1,200 DOT Related Professionals



NCSPA



STEEL: PROVEN 100-YEARS STRONG

PPC 2015 Activities

Storm Water Solutions Storefront

- Case Alerts
- Product Spotlights
- SF Newsletter
- Articles
- Downloads

12 Months \$5,200

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NCSPA
STEEL: PROVEN 100-YEARS STRONG

Established in 1956, NCSPA seeks to promote sound public policy relating to the use of corrugated steel drainage structures in private and public construction. It collects and distributes technical information, assists public and private agencies in the formulation of specifications and designs; encourages greater knowledge of corrugated steel pipe's benefits and uses among college engineering students; and conducts seminars to increase awareness of the product and its application among specifiers.

ADDRESS
14070 Proton Road
Dallas, TX 75244
United States

Phone: 972.850.1907
Fax: 972.490.4219
Website: <http://www.ncspa.org>

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Ultimate Performance and Flexibility
Sediment and Erosion Control

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www.blocksom.com

POLL
How do you think 2016 will rate as a business year?
Excellent

<http://www.estormwater.com/national-corrugated-steel-pipe-assn>

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STEEL: PROVEN 100-YEARS STRONG

PPC 2015 Activities

• Print Media	\$7,335
• SWS Storefront	\$5,200
• DOT Mailer	\$1,356
• E-Blasts	\$0
	<hr/>
	\$13,891
2015 PPC Budget	\$20,000



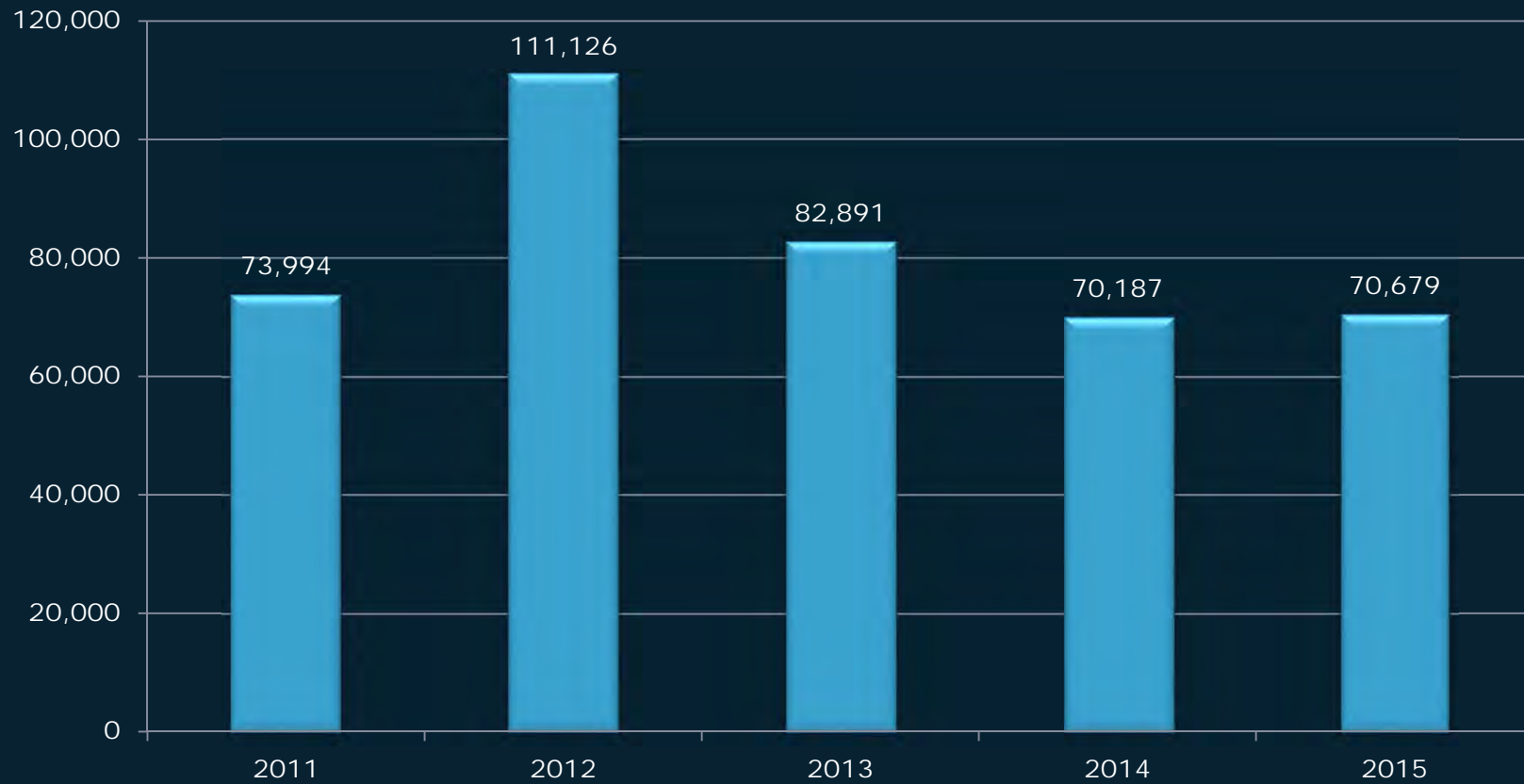
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2011-2015 Website Analytics

WEBSITE ANALYTICS – NO. OF PAGEVIEWS



NCSPA



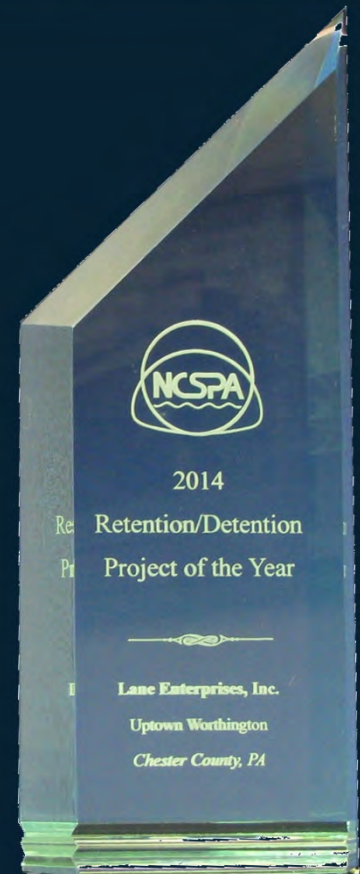
STEEL: PROVEN 100-YEARS STRONG

PPC 2016 Plan



Project of the Year Award Program

- Fourth Year Running
- Vic Locastro/Chuck Hitt

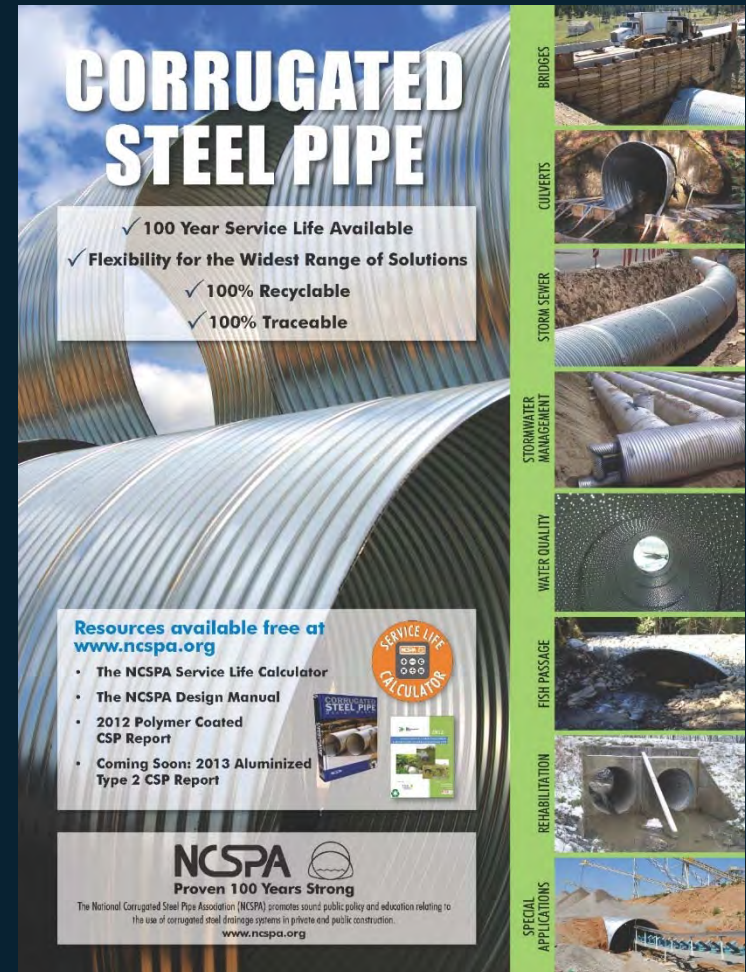


2016 Print Media

Buy 3 Get One Free
 3 @ \$2,445 = \$7,335



One Time Run (April) **Public Works**
 \$4,500




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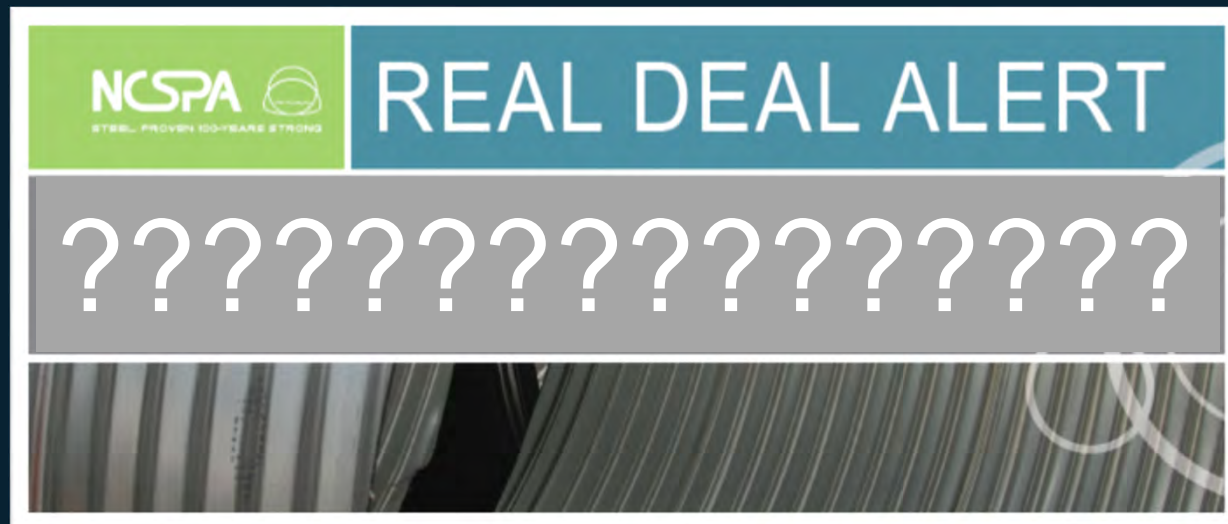
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2016 DOT Mailer ~ +1,200 Recipients

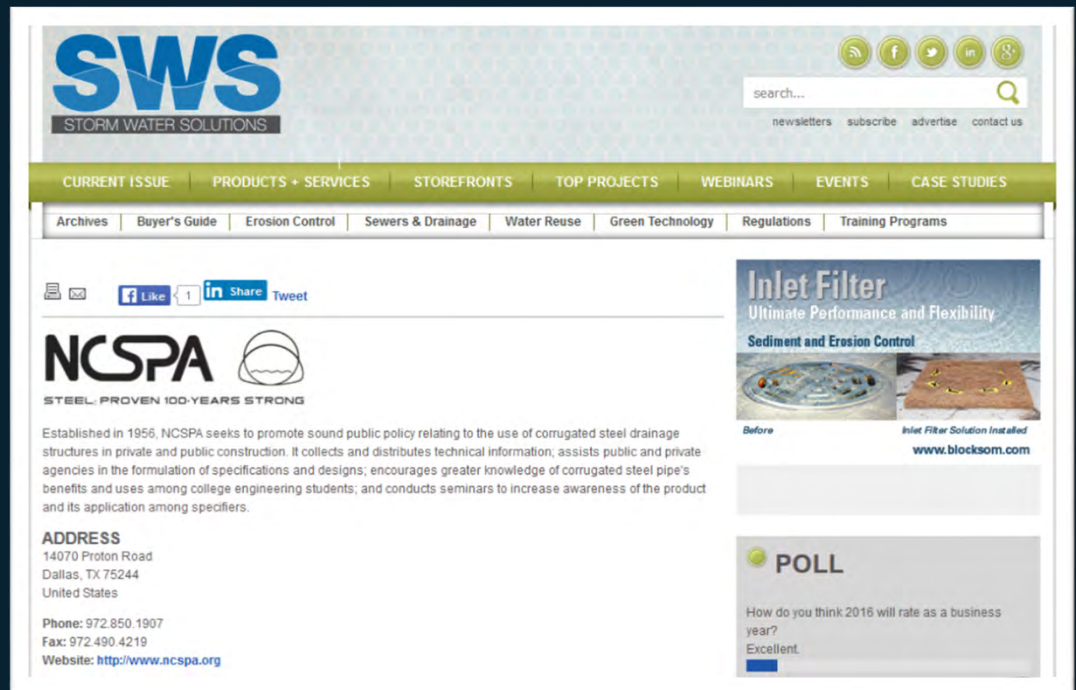
\$1,500 - \$2,000



Storm Water Solutions Storefront

- Case Alerts
- Product Spotlights
- SF Newsletter
- Articles
- Downloads

12 Months \$5,200




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PPC 2016 Plan

• Print Media	\$11,835
• SWS Storefront	\$5,200
• DOT Mailer	\$2,000
• E-Blasts	\$0
	<hr/>
	\$19,035
2016 PPC Budget	\$20,000



NCSPA



STEEL: PROVEN 100-YEARS STRONG

PPC 2016 Plan

A New Tagline for Corrugated
Steel Pipe . . .



+



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NCSIPA



STEEL: PROVEN 100-YEARS STRONG

#1

**VALUE, QUALITY, AMERICAN
MADE**

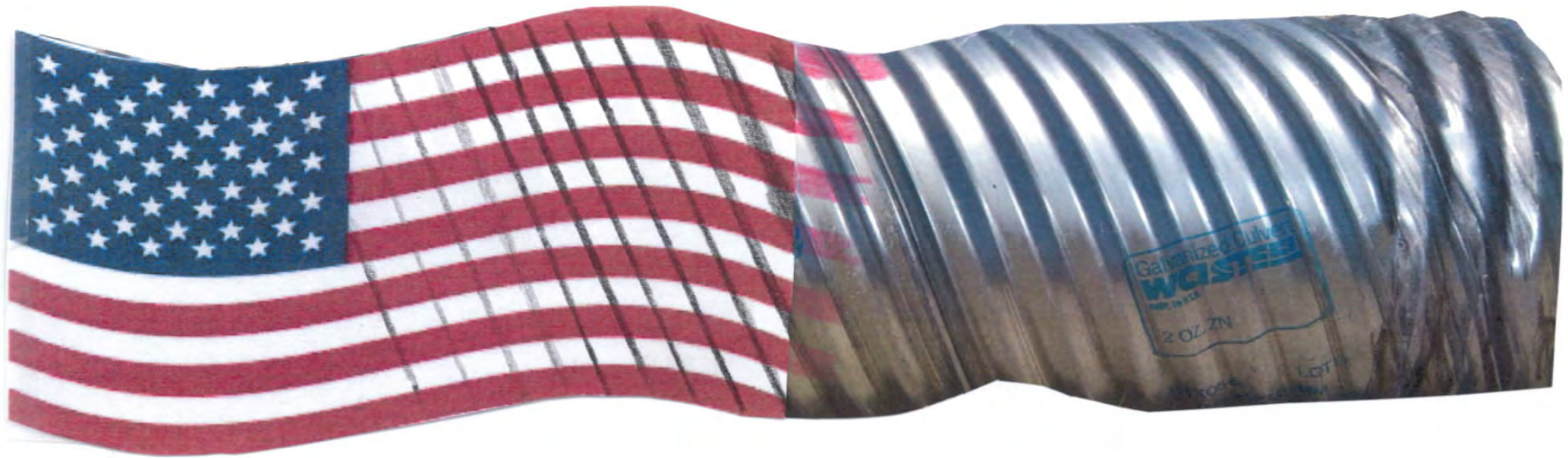
NCSIPA



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#2

**BORN, RAISED, AND
BURIED IN AMERICA**



**MADE IN AMERICA,
TOUGH AS STEEL**



PPC Acknowledgements

Susan Olt, Contech Engineered Solutions

Raquel Navarrette, NCSPA Staff

Mike McGough, DTS-NCSPA

Vic LoCastro, POTY Champion

