



NRMCA.ORG

NATIONAL READY MIXED CONCRETE ASSOCIATION

2012
Media Planner



CONTACT:

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Concrete
infocus

Membership Directory
Products and Services Guide
Online Buyers' Guide
E-news

Who We Are

NRMCA is the only association that represents the ready mixed concrete industry on a national level, advocating for the leaders of America's ready mixed concrete industry.

As a whole, the association serves as the unified voice of the industry and keeps a keen eye on legislation in Washington, DC, reviewing key issues with public policy makers and regulatory bodies.

Founded in 1930, the National Ready Mixed Concrete Association is the leading industry advocate. Our mission is to provide exceptional value for our members by responsibly representing and serving the entire ready mixed concrete industry through leadership, promotion, education and partnership to ensure ready mixed concrete is the building material of choice.

Twenty-five percent of NRMCA members supply precast. This 25% supplies 75% of all precast nationwide.

About Our Members

Members of NRMCA include ready mixed concrete producers and those who sell goods and services supporting the industry. Our members represent the leading edge in the concrete construction industry, supplying the finest quality ready mixed concrete.

THREE OUT OF FIVE of our members have been with NRMCA for over 10 years, and two out of five members have been with the association for over 20 years.

THE HARD FACTS:

Ready mixed concrete is valued as a \$30 billion industry.

Members operate nearly **70,000** mixer trucks and employ over **100,000** people.

There are an estimated **6,000** ready mixed concrete plants that are typically within 60-90 minutes of traveling distance from any construction project.



Concrete Infocus Magazine

Concrete Infocus, a quarterly magazine, is the top resource for industry news, trends, research, legislative articles and company profiles. Readers turn to the official magazine of NRMCA for the information they need to stay on top of industry changes and follow the most up-to-date industry news.

In addition to print, *Concrete Infocus* is also available to readers in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media.

Bonus Editorial: The digital edition of *Concrete Infocus* features up to eight pages of additional editorial content available only in the digital version of the magazine!



INSIDE:

TRUCK TRACS: Articles dealing with trucking issues ranging from strategies for reducing the trucking industry's carbon footprint to the award for truck driver of the year.

ENVIRONMENTAL SCENE: Articles covering environmental issues confronting the concrete industry.

CAPITOL COMMENT: This section deals with recent legislation affecting the industry.

SAFETY FIRST: Covers safety in the workplace. Articles may discuss being in compliance with OSHA regulations, how to avoid accidents, workers' compensation and more.

TECH TALK: Contains technical articles of importance to the industry

BEST SELLERS: The NRMCA rates the top 10 association publications.

WHO TO CALL: List of contacts at NRMCA

INDEX TO ADVERTISERS: All advertisers receive a customized listing for maximum exposure. Your company will be listed alphabetically by product/service category with the page number of your ad.

ADVERTISER.COM: All advertisers receive a complimentary listing in our Advertiser.com section. Our cross reference highlights your company's Web address to help increase your online traffic.

Readership Profile*

3 out of 5 respondents:

- Pass along *Concrete Infocus* to others or save for reference.
- Share their issue of *Concrete Infocus* with up to five other people.
- Read *Concrete Infocus* for at least 30 minutes or more.
- Are more likely to consider purchasing products and services from companies that advertise their products with NRMCA.

**Results based on readership survey conducted in June 2010*

2012 Publication Schedule*

Issue	Space Reservation	Materials Deadline
Spring 2012	12/26/11	12/28/11
Summer 2012	3/26/12	3/28/12
Fall 2012	6/25/12	6/27/12
Winter 2012	9/24/12	9/26/12

**All dates are tentative and subject to change.*

Concrete Infocus Magazine Digital Edition

In addition to print, *Concrete Infocus* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website.

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA:

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers and facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail, and each new issue is posted on the association's website. A full archive of past issues is available for a 12-month period, ensuring longevity for your online presence.

Digital edition branding opportunities are exclusive and awarded on a first-come, first-served basis.

Bonus Editorial: The digital edition of *Concrete Infocus* features eight pages of additional editorial content available only in the digital version of the magazine!



eSponsorship

PRICE: \$600

550 X 480 PIXELS (JPG, SWF OR MOVIE FILES)

Be the first ad readers see. Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities bring your message to life.

eToolbar

PRICE: \$250

250 X 50 PIXELS (JPG ONLY)

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition.

eSkyscraper

PRICE: \$800

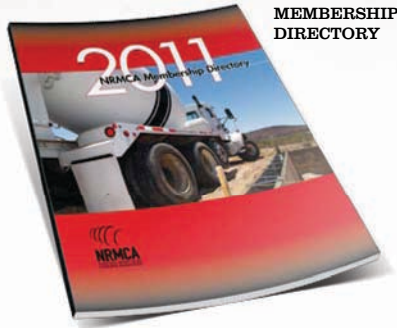
200 X 783 PIXELS (JPG OR SWF)

The eSkyscraper ad displays the entire time the digital edition is open.

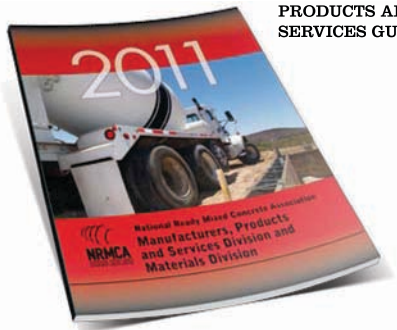
eLink

eLinks increase traffic from your ad in the digital edition to your company's Website or a corporate e-mail address. All of our advertising options include this upgrade.

2012 Membership Directory



MEMBERSHIP
DIRECTORY



PRODUCTS AND
SERVICES GUIDE



Complement your advertisement in *Concrete InFocus* magazine by participating in NRMCA's *2012 Membership Directory*, a comprehensive directory utilized by our members throughout the year. Key decision makers rely on this resource guide to find the products and services they use on a day-to-day basis.

About half of respondents
keep the *Membership Directory* on
hand for easy reference.

NRMCA publications serve as business tools our members use to continually improve their industry and professions.

As special thanks for supporting NRMCA, any advertiser who commits to a full year of exposure in our magazine and directory will receive a complimentary ad in the 2012 *Products & Services Guide*. Additionally, advertisers will receive a free premier listing on the *Online Buyers' Guide*.

2012 *Products and Services Guide*
Advertising only available to companies who advertise for a full year.

The *2012 Products & Services Guide*, an official NRMCA publication gives your company direct, targeted access to the concrete professionals who purchase your products or services. NRMCA members turn to the *Products & Services Guide* throughout the year to locate companies that provide products & services to the ready mixed concrete industry. The annual *Products and Services Guide* is the resource readers use in order to make purchasing decisions from businesses they trust.

Nearly 80%
of respondents view both the *Membership Directory*
and *Product and Services Guide* as important benefits
of their membership.

Online Buyers' Guide

<http://NRMCA.OfficialBuyersGuide.net>



TOP FIVE CATEGORY VIEWS

1. Mixers (Concrete)
2. Computer Software
3. Mixer Drums
4. Batch Plants and Components
5. Drums (Replacement Mixer)

Connecting your company to the leading professionals of the ready mixed concrete industry.

NRMCA's Online Buyers' Guide is the Internet's most comprehensive resource for the ready mixed concrete industry. Located at NRMCA.OfficialBuyersGuide.net, the Online Buyers' Guide puts buyers in touch with suppliers 24/7. For only pennies a day, your company can secure a year's worth of exposure.

The Online Buyers' Guide is efficient advertising; visitors come to the Online Buyers' Guide because they are ready to purchase. Reach the people with whom you want to do business at the moment they are making their decision. Combine your online message with print in *Concrete Infocus* or the annual *Membership Directory*.

THE INTERNET IS A KEY PURCHASING TOOL

A recent survey showed that 93% of professionals would research online when making a B2B purchase.*

7 out of 10 respondents:

- Have visited an advertiser's website as a result of the advertisement.
- Have contacted an advertiser for more information.

* Enquiro and Marketing Sherpa Survey

Online Buyers' Guide Rates <http://NRMCA.OfficialBuyersGuide.net>



Spotlight Tile Ad

125 X 125 PIXEL (JPG, GIF or SWF), ONLY TWO SPOTS AVAILABLE!

The spotlight tile ad appears on every page of the site. No matter what page visitors click on, your message will be prominently displayed in the same place, every time! Complimentary Premier Listing—a \$300 value!

PRICE: \$2,000

Home Page Vertical Banner

120 X 240 PIXELS (JPG, GIF or SWF), MAXIMUM FOUR ALTERNATING BANNERS PER POSITION.

Vertical banner on the home page. Complimentary Premier Listing—a \$300 value!

PRICE: \$1,000



Super-Category Page Vertical Banner

120 X 240 PIXELS (JPG, GIF or SWF), MAXIMUM TWO ALTERNATING BANNERS PER POSITION.

Vertical banner alternating in super-category and all related subcategories. Complimentary Premier Listing—a \$300 value!

PRICE: \$500



Premier Listing Package

PREMIER LISTING WITH FULL COLOR LOGO. LOGO AT 240 X 120 PIXELS (JPG only).

PRIORITY SEARCH RESULTS— Premier listings appear on a first-come, first-listed basis on top of all basic listings, ensuring they are seen first. Includes full-color logo, company name, address, phone number, active Web link and email, complete company description, products and services listing and up to five detailed contacts.

NEW FEATURE— **Product photo and description:** Display a full-color product photo and text description to potential customers. You also have the option to hyperlink the photo directly to any page on your company's website.

PRICE: \$300

*Includes five (5) category listings of your choice. Additional category listings are \$50 each. *Members receive unlimited categories at no additional charge.*

**USERS CAN SEARCH
YOUR WEBSITE
DIRECTLY FROM YOUR
PREMIER LISTING**

Online Buyers' Guide Rates <http://NRMCA.OfficialBuyersGuide.net>



Premier Listing Guaranteed Position

PREMIER LISTING WITH FULL COLOR LOGO. LOGO AT 240 X 120 PIXELS (JPG only).

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required—when visitors click on a product/service category on the home page of the *Online Buyers' Guide*, your company is the first that they see.

Includes Premier Listing.

CATEGORY SPONSOR #1 | \$600

CATEGORY SPONSOR #2 | \$550

CATEGORY SPONSOR #3 | \$500

Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

VIDEO | \$200





IN THIS ISSUE

Only 12 Days Remain to Tell President Obama: 'Thy Ash isn't Hazardous Waste'
 Any news item can go here, this copy is just for placement purposes. Any news item can go here, this copy is just for placement purposes.

Ohio Producer Member Discussed EPA after President's Visit
 Any news item can go here, this copy is just for placement purposes. Any news item can go here, this copy is just for placement purposes.

NRMCA Focuses on Concrete Sustainability at 2011 Greenbuild
 Any news item can go here, this copy is just for placement purposes.

Registration Winding Down for RMC Supervisor Certification Workshop
 Any news item can go here, this copy is just for placement purposes. Any news item can go here, this copy is just for placement purposes.

NRMCA Discusses MIT Sustainability Research at Colorado Concrete Conference
 Any news item can go here, this copy is just for placement purposes. Any news item can go here, this copy is just for placement purposes.

NRMCA Advocacy News Roundup Updated Through October 7
 Any news item can go here, this copy is just for placement purposes.

Registration Continues for Producers' Class about Contractors' Businesses
 Any news item can go here, this copy is just for placement purposes. Any news item can go here, this copy is just for placement purposes.

October Internet Special is Environmental Management Guide
 Any news item can go here, this copy is just for placement purposes.

A Look Ahead
 Any news item can go here, this copy is just for placement purposes. Any news item can go here, this copy is just for placement purposes.

NEWS LINKS

Any News Can Go Here
 Any news item can go here, this copy is just for placement purposes. Any news item can go here, this copy is just for placement purposes. [LEARN MORE.](#)

Any News Can Go Here
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ADVERTISE HERE Get your message in front of the decision makers that count. [LEARN MORE.](#)

PROMOTION

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ASSOCIATION & INDUSTRY NEWS

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OPERATIONS, ENVIRONMENTAL, SAFETY & HR

Any News Can Go Here
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NRMCA E-news

MAKE A CONNECTION — ADVERTISE ONLINE WITH NRMCA.

As the official eNewsletter of National Ready Mixed Concrete Association, *E-news* is delivered to nearly 5,700 emails on a weekly basis. *E-news* keeps members up to date on current industry news and trends, legislative issues affecting the industry, member information and more.

The Online Advantage

- *E-news* goes out to nearly 5,700 emails weekly
- Frequently forwarded to others for additional exposure
- Direct clients to the landing page of your choice
- Track ad performance
- Great way to promote time-sensitive offers or events

ADVERTISING OPPORTUNITIES IN NRMCA E-NEWS INCLUDE:

Vertical Banner

Only 8 vertical positions available

12 MONTHS	6 MONTHS	3 MONTHS
\$5,000	\$2,750	\$1,500

Horizontal Banner

Only 4 horizontal positions available

12 MONTHS	6 MONTHS	3 MONTHS
\$4,000	\$2,200	\$1,200

Contact your Naylor account representative today to custom fit the right online program for your company.

Net Advertising Rates

Concrete Infocus and 2012 Membership Directory

Full-Color Rates

All magazine rates include eLink in digital edition of the magazine.

Size	1x	2-3x	4-5x*
Double Page Spread	\$4,869.50	\$4,379.50	\$3,939.50
Outside Back Cover	\$3,539.50	\$3,189.50	\$2,869.50
Inside Front or Inside Back Cover	\$3,339.50	\$3,009.50	\$2,709.50
Tab	\$3,349.50	\$3,309.50	\$2,979.50
Full Page	\$2,839.50	\$2,559.50	\$2,299.50
1/2-Page Island	\$2,329.50	\$2,099.50	\$1,889.50
1/2 Page	\$2,159.50	\$1,939.50	\$1,749.50
1/3 Page	\$1,899.50	\$1,709.50	\$1,539.50
1/4 Page	\$1,769.50	\$1,589.50	\$1,429.50
1/8 Page	\$1,369.50	\$1,229.50	\$1,149.50

Black-and-White Rates

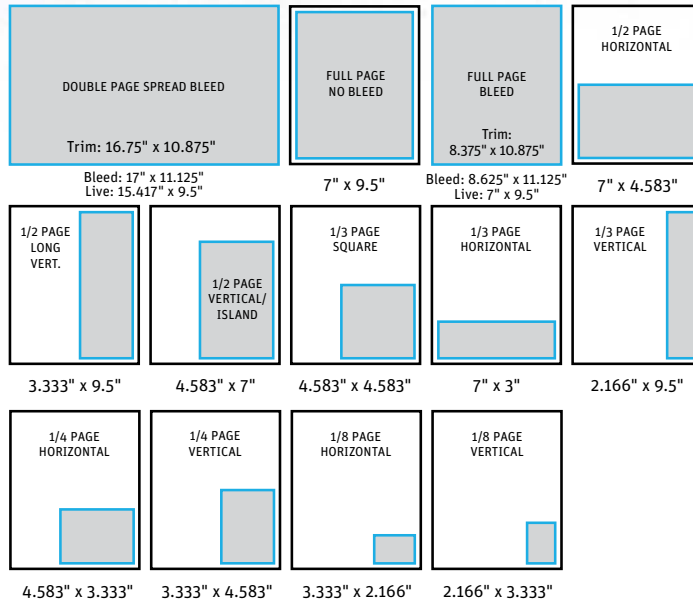
Size	1x	2-3x	4-5x*
Full Page	\$1,869.50	\$1,679.50	\$1,509.50
1/2-Page Island	\$1,359.50	\$1,219.50	\$1,099.50
1/2 Page	\$1,189.50	\$1,069.50	\$959.50
1/3 Page	\$909.50	\$819.50	\$739.50
1/4 Page	\$799.50	\$719.50	\$649.50
1/8 Page	\$529.50	\$479.50	\$429.50

***Advertisers booking ads in all four issues of the magazine and in the annual issue of the Membership Directory (total 5X insertions) will receive a FREE ad in both the NRMCA Product and Services Guide print version, as well as in the NRMCA Products and Services Guide interactive digital version. In addition, they will receive a FREE online Buyer's Guide Premiere Listing. Ask your sales representative for details.**

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$32.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Ad Dimensions and Specifications

Ad Depictions and Sizes



Shipping Instructions

Ship all advertising materials to the attention of your account representative at:

Naylor, LLC

5950 NW 1st Place · Gainesville, FL 32607

Fax: 352.331.3525 · Toll Free: 800.369.6220

For additional advertising information, please contact:

Maureen Hays

Naylor, LLC

Phone: 800-369-6220 x3422

Fax: 352-331-3525

mhays@naylor.com

Proofs

Proofs of ads produced by Naylor are available upon request at a charge of \$50.

Cancellations

In the event of cancellation of a contract, the client agrees to repay Naylor, LLC any discounts granted for multiple insertions less discount applicable for the number of insertions completed in the contract period. All premium positions and direct mailer pieces are non-cancelable. All cancellations must be received in writing prior to the advertising sales deadline. A charge of \$30 will be levied for returned checks.

Revisions

Revisions are rework for Naylor, LLC and are subject to a \$50 surcharge.

Production Services

Naylor provides basic ad assembly and layout to non-agency clients at no charge to the client.

Digital Ad Copy Submission

Go to the Naylor website at www.naylor.com and click on Ad Upload. Locate your publication code, advertising order number and advertising code in the box at the top, right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click submit. Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Terms

Payment due upon receipt of invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30 will be levied for returned checks.

Ad Agency Commissions

All prices are net. Ad agency commissions are not included in quoted price.

Online Specifications

For more information, visit <http://www.naylor.com/clientSupport-onlineGuidelines.asp>

Digital Edition[†]

eSponsorship

- 645 x 465 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 228 x 1140 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100 kb

eToolbar

- 250 x 50 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100 kb

[†]Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.
- **Note: Do not add and web links or URLs**, we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

Online Buyers' Guide / eNewsletter

Spotlight Tile

- 125 x 125 pixels
- JPG, GIF or Flash/SWF* accepted
- File size must be no greater than 100 kb
- Animation no longer than 25 seconds (*including multiple loops*)

Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF* accepted
- File size must be no greater than 100 kb
- Animation no longer than 25 seconds (*including multiple loops*)

Vertical Banner

- 120 x 240 pixels
- JPG, GIF or Flash/SWF* accepted
- File size must be no greater than 100 kb
- Animation no longer than 25 seconds (*including multiple loops*)

*Flash Guidelines

Embed all fonts

- To avoid transparency issues with web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the Flash animation.
- Animations that are supplied, please loop 3-4 times and add a stop action. No continuous looping animations.

Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {
    getURL(url, "_blank");
}
```

Note: Do not type the company URL but the word "URL". Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

http://www.adobe.com/resources/richmedia/tracking/designers_guide/

