

PENNSYLVANIA AGGREGATES AND CONCRETE ASSOCIATION



Connect with 4 out of 5 of the state's aggregate producers

- Pennsylvania produces **more than \$1.6 billion** worth of concrete and concrete products every year.
- PACA represents **4 out of 5** of the state's aggregate producers.
- According to the U.S. Census, the annual revenue generated by Pennsylvania concrete contractors totals **more than \$1 billion**.

Who You'll Reach

The Pennsylvania Aggregates and Concrete Association (PACA) and its Pennsylvania Concrete Promotion Council (PCPC) stand as the united voice for concrete and aggregates in Pennsylvania. **The Concrete Difference** is distributed to all PACA members, including:

- Ready mixed concrete producers
- Northeast Cement Shippers Association (NECSA)
- Member cement companies
- Admixture suppliers and concrete contractors

THE CONCRETE DIFFERENCE

As the official biannual publication of PACA, **The Concrete Difference** serves as a comprehensive communication and purchasing tool while delivering powerful industry news and trends to our members.

The Concrete Difference ensures that you will target purchasers and key decision-makers in one of the strongest concrete industries in the country. Connect with 4 out of 5 of Pennsylvania's aggregate producers by advertising today.

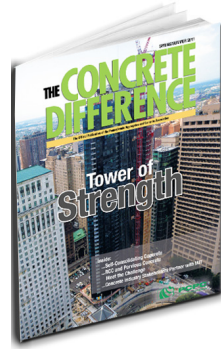
For more information, please contact:

Brian Agnes
 Publication Director
 Naylor, LLC
 Direct: (770) 810-6979
 Fax: (770) 810-6995
 bagnes@naylor.com



IN PRINT AND ONLINE:

Connect with PACA members year-round.



THE CONCRETE DIFFERENCE PRINT EDITION

From developments and regulations to helpful tips and trends, **The Concrete Difference** keeps readers up-to-date.



THE CONCRETE DIFFERENCE DIGITAL EDITION

In addition to print, **The Concrete Difference** is also available to members in a fully interactive digital version.



To learn more about PACA, visit:
www.pacaweb.org

Net Advertising Rates

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

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x
Double Page Spread	\$3,509.50	\$3,159.50
Outside Back Cover	\$3,099.50	\$2,859.50
Inside Front or Inside Back Cover	\$2,869.50	\$2,629.50
Full Page	\$2,369.50	\$2,129.50
2/3 Page	\$1,919.50	\$1,729.50
1/2-Page Island	\$1,599.50	\$1,439.50
1/2 Page	\$1,419.50	\$1,279.50
1/3 Page	\$1,059.50	\$949.50
1/4 Page	\$829.50	\$749.50
1/6 Page	\$659.50	\$589.50
1/8 Page	\$519.50	\$469.50

Black-and-White Rates	1x	2x
Full Page	\$1,479.50	\$1,329.50
2/3 Page	\$1,289.50	\$1,159.50
1/2-Page Island	\$1,119.50	\$1,009.50
1/2 Page	\$939.50	\$849.50
1/3 Page	\$729.50	\$659.50
1/4 Page	\$559.50	\$499.50
1/6 Page	\$459.50	\$409.50
1/8 Page	\$379.50	\$339.50

* PACA members receive a 5% rate discount.

2011 advertisers in *The Concrete Difference* include:

BASF Admixtures	Golden Triangle Construction Co., Inc.	Pennsy Supply, Inc.
Berks Products	Holz Equipment Sales	PPC Lubricants
BlueStone, Inc.	Humboldt Mfg. Company	R & C Heavy Mechanical, LLC
Centre Concrete Co.	Industrial Pump & Equipment Corp.	Reed Concrete Work, LLC
Charlie's Repair Service, LLC	Kelken Construction Systems	Rohrer's Quarry, Inc.
Co-Op Industries, Inc.	Kemper Equipment Co.	RT Environmental Services, Inc.
Delaware Valley Concrete Co., Inc.	Lafarge, Inc.	The Express Polymers
EarthRes Group, Inc.	Lehigh	Westcon Mfg. Inc. THEAM Conveyors
Essroc Cement	Maurer & Scott Sales	York Building Products Co., Inc.

We appreciate your support and look forward to working with you again in 2012!

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor 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). (PCP-B0112)



Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> Abrasive-Blasting Equipment | <input type="checkbox"/> Demolition Materials & Equipment | <input type="checkbox"/> Median Barrier Machines | <input type="checkbox"/> Shotblasting Equipment |
| <input type="checkbox"/> Abrasive, Cutting & Grinding | <input type="checkbox"/> Dispatching Systems | <input type="checkbox"/> Metering Concrete | <input type="checkbox"/> Shotcrete Equipment |
| <input type="checkbox"/> Access Covers | <input type="checkbox"/> Dispensers | <input type="checkbox"/> Admixtures | <input type="checkbox"/> Signs/Labels/Logos |
| <input type="checkbox"/> Acoustical Materials | <input type="checkbox"/> Dowels & Related Items | <input type="checkbox"/> Mix Design Services | <input type="checkbox"/> Silos |
| <input type="checkbox"/> Adhesives & Supplies | <input type="checkbox"/> Drills & Accessories | <input type="checkbox"/> Mixers & Accessories | <input type="checkbox"/> Slipforming Equipment |
| <input type="checkbox"/> Admixtures | <input type="checkbox"/> Dump Bodies | <input type="checkbox"/> Moisture Meters | <input type="checkbox"/> Sprayers |
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Dust Control Equipment & Materials | <input type="checkbox"/> Molds & Accessories | <input type="checkbox"/> Spreaders |
| <input type="checkbox"/> Agitators/Remixers | <input type="checkbox"/> Earthmoving Equipment | <input type="checkbox"/> Mortar | <input type="checkbox"/> Stains |
| <input type="checkbox"/> Anchors | <input type="checkbox"/> Edgers & Groovers | <input type="checkbox"/> Noise Control Equipment & Materials | <input type="checkbox"/> Stakes & Stake Accessories |
| <input type="checkbox"/> Axles/Air Suspensions | <input type="checkbox"/> Enclosure Materials | <input type="checkbox"/> Pallets & Pallet Equipment | <input type="checkbox"/> Stamping Tools |
| <input type="checkbox"/> Batch Plants | <input type="checkbox"/> Engines & Accessories | <input type="checkbox"/> Patching Materials | <input type="checkbox"/> Strand |
| <input type="checkbox"/> Batching & Time Recorders | <input type="checkbox"/> Epoxy-Injection Equipment | <input type="checkbox"/> Paver Making Machines | <input type="checkbox"/> Surveying Equipment |
| <input type="checkbox"/> Batching/Mixing Controls | <input type="checkbox"/> Extruder Machines | <input type="checkbox"/> Paving Blocks & Accessories | <input type="checkbox"/> Tanks |
| <input type="checkbox"/> Bearing Pads | <input type="checkbox"/> Fastening Tools | <input type="checkbox"/> Pipe Equipment | <input type="checkbox"/> Tapers |
| <input type="checkbox"/> Bin-Level Indicators | <input type="checkbox"/> Fencing | <input type="checkbox"/> Post-Tensioning Steel & Accessories | <input type="checkbox"/> Testing Equipment, Materials & Services |
| <input type="checkbox"/> Blades | <input type="checkbox"/> Fiber-Reinforced Plastic Products | <input type="checkbox"/> Precast/Prestressed Concrete | <input type="checkbox"/> Tie Wires |
| <input type="checkbox"/> Block Machines | <input type="checkbox"/> Finishing/Texturing Tools | <input type="checkbox"/> Products & Equipment | <input type="checkbox"/> Tires |
| <input type="checkbox"/> Bond Breakers | <input type="checkbox"/> Floats | <input type="checkbox"/> Pumps & Pumping Accessories | <input type="checkbox"/> Tool Maintenance Materials |
| <input type="checkbox"/> Bonding Agents | <input type="checkbox"/> Foam & Foam Generators | <input type="checkbox"/> Radio & Tracking Equipment | <input type="checkbox"/> Tools, Hand |
| <input type="checkbox"/> Brushes/Brooms | <input type="checkbox"/> Forklifts | <input type="checkbox"/> Ready Mixed Concrete | <input type="checkbox"/> Tools, Power |
| <input type="checkbox"/> Buckets Elevators | <input type="checkbox"/> Forms & Form Accessories | <input type="checkbox"/> Ready-Mix Plants | <input type="checkbox"/> Toppings |
| <input type="checkbox"/> Buckets | <input type="checkbox"/> Generators | <input type="checkbox"/> Ready-Mix Reclamation Systems | <input type="checkbox"/> Trailers & Accessories |
| <input type="checkbox"/> Buggies | <input type="checkbox"/> Graffiti-Removal Materials | <input type="checkbox"/> Recycling Equipment | <input type="checkbox"/> Transporters |
| <input type="checkbox"/> Bulkheads | <input type="checkbox"/> Gratings | <input type="checkbox"/> Reinforcement Equipment | <input type="checkbox"/> Tremies |
| <input type="checkbox"/> Bulkhammers | <input type="checkbox"/> Grinding & Grooving Tools | <input type="checkbox"/> Retaining Wall Systems | <input type="checkbox"/> Trowels |
| <input type="checkbox"/> Bushhammers | <input type="checkbox"/> Grout | <input type="checkbox"/> Retarders | <input type="checkbox"/> Truck Mixers & Accessories |
| <input type="checkbox"/> Casting Beds | <input type="checkbox"/> Heaters | <input type="checkbox"/> Rock Bolts & Tiebacks | <input type="checkbox"/> Trucks, Heavy-Duty |
| <input type="checkbox"/> Caulking Guns | <input type="checkbox"/> Hole Formers | <input type="checkbox"/> Rollers | <input type="checkbox"/> Trucks, Light to Medium-Duty |
| <input type="checkbox"/> Cement | <input type="checkbox"/> Hoppers & Bins | <input type="checkbox"/> Ropes & Cable | <input type="checkbox"/> Vapor or Radon Barriers |
| <input type="checkbox"/> Chutes & Chute Liners | <input type="checkbox"/> Hydraulic Power Units | <input type="checkbox"/> Safety Clothing & Equipment | <input type="checkbox"/> Vehicle Maintenance Materials & Equipment |
| <input type="checkbox"/> Cleaning Materials & Equipment | <input type="checkbox"/> Hydro-Demolition Equipment | <input type="checkbox"/> Sandblasting | <input type="checkbox"/> Vibrating Tables |
| <input type="checkbox"/> Coatings | <input type="checkbox"/> Inserts & Sleeves | <input type="checkbox"/> Saws & Saw Blades | <input type="checkbox"/> Waterblasting & Water-Jetting Equipment |
| <input type="checkbox"/> Color | <input type="checkbox"/> Insulation | <input type="checkbox"/> Scabblers | <input type="checkbox"/> Waterproofing & Dampproofing |
| <input type="checkbox"/> Compressors | <input type="checkbox"/> Insurance | <input type="checkbox"/> Scaffolding Equipment | <input type="checkbox"/> Waterstoppers |
| <input type="checkbox"/> Computer Hardware & Software | <input type="checkbox"/> Jacks & Jacking Equipment | <input type="checkbox"/> Scarifying Machines | <input type="checkbox"/> Weighing Systems |
| <input type="checkbox"/> Concrete & Mortar | <input type="checkbox"/> Joints & Accessories | <input type="checkbox"/> Scales | <input type="checkbox"/> Welding Equipment Supplies |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Ladders | <input type="checkbox"/> Screeds & Screed Accessories | <input type="checkbox"/> Wheelbarrows |
| <input type="checkbox"/> Conveyors & Accessories | <input type="checkbox"/> Laser-Guided Equipment | <input type="checkbox"/> Screening Plants | <input type="checkbox"/> Wheels & Accessories |
| <input type="checkbox"/> Cooling Equipment & Materials | <input type="checkbox"/> Levels | <input type="checkbox"/> Sealers | <input type="checkbox"/> Work Bridges & Platforms |
| <input type="checkbox"/> Coring Bits & Drills | <input type="checkbox"/> License Agreements | <input type="checkbox"/> Separators | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Counters | <input type="checkbox"/> Liners | <input type="checkbox"/> Shear Connectors | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Crack Repair Materials | <input type="checkbox"/> Loaders & Accessories | <input type="checkbox"/> Shoring Equipment & Accessories | |
| <input type="checkbox"/> Cranes & Accessories | <input type="checkbox"/> Manhole Accessories & Connectors | | |
| <input type="checkbox"/> Curing Compounds & Equipment | | | |
| <input type="checkbox"/> Decals, Reflectors & Signs | | | |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____

Digital Edition

In addition to print, *The Concrete Difference* 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 advertisers' websites.



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 to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via email, and each new issue is posted on the PACA website (pacaweb.org) and specifyconcrete.org. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- View each page as it appears in print
- View a list of articles for one-click access
- Navigate and turn pages with one click
- Read the issue online or download it for later
- Bookmark and insert notes
- Perform a keyword search of the entire magazine
- Email articles of interest to colleagues
- Click on ads to go directly to the advertiser's website



eSponsorship* | \$1,159.50

Your message will be prominently displayed directly across from the cover of the magazine.

eToolbar | \$789.50

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

eSkyscraper | \$1,159.50

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

eLink | *Included in Display Ad Rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address. Most of our advertising options include this feature at no additional charge. Additional fees apply where noted.

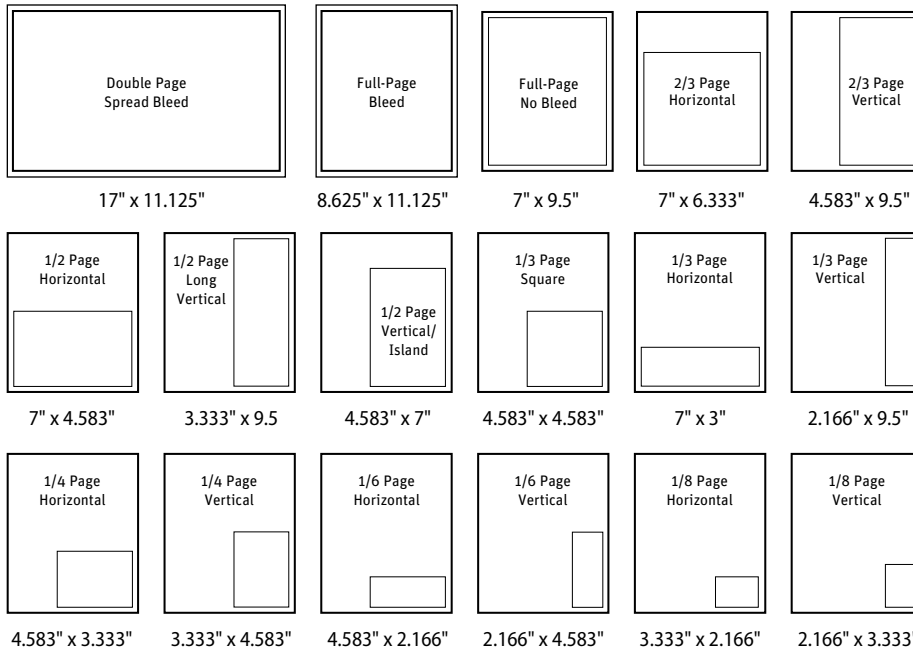
**Animation and video capabilities available*

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"



Note: Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "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%.

Services, Proofs and Revisions

Naylor provides professional ad assembly to non-agency clients at no charge. Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Digital Advertising Specifications[†]

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

*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.
- Please loop all supplied animations 3-4 times and add a stop action (no continuous loops).

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/

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, `_level0and` `_root` references, or global functions like `setTimeinterval`.
- **Note: Do not add 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.