



COLORADO READY MIXED CONCRETE ASSOCIATION

Reach **four out of five** state concrete producers in *Colorado Concrete*

The Association Advantage

- CRMCA represents **80-85%** of the ready mixed concrete industry.
- Colorado ready-mix shipments are valued at **\$622 million**. Overall, concrete contributes **\$143.6 million** annually to Colorado's state revenue.
- Colorado consumes more than **2 million** metric tons of concrete annually.

Who We Are

Founded in 1956, the CRMCA promotes the use of concrete both in traditional construction and paving applications as well as the latest concrete solutions such as insulated concrete forms (ICF's), colored, stamped and architectural concrete, flowable fill, and Pervious Concrete. The CRMCA also educates the construction community about environmentally friendly concrete products and practices.

Member Profile

CRMCA is composed of producers of ready mixed concrete as well as companies supplying materials, equipment and services to the industry. In addition to CRMCA members, *Colorado Concrete* reaches members of the Colorado legislature, congressional delegation, department of transportation and chamber of commerce.

Don't miss your chance to reach these influential industry professionals. **CRMCA members recognize the importance of doing business with the vendors who support their association.**

For more information, please contact:

Bill Lovett

Publication Director
Naylor, LLC

Toll-Free: (800) 369-6220 ext. 3448

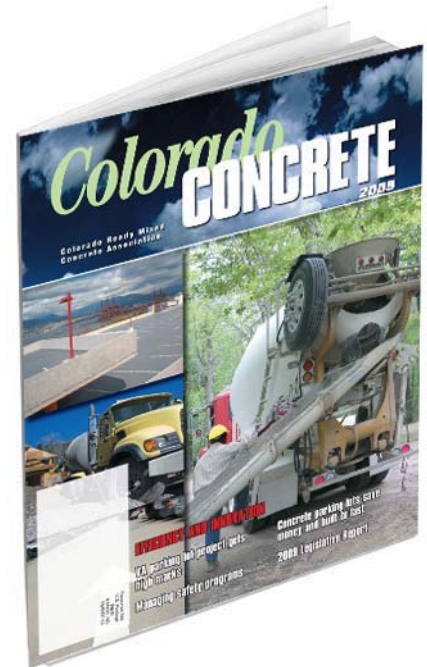
Direct: (352) 333-3448

Fax: (352) 331-3525

E-mail: blovett@naylor.com



COLORADO READY MIXED
CONCRETE ASSOCIATION



Publication features:

Advertiser.com

All advertisers receive a free Advertiser.com listing. Our cross-reference highlights your company's Web address to help increase your online traffic.

Index of Advertisers

All advertisers receive a free custom listing in our Index of Advertisers. Your company will be listed under the category of your choice along with the page number of your ad.

* All advertisers will receive a complimentary copy of *Colorado Concrete* *

To learn more about CRMCA, visit:

www.crmca.org

Colorado Concrete

2010 Annual Edition



Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

1x

Double Page Spread	\$3,869.50
Outside Back Cover	\$2,929.50
Inside Front or Inside Back Cover	\$2,859.50
Full Page	\$2,569.50
2/3 Page	\$2,059.50
1/2 Page	\$1,569.50
1/3 Page	\$1,299.50
1/4 Page	\$869.50
1/6 Page	\$649.50
1/8 Page	\$459.50

Black-and-White Rates

1x

Full Page	\$1,699.50
2/3 Page	\$1,479.50
1/2 Page	\$1,139.50
1/3 Page	\$1,009.50
1/4 Page	\$649.50
1/6 Page	\$499.50
1/8 Page	\$359.50

Products and Services Marketplace



Showcase your products and services to CRMCA members by participating in this targeted marketplace. Your ad reaches the leaders in Colorado's ready mixed concrete industry.

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).



Net Advertising Rates - Members

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

1x

Double Page Spread	\$3,676.03
Outside Back Cover	\$2,783.03
Inside Front or Inside Back Cover	\$2,716.53
Full Page	\$2,441.03
2/3 Page	\$1,956.53
1/2 Page	\$1,491.03
1/3 Page	\$1,234.03
1/4 Page	\$826.03
1/6 Page	\$617.03
1/8 Page	\$436.53

Black-and-White Rates

1x

Full Page	\$1,614.53
2/3 Page	\$1,405.53
1/2 Page	\$1,082.53
1/3 Page	\$959.03
1/4 Page	\$617.03
1/6 Page	\$474.53
1/8 Page	\$341.53

Producer Marketplace



This special section is designed to offer our Producer Members the opportunity to showcase their companies in the 2010 edition of *Colorado Concrete*.

Products and Services Marketplace



Showcase your products and services to CRMCA members by participating in this targeted marketplace. Your ad reaches the leaders in Colorado's ready mixed concrete industry.



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. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

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"/> Admixtures | <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Ready Mix Concrete |
| <input type="checkbox"/> Aggregate Equipment | <input type="checkbox"/> Construction Testing & Inspection | <input type="checkbox"/> Ready Mix Plants |
| <input type="checkbox"/> Aggregate Landscape Materials | <input type="checkbox"/> Conveyors | <input type="checkbox"/> Ready Mix Producers |
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Diesel Engines | <input type="checkbox"/> Sand & Gravel |
| <input type="checkbox"/> Aggregates-Lightweight | <input type="checkbox"/> Equipment Rentals | <input type="checkbox"/> Saw Blades |
| <input type="checkbox"/> Aggregate Spreading Equipment | <input type="checkbox"/> Equipment Sales & Service | <input type="checkbox"/> Screening Equipment |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Forensic Engineering & Listing | <input type="checkbox"/> Silos, Cement |
| <input type="checkbox"/> Batch Plants | <input type="checkbox"/> Insulated Concrete Form | <input type="checkbox"/> Stone & Asphalt |
| <input type="checkbox"/> Batching / Mixing Controls | <input type="checkbox"/> Insurance | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Bin Level Indicators | <input type="checkbox"/> Insurance & Bonding | <input type="checkbox"/> Temporary Labor |
| <input type="checkbox"/> Blades, Mixer | <input type="checkbox"/> Loading Equipment | <input type="checkbox"/> Testing |
| <input type="checkbox"/> Blasting Services | <input type="checkbox"/> Mix Design Services | <input type="checkbox"/> Testing Equipment & Materials |
| <input type="checkbox"/> Boom Pipes | <input type="checkbox"/> Mixers | <input type="checkbox"/> Tire Dealers & Distributors |
| <input type="checkbox"/> Bulk Transporters: Petroleum,
Asphalt, Dry Bulk Products | <input type="checkbox"/> Mixer Trucks | <input type="checkbox"/> Tire Sales & Services |
| <input type="checkbox"/> Cement | <input type="checkbox"/> Petroleum Products | <input type="checkbox"/> Truck Dealers |
| <input type="checkbox"/> Cement Manufacturers | <input type="checkbox"/> Portable Screens & Conveyors | <input type="checkbox"/> Trucking |
| <input type="checkbox"/> Concrete Products | <input type="checkbox"/> Power Generation | <input type="checkbox"/> Truck Mixers |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Publications | <input type="checkbox"/> Trucks |
| <input type="checkbox"/> Concrete | <input type="checkbox"/> Pulverizers | <input type="checkbox"/> Truck Sales, Parts & Services |
| <input type="checkbox"/> Concrete Saw Blades | <input type="checkbox"/> Pumps & Systems | <input type="checkbox"/> Two-Way Radio |
| <input type="checkbox"/> Construction Equipment | <input type="checkbox"/> Quality Control Equipment | <input type="checkbox"/> Workers' Compensation |
| | <input type="checkbox"/> Radio Communications | <input type="checkbox"/> Other: |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

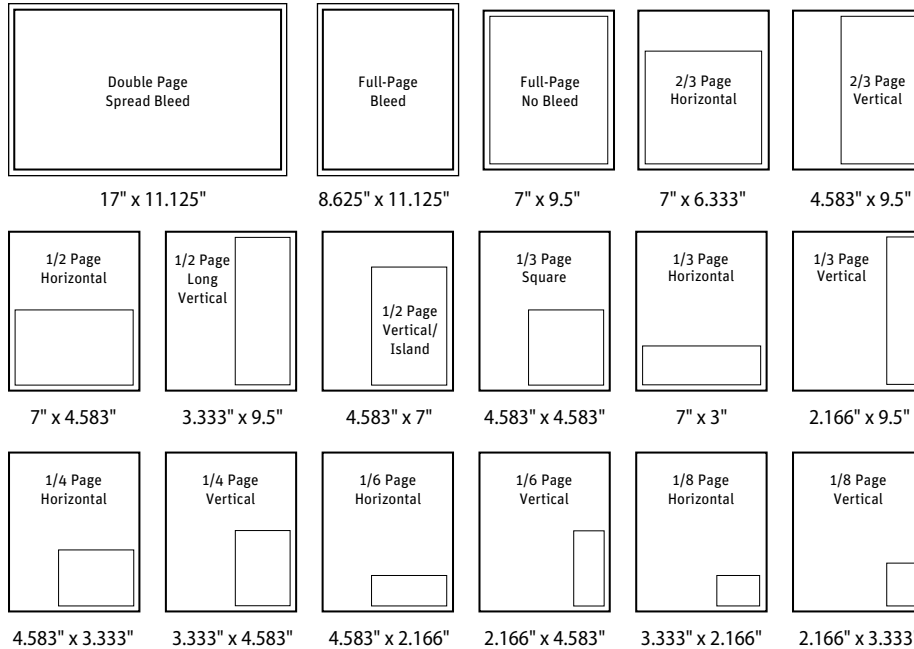
_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____



Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale 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 greyscale 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 Web site 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%.

Proofs and Revisions

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.

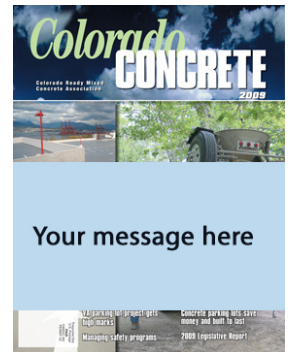
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Direct-Mail and Belly Band Opportunities

Advertise your products and services by including your flyer, brochure or postcard in the clear plastic bag in which *Colorado Concrete* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around *Colorado Concrete* with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.



Sample Belly Band

Net Rates—Pieces Furnished by Advertiser*

Surfaces	Rates
Belly Band	<input type="checkbox"/> \$3,149.50
1 page (2 surfaces)	<input type="checkbox"/> \$1,539.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$1,929.50
Postcard	<input type="checkbox"/> \$1,539.50

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 pages (6 surfaces) or more available; quotes supplied upon request.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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). (CRM-A0010)

Please sign and return to:



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Products and Services Marketplace

Showcase your products and services to CRMCA members by participating in this targeted marketplace. Including an ad in the Products and Services Marketplace provides a cost-effective opportunity to reach the leaders in Colorado's ready mixed concrete industry. Return this completed form to your Naylor account executive to participate.

Select from the following options:

- 1/2 Page horizontal, full-color: \$1,129.50
- 1/2 Page horizontal, black-and-white: \$1,059.50
- 1/4 Page vertical, full-color: \$659.50
- 1/4 Page vertical, black-and-white: \$559.50

Prices are per insertion. Invoices are issued upon publication.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Buyers' Guide

Highlight your company's products and services by including a profile and logo in our Buyers' Guide, a cost-effective way to reach your target audience. The profile option allows you to convey important information about the products and services you offer, while including a logo draws attention to your company and builds brand awareness. Choose from the options below and return this completed form to your Naylor account executive to participate.

Select from the following options:

- Full-color logo and 75-word profile: \$329.50
- Black-and-white logo and 75-word profile: \$239.50
- 75-word profile: \$149.50

Prices are per insertion. Invoices are issued upon publication.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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). (CRM-A0010)

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Producer Marketplace

This special section is designed to offer our Producer Members the opportunity to showcase their companies in the 2010 edition of *Colorado Concrete*. Colorado Ready Mixed Concrete Association members recognize the importance of doing business with the vendors that support their association. This special Producer Marketplace section gives you the chance to take advantage of our special discounted rates while highlighting your company, product, service or support to Colorado's concrete and aggregate industry. If needed, we will put your ad together at no additional cost.

Select from the following options:

- 1/2 Page horizontal, full-color: \$1,129.50
- 1/2 Page horizontal, black-and-white: \$1,059.50
- 1/4 Page vertical, full-color: \$659.50
- 1/4 Page vertical, black-and-white: \$559.50
- 1/8 Page horizontal, full-color: \$359.50
- 1/8 Page horizontal, black-and-white: \$329.50

Prices are per insertion. Invoices are issued upon publication.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Past Advertisers

We appreciate the investment that our advertisers make with Colorado Ready Mixed Concrete Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CRMCA.

Albert Frei & Sons, Inc.	Hard Times Concrete, Inc.	Northern Colorado Constructors, Inc.
Ash Grove Cement	Hill Petroleum, Inc.	Power Equipment Company
BASF	Holcim (US), Inc.	Power Motive Corp.
Bestway Concrete	Honnen Equipment Company	Telsmith, Inc.
Boral Construction Materials	Inter-Mountain Construction	Tetra Tech RMC
Boral Material Technologies, Inc.	J.A. Cesare & Associates / Construction	Tire Distribution Systems, Inc.
Bowman Construction Supply Inc.	Technical Services	Trans-Colorado Concrete
Colorado Mack Sales & Service	Jackson Kelly PLLC	Trimac Transportation Central, Inc.
CTL Thompson, Inc.	Kuchar Electric Company	TXI
Cummins Rocky Mountain, Inc.	Lafarge	U.S. Transport & Logistics, LLC
Everist Materials	McCandless Truck Center, LLC	Wagner Equipment
Flag Sand & Gravel	Metro Mix, LLC	Western Slope Aggregates, Inc.
Flood & Peterson Insurance	Mountain Cement	Willis of Colorado
Glacier Northwest	National Ready Mix Concrete Association	