



# COLORADO READY MIXED CONCRETE ASSOCIATION

Reach **80-85%** of the ready-mixed concrete industry with *Colorado Concrete*.

## The Association Advantage

- CRMCA represents **4 out of 5** state concrete producers.
- 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:

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## 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](http://www.crmca.org)

### 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.

### 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:                        |

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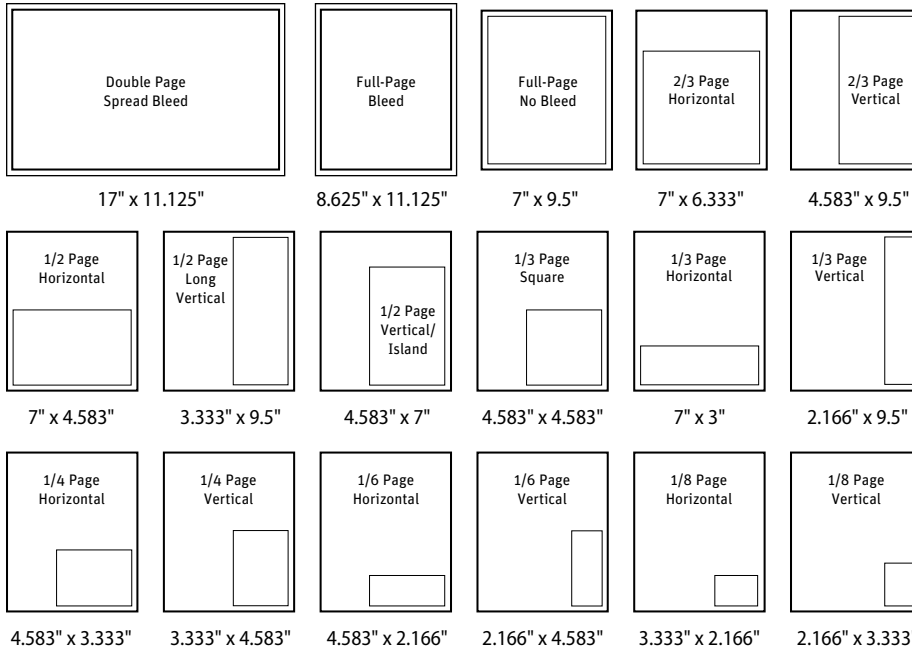
*One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **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](http://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.