



# MEDIA KIT

Connect with 4 out of 5 professionals in New York's construction materials industry.

*Material Matters* biannual magazine  
*Membership Directory and Resource Guide*

FOR MORE INFORMATION, PLEASE CONTACT:

[www.nymaterials.com](http://www.nymaterials.com)

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**NAYLOR**   
ASSOCIATION SOLUTIONS



# NEW YORK CONSTRUCTION MATERIALS ASSOCIATION

## Why NYMaterials?

New York's aggregate, asphalt and ready mixed concrete industry generates **\$5 billion** per year.



Our members **represent 4 out of 5 professionals** in New York's construction materials industry.



NYMaterials' members supply a demand for **more than 175 million tons every year.**



### Material Matters magazine

Print & digital editions



### Membership Directory and Resource Guide

Print & digital editions

## Member Profile

NYMaterials members are the key-decision makers within their companies and have purchasing power. Our members carry titles, such as:

- Chief executive officers
- Educational institutes
- Government officials
- Other industry leaders
- State agency employees
- And many more!

Last year's directory and magazine digital editions averaged nearly 3,000 pageviews — that's 24 pages viewed per visit!

Contact us today to reach aggregate, asphalt and ready mixed concrete professionals in New York's \$5 billion industry.

# Membership Directory and Resource Guide Material Matters - biannual magazine

## Net Advertising Rates

All rates include an ad link in the digital edition of the magazine.

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

Full-Color Rates	1x	2x	Directory
Double Page Spread	\$ 3,879.50	\$ 3,689.50	\$2,409.50
Outside Back Cover	\$ 3,429.50	\$ 3,299.50	\$2,249.50
Inside Front or Inside Back Cover	\$ 3,209.50	\$ 3,079.50	\$2,049.50
Full Page	\$ 2,619.50	\$ 2,489.50	\$1,749.50
2/3 Page	\$ 2,119.50	\$ 2,009.50	\$1,499.50
1/2 Page	\$ 1,739.50	\$ 1,649.50	\$1,109.50
1/3 Page	\$ 1,279.50	\$ 1,219.50	\$819.50
1/4 Page	\$ 1,089.50	\$ 1,039.50	\$639.50
1/6 Page	\$ 949.50	\$ 899.50	\$489.50
1/8 Page	\$ 729.50	\$ 689.50	\$389.50

Black-and-White Rates	1x	2x	Directory
Full Page	\$ 1,689.50	\$ 1,609.50	\$1,189.50
2/3 Page	\$ 1,459.50	\$ 1,389.50	\$1039.50
1/2 Page	\$ 1,079.50	\$ 1,029.50	\$759.50
1/3 Page	\$ 829.50	\$ 789.50	\$589.50
1/4 Page	\$ 649.50	\$ 619.50	\$429.50
1/6 Page	\$ 489.50	\$ 469.50	\$349.50
1/8 Page	\$ 399.50	\$ 379.50	\$279.50

*Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

## Digital Edition Branding Opportunities

**Digital Belly Band** | \$1,000  
**Skyscraper** | \$750

**Sponsorship** | \$450  
**Toolbar** | \$300

**Sponsorship Max** | \$600

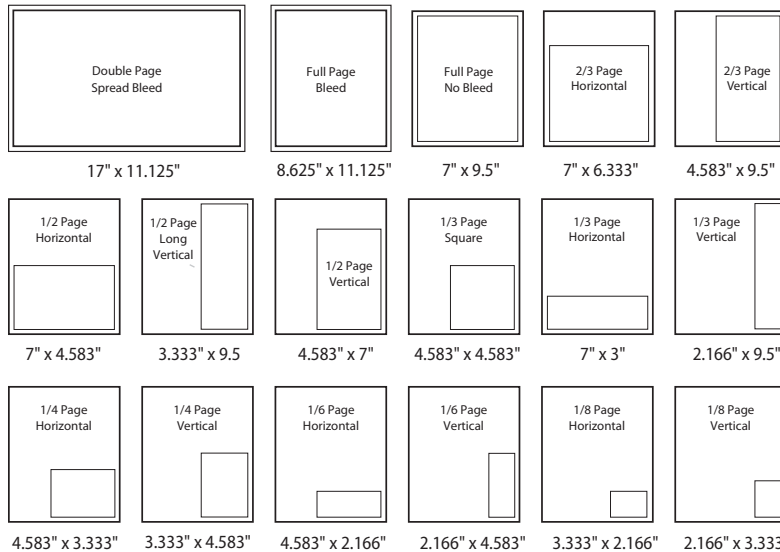
Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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. 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, 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).  
(Rates as of September 2016)

# Material Matters biannual magazine Membership Directory and Resource Guide

## Print Advertising Specifications

**Magazine Trim Size: 8.375" x 10.875"**



### 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.

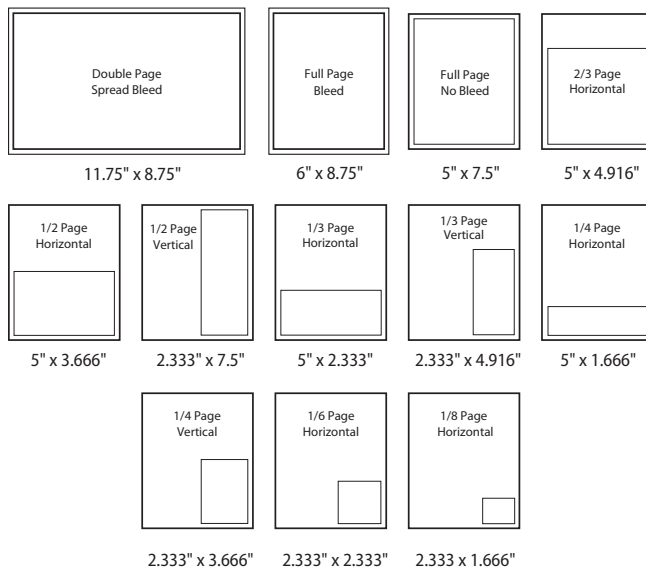
### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Roster Trim Size: 5.75" x 8.5"**



**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.

### Magazine:

**DPS Live Area: 15.417" x 9.5"**

**Full-Page Live Area: 7" x 9.5"**

### Roster:

**DPS Live Area: 10.75" x 7.5"**

**Full Page Live Area: 5" x 7.5"**

### Digital Edition - For more information, visit:

[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

## Specs for Outsert/Inserts

### Magazine

1 Pg / 1 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Heavy Card Stock Insert 8.25" x 10.75"

### Roster

1 Pg / 2 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

Postal flyersheets 8.5" x 11"

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Postal flyersheets 5.75" x 8.5"

Heavy Card Stock Insert 5.25" x 8.25"

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. 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, 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).

# Material Matters - digital edition

## Digital Edition – [www.naylor.com/ncm-nxt](http://www.naylor.com/ncm-nxt)

In addition to print, *Material Matters* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the NYMaterials's website. An archive of issues is available, securing your ad a lasting online presence.*

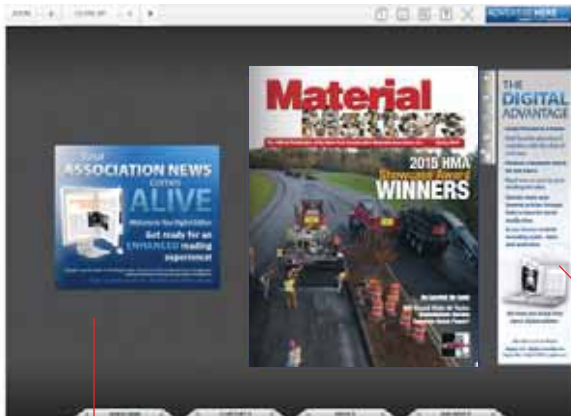
### Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the magazine online or download and print for later
- View instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

### Extend your advertising investment with digital media:

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

## Ad Positions



### Digital Sponsorship (550 x 480 pixels) | \$450

Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

### Digital Edition Sponsor Max (543 x 705 pixels) | \$600

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

### Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

### Digital Toolbar (250 x 50 pixels) | \$300

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

### Digital Skyscraper (200 x 783 pixels) | \$750

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Digital Belly Band (603 x 324 pixels) | \$1,500

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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# Membership Directory and Resource Guide digital edition

## Digital Edition - [www.naylor.com/ncm-directory](http://www.naylor.com/ncm-directory)

In addition to print, the *Membership Directory and Resource Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *The directory is emailed to readers as well as posted on the NYMaterials's website. An archive is available, securing your ad a lasting online presence.*

### Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire directory**
- **Navigate and magnify pages with one click**
- **View instantly from most smartphones and tablets**
- **View archives and find a list of sections for one-click access**
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# Material Matters biannual magazine Membership Directory and Resource Guide

## 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"/> Asphalt Plant Sales  | <input type="checkbox"/> Laboratories                                      |
| <input type="checkbox"/> Asphalt, Sand & Gravel                                       | <input type="checkbox"/> Mining Permits                                    |
| <input type="checkbox"/> Asphalt Cement Suppliers                                     | <input type="checkbox"/> Mobile Screening Products Sales & Service Support |
| <input type="checkbox"/> Attorneys  | <input type="checkbox"/> Natural Resources Management                      |
| <input type="checkbox"/> Building Materials   | <input type="checkbox"/> Plants  |
| <input type="checkbox"/> Cement Suppliers   | <input type="checkbox"/> Portland Cement                                   |
| <input type="checkbox"/> Chemical Admixtures  | <input type="checkbox"/> Power Tools                                       |
| <input type="checkbox"/> Commercial Cardlock Fueling                                  | <input type="checkbox"/> Public Relations                                  |
| <input type="checkbox"/> Computer Batch Controls                                      | <input type="checkbox"/> Ready Mix   |
| <input type="checkbox"/> Concrete Ad-Mixtures & Products                              | <input type="checkbox"/> Reinforced Steel Suspension Systems               |
| <input type="checkbox"/> Concrete Plant Sales   | <input type="checkbox"/> Rental Equipment                                  |
| <input type="checkbox"/> Concrete Pumping Equipment                                   | <input type="checkbox"/> Retaining Wall Systems                            |
| <input type="checkbox"/> Cones, Impactors, Screens                                    | <input type="checkbox"/> Rock Crushing Equipment                           |
| <input type="checkbox"/> Consultants  | <input type="checkbox"/> Rock, Asphalt, Ready Mix, Sand                    |
| <input type="checkbox"/> Conveyor Belts   | <input type="checkbox"/> Safety Supplies                                   |
| <input type="checkbox"/> Conveyors, Plants  | <input type="checkbox"/> Safety Training                                   |
| <input type="checkbox"/> Cranes, Crane Bodies, Service & Sales                        | <input type="checkbox"/> Sales Tools                                       |
| <input type="checkbox"/> Crusher Replacement Parts                                    | <input type="checkbox"/> Sand Plants, Screens Conveyors                    |
| <input type="checkbox"/> Crushing Screening Equipment                                 | <input type="checkbox"/> Scale Service/Repair                              |
| <input type="checkbox"/> Design/Build Contractors                                     | <input type="checkbox"/> Screens, Crusher Parts, Flow Max System           |
| <input type="checkbox"/> Diesel Engines   | <input type="checkbox"/> Surety Bonds                                      |
| <input type="checkbox"/> Dust Control Systems   | <input type="checkbox"/> Testing & Inspection Services                     |
| <input type="checkbox"/> Enterprise Solutions for the Construction Materials Industry | <input type="checkbox"/> Traffic Control Barricades & Safety Supplies      |
| <input type="checkbox"/> Equipment Sales & Rentals                                    | <input type="checkbox"/> Truck Dealer                                      |
| <input type="checkbox"/> Equipment Suppliers  | <input type="checkbox"/> Truck Mixers & Accessories                        |
| <input type="checkbox"/> Excavation/Aggregate Sales                                   | <input type="checkbox"/> Truck Sales                                       |
| <input type="checkbox"/> Explosives   | <input type="checkbox"/> Truck Scales                                      |
| <input type="checkbox"/> Fines Recovery Systems                                       | <input type="checkbox"/> Wall Systems                                      |
| <input type="checkbox"/> Fly Ash Distributor  | <input type="checkbox"/> Weed Management                                   |
| <input type="checkbox"/> General Contractors  | <input type="checkbox"/> Other:  |
| <input type="checkbox"/> Geological Engineering                                       | _____  |
| <input type="checkbox"/> Heavy Equipment  | _____  |
| <input type="checkbox"/> Insurance Services   | _____  |
| <input type="checkbox"/> Jaw Plants   |  |

*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:** \_\_\_\_\_

# *Material Matters* biannual magazine *Membership Directory and Resource Guide*

## **Past Advertisers**

We appreciate the investment that our advertisers make with the New York Construction Materials 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 NYMaterials.

A. Colarusso & Son, Inc.	Hanson Aggregates
Advance Testing Company, Inc.	Kelken Construction Systems
Alpha Geoscience	Lafarge North America, Inc.
Am Cast, Inc.	Maine Drilling & Blasting
Arthur J. Gallagher & Co.	Maine Drilling and Blasting
Barclay Damon, LLP	McAsphalt Industries, Ltd.
Barrett Paving Materials, Inc.	Meeker Equipment
Baschmann Services, Inc.	Mellott Company
Bitumar, Inc.	Milton CAT
Bond, Schoeneck & King, PLLC	Municipal Testing Laboratory, Inc.
Brown Sharlow Duke & Fogel, P.C.	MWV Specialty Chemicals
Buffalo Crushed Stone	Riccelli-Northern, LLC
CLA SITE Landscape Architecture	SJB Services, Inc.
Clark Equipment Rental & Sales	Stack Law Office
Cobleskill Stone Products	Suit-Kote Corporation
Concrete Plants, Inc.	Telsmith, Inc.
Continental Placer, Inc.	Thalle Industries
Conviber, Inc.	Troy Industrial Solutions
Couch White, LLP	United Refining Company
E. Tetz & Sons, Inc.	Vantage Equipment, LLC
Eastern Concrete Materials, Inc.	Westcon MFG Inc. THEAM conveyors
Emerald Equipment	XYLEM Dewatering Solutions/Godwin Pumps
Gernatt Asphalt Products, Inc.	
Gilberti, Stinziano, Heintz & Smith, P.C	