

Texas Aggregates & Concrete Association
MEDIA GUIDE



Target members who spend \$350 million on products and services each year!

TACA Conveyor magazine / Membership Directory & Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

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Publication Director

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(352) 333-3461





Texas Aggregates and Concrete Association
www.tx-taca.org



TACA AND THE INDUSTRY

100%

We represent **100%** of cement, **80%** of aggregates and **75%** of concrete producers in Texas.

\$350 M

Our members have an estimated **\$350 million** in annual buying power.*

1ST

Texas is the nation's **largest ready mix concrete manufacturer** and has the **second largest amount of concrete contractors**.**

75%

Our members account for **75% of spending** in Texas' aggregates and concrete industry.

REACH INDUSTRY LEADERS

Our communications reach top level executive and government officials that make purchasing decisions in the Texas aggregates and concrete industry. They are always in the market for products and services such as:

- Batch plant sales and parts
- Conveyor systems and parts
- Contract Transportation Carriers
- Environmental consultants
- Legal consultants
- Mixers sales and parts
- Safety equipment & compliance
- Truck sales and parts

Reserve your space today to connect with executive level TACA members who are responsible for 75% of all industry spending.

Contact your Naylor representative today!

*Source: Association Questionnaire

**Source: IBIS World Reports 23811 and 32732



TACA CONVEYOR
PRINT & DIGITAL
MAGAZINE



MEMBERSHIP
DIRECTORY &
RESOURCE GUIDE
PRINT & DIGITAL
MAGAZINE

TACA Conveyor Membership Directory & Resource Guide

2018 Content Plan *

Issue	Feature	Reservation Deadline	Ships
Spring 2018	TBD	1/25/2018	March 2018
Summer 2018	TBD	4/27/2018	June 2018
Fall 2018	TBD	7/27/2018	August 2018
Winter 2018	TBD	10/25/2018	December 2018
<i>Membership Directory & Resource Guide</i>	N/A	4/11/2018	May 2018

* Content Plan is tentative and subject to change.

Published quarterly, *TACA Conveyor* is the Texas ready mixed industry's top resource for news, trends, best practices, member profiles, and legislative and regulatory information. Readers turn to TACA's official magazine for the information they need to stay on top of a changing industry and to follow the most up-to-date statewide industry news.

INSIDE EVERY ISSUE:

NEW MEMBER PROFILES

Member profiles are about more than the personalities of the members. A TACA new member profile is a case study illustrating industry best practices in a relatable manner. Turn to TACA member profiles not only to get to know your colleagues, but also for real-world advice on how you can get better at what you do.

NEWS AND EVENTS

Time doesn't stand still in any industry, and a chief responsibility of *TACA Conveyor* is to keep members informed about what's happening not only within TACA but also across the state and nation. If it's relevant to your membership or how you do business, we'll cover it here.

GOVERNMENTAL/LEGISLATIVE

Effective communication for the ready mixed industry in Austin is based on member input to TACA President Richard Szecsy, PhD, PE, and the TACA Lobbying Team. Take advantage of the many opportunities TACA presents for member contact with legislators. Read here about our legislative goals and successes and become "part of the solution."

SUPERVISORS SPEAK

TACA features a different supervisor from various companies making milestones and differences in the industry. From supervisors who have gone many years without a reported safety incident to supervisors who have held every position at the company to help teach and guide their staff, TACA highlights these extraordinary individuals.

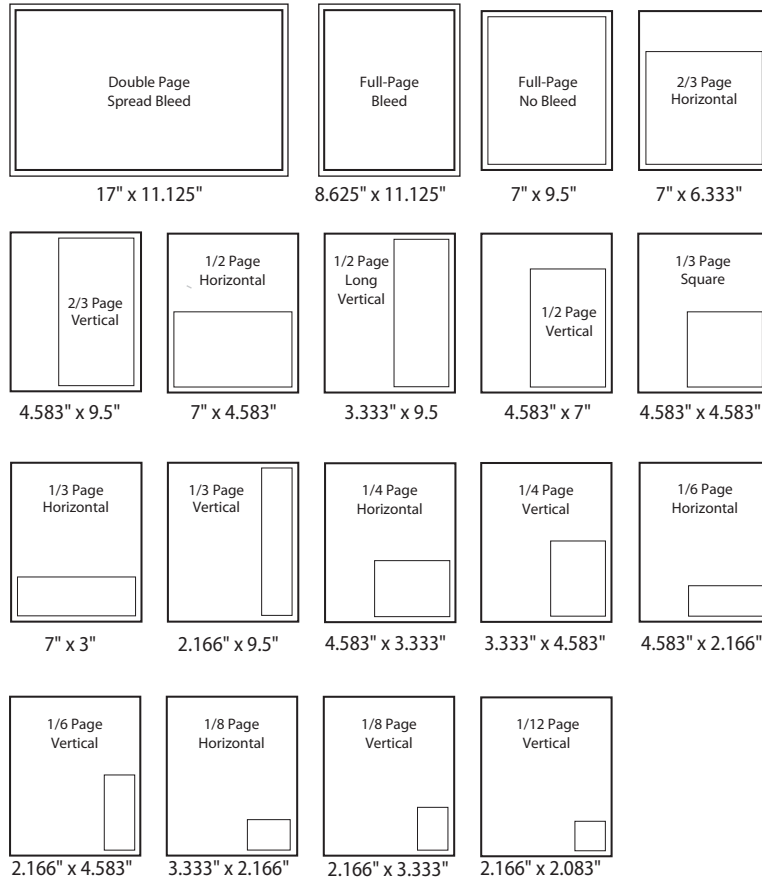
CIM CORNER

The Concrete Industry Management (CIM) Program works to prepare graduates to become qualified concrete industry professionals. This section covers the latest whereabouts of the CIM Program students as well as any updates pertaining to the program.

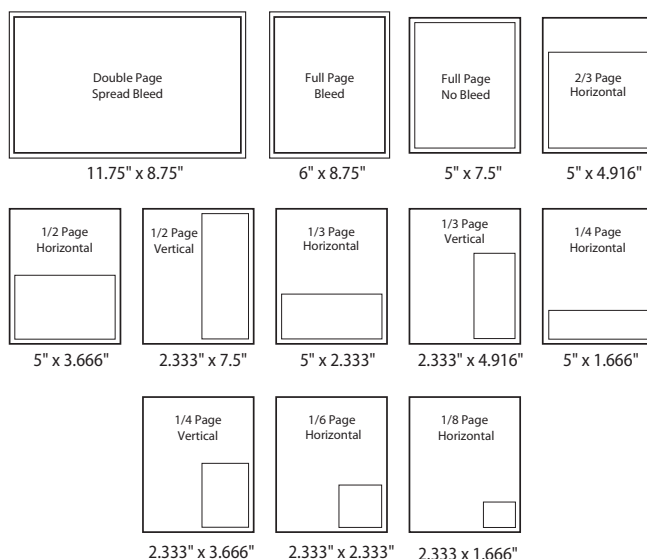
TACA Conveyor Membership Directory & Resource Guide

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Roster Trim Size: 5.75" x 8.5"



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

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.

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"

Specs for Outsert/Inserts

Magazine

1 Pg / 1 Surface 8.375" x 10.875"	1 Pg / 2 Surface 8.375" x 10.875"
2 Pg / 4 Surface 8.375" x 10.875"	Postcards 6" x 4.25"
Heavy Card Stock Insert 8.25" x 10.75"	Postal flyersheets 8.5" x 11"

Roster

1 Pg / 2 Surface 5.75" x 8.5"	Postal flyersheets 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"	Heavy Card Stock Insert 5.25" x 8.25"
Postcards 6" x 4.25"	

Digital Edition - For more information, visit:

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).

TACA Conveyor Membership Directory & Resource Guide

Net Advertising Rates

All rates include an ad link in the digital edition of the magazine or directory. **Revisions and Proofs:** \$50 **Position Guarantee:** 15% Premium

Full-Color Rates	1-2x	4x*
Double Page Spread	\$3,429.50	\$3,259.50
Outside Back Cover	\$2,929.50	\$2,789.50
Inside Front or Inside Back Cover	\$2,779.50	\$2,639.50
Full Page Tab*	\$2,759.50	N/A
Full Page	\$2,629.50	\$2,499.50
2/3 Page	\$2,119.50	\$2,009.50
1/2-Page Island	\$1,729.50	\$1,639.50
1/2 Page	\$1,449.50	\$1,379.50
1/3 Page	\$939.50	\$889.50
1/4 Page	\$839.50	\$799.50
1/6 Page	\$469.50	\$449.50
1/8 Page	\$439.50	\$419.50

*Tab rates apply to Membership Directory & Resource Guide only.

Black-and-White Rates	1-2x	4x*
Full Page	\$1,919.50	\$1,819.50
2/3 Page	\$1,599.50	\$1,519.50
1/2 Page	\$1,009.50	\$959.50
1/3 Page	\$839.50	\$799.50
1/4 Page	\$669.50	\$639.50
1/6 Page	\$419.50	\$399.50
1/8 Page	\$329.50	\$309.50

Digital Edition Branding Opportunities

Belly Band | \$1,000

Skyscraper | \$550

Sponsorship Max | \$380

Toolbar | \$220

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

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 November 2017)

TACA Conveyor Membership Directory & 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"/> Admixtures | <input type="checkbox"/> Explosives |
| <input type="checkbox"/> Aggregate Equipment | <input type="checkbox"/> Fly Ash |
| <input type="checkbox"/> Aggregate Spreading Equipment | <input type="checkbox"/> Insulated Concrete Form |
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Insurance & Bonding |
| <input type="checkbox"/> Batch Plants | <input type="checkbox"/> Loading Equipment |
| <input type="checkbox"/> Batching / Mixing Controls | <input type="checkbox"/> Mix Design Services |
| <input type="checkbox"/> Bin Level Indicators | <input type="checkbox"/> Mixers |
| <input type="checkbox"/> Blades, Mixer | <input type="checkbox"/> Portable Screens & Conveyors |
| <input type="checkbox"/> Blasting Services | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Boom Pipes | <input type="checkbox"/> Pulverizers |
| <input type="checkbox"/> Bulk Transporters: Petroleum,
Asphalt, Dry Bulk Products | <input type="checkbox"/> Pumps & Systems |
| <input type="checkbox"/> Cement | <input type="checkbox"/> Quality Control Equipment |
| <input type="checkbox"/> Complete System for the
Production of Concrete Products | <input type="checkbox"/> Radio Communications |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Ready Mix Concrete |
| <input type="checkbox"/> Concrete | <input type="checkbox"/> Ready Mix Plants |
| <input type="checkbox"/> Concrete Additives | <input type="checkbox"/> Ready Mix Producers |
| <input type="checkbox"/> Concrete Contractors | <input type="checkbox"/> Saw Blades |
| <input type="checkbox"/> Concrete Fiber | <input type="checkbox"/> Screening Equipment |
| <input type="checkbox"/> Concrete Materials | <input type="checkbox"/> Silos, Cement |
| <input type="checkbox"/> Concrete Restoration | <input type="checkbox"/> Stone & Asphalt |
| <input type="checkbox"/> Concrete Saw Blades | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Construction Testing & Inspection | <input type="checkbox"/> Temporary Labor |
| <input type="checkbox"/> Construction Equipment | <input type="checkbox"/> Testing Equipment & Materials |
| <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Testing |
| <input type="checkbox"/> Conveyors | <input type="checkbox"/> Tire Sales & Services |
| <input type="checkbox"/> Credit Management | <input type="checkbox"/> Truck Mixers |
| <input type="checkbox"/> Crushing Equipment | <input type="checkbox"/> Trucks |
| <input type="checkbox"/> Drug Testing | <input type="checkbox"/> Two-Way Radio |
| <input type="checkbox"/> Equipment | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Executive Search | <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: _____

TACA Conveyor digital edition

Digital Edition – www.naylornetwork.com/tac-nxt

In addition to print, *TACA Conveyor* 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 TACA's website. An archive of issues is available, securing your ad a lasting online presence.*

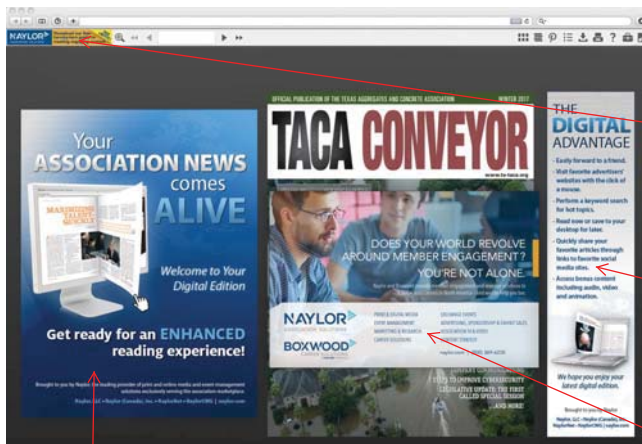
Readers can:

- 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 issue online or download and print for later
- View issues 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



Large Digital Toolbar | \$220

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

Digital Skyscraper | \$550

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

Digital Belly Band | \$1,000

Ensure readers interact with your message by wrapping it around the magazine with a belly band. This is an exclusive position!

Digital Sponsorship Max | \$380

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.

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

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Membership Directory & Resource Guide digital edition

Digital Edition - www.naylor.com/tac-directory

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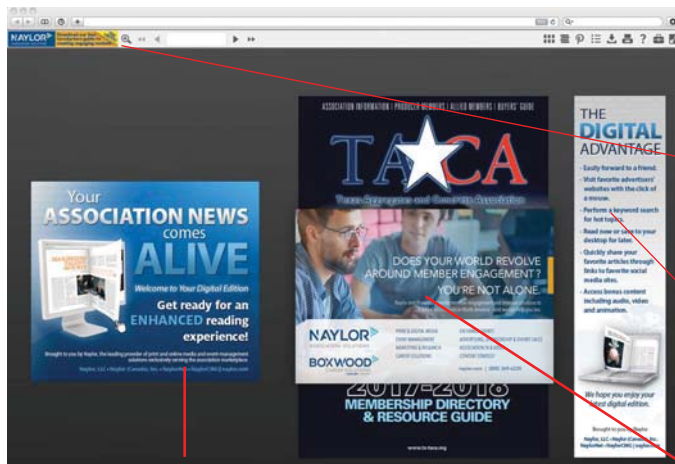
Readers can:

- 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
- Read the *Membership Directory & Resource Guide* online or download and print for later

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TACA Conveyor Membership Directory & Resource Guide

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with TACA 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 TACA.

AAA Truck Insurance	Headwaters Resources	ROMCO Equipment Company
Advanced Concrete Technologies, Inc.	HOLT CAT	RoMix, , Inc.
Alex Lyon & Sons Auctioneers	HPP Corp.	Rosta USA Corp.
American Geothermal Inc.	Industrial Asphalt & Aggregates	RQI, Inc.
Ash Grove Cement Company	Industrial Supply Solutions, Inc.	Ryan Construction, Inc.
BF Carr & Associates	Informa Exhibitions U.S., Construction & Real Estate	Sandvik Mining & Construction, LLC
BMH Systems	Kirby-Smith Machinery, Inc.	Sika Corporation
Boral Materials Tech. Co.	Knife River Corp.	Slip Industries, Inc.
Breaker Technology, Inc. (BTI)	L.H. Chaney Materials, Inc.	Spokane Industries
Bruckner Truck Sales - Dallas	Loadrite Scales	SSAB Wear Solutions, LLC
Bruckner Truck Sales, Inc.	MAC Trailer Mfg.	Stedman Machine Company
C. L. Dews & Sons Foundry & Mach. Co., Inc.	Mack Trucks, Inc.	Stephens Manufacturing Co., Inc.
CCG - Chemme.Co Group a Chemme, LLC	Martin Marietta Materials	Stockpile Reports.com
CEMEX, Inc.	Material Express Inc.	Sunset Logistics , Inc.
Chaparral Concrete Equipment	McCourt & Sons Equipment, Inc.	Syntron Material Handling
Charley's Concrete Co, Ltd.	McNeilus Truck & Manufacturing, Inc.	Texas Lehigh Cement Company LP
Component Sales & Service	MCT Group, Inc.	The Euclid Chemical Company
Conroe Concrete Ltd.	Met Pro Supply, Inc.	The Vince Hagan Company
Conserv Corp.	MHC Kenworth	T-K-O Equipment Company
Con-Tech Manufacturing, Inc.	Mineral Resource Technologies a Cemex Company	Trinity Materials, Inc.
Crisp Industries, Inc.	Niece Equipment, LP	Trophy Tractor, Inc.
Cummins Southern Plains, Inc.	Pearson Heating Systems, Inc.	UNIVERSAL LUBRICANTS, Inc.
Decorative Concrete Supply, Inc.	Performance Truck	Vanguard Truck Center of Austin
Deister Machine Company	Polydeck Screen Corporation	Vanguard Truck Center of Houston
Diversified Environmental & Engineering	Powerscreen Texas, Inc.	Vermeer Texas-Louisiana
Diversified Power and Control	Putzmeister America, Inc.	VHSC Cement, LLC
East Texas Mack Sales L.P.	Raba-Kistner, Inc.	Vulcan Materials Co.
Flyash Direct	Rain for Rent	W & M Environmental Group
Forfam, Inc.	Ratliff Ready-Mix, LP	Washout Watchdog
Fort Worth Freightliner Sterling Western Star	Redi-Mix Concrete - U.S. Concrete Company	Waukesha-Pearce Industries, Inc.
Grace Construction Products	RexCon, LLC	Westward Environmental, Inc.
Grande Truck Center	Richwood	
GW Van Keppel		
Hallett Materials		
Hanson Aggregates		