



2019 MEDIA PLANNER

CONTACT:

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Concrete InFocus magazine
*Membership Directory &
Resource Guide*
Online Buyers' Guide
E-news

THE HARD FACTS:

Ready mixed concrete is valued as a \$30.4 billion industry.

Members spend an estimated **\$8.38 billion** annually on products and services.

There are an estimated **6,000** ready mixed concrete plants that are typically within 60-90 minutes of traveling distance from any construction project.



WHO WE ARE

NRMCA is the only association that represents the ready mixed concrete industry on a national level, advocating for the leaders of America's ready mixed concrete industry.

Founded in 1930, the National Ready Mixed Concrete Association is the leading industry advocate. Our mission is to provide exceptional value for our members by responsibly representing and serving the entire ready mixed concrete industry through leadership, promotion, education and partnership to ensure ready mixed concrete is the building material of choice.

NRMCA serves as the unified voice of the industry and keeps a keen eye on legislation in Washington, DC, reviewing key issues with public policy makers and regulatory bodies.

About Our Members

Members of NRMCA include ready mixed concrete producers and those who sell goods and services supporting the industry. Our members represent the leading edge in the concrete construction industry, supplying the finest quality ready mixed concrete.

THREE OUT OF FIVE members have been with NRMCA for over 10 years, and two out of five members have been with the association for over 20 years.

Twenty-five percent of NRMCA members supply precast, which **supplies 75% of all precast nationwide.**

NRMCA PUBLICATIONS ARE A VALUED BENEFIT TO OUR MEMBERS. ACCORDING TO A RECENT READERSHIP SURVEY:



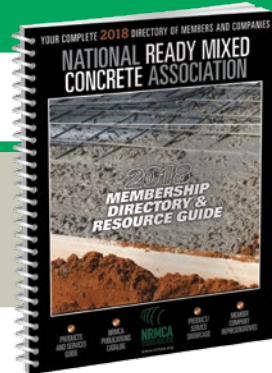
More than 2 out of 3 respondents agree that they are **more likely to purchase** products and services from companies that advertise their products in NRMCA publications.



Of those respondents who took action on an ad featured in one of NRMCA's publications, an average of **3 out of 5 visited an advertiser's website** as a result of the ad/listing, **half** discussed an ad with others, and **40%** referred an ad to someone else in their company.



- ◆ **80%** of respondents rate *Concrete InFocus* as very important or important to them.
- ◆ **3 out of 4** rate the content as high or very high.
- ◆ **60%** rate the digital edition as very important or important to them.
- ◆ **35%** pass along their copy to others.



- ◆ **Nearly 3 out of 5** respondents rate the annual *Membership Directory & Resource Guide* as very important or important to them.
- ◆ **41%** keep the directory on hand for easy reference.



- ◆ **Nearly 90%** rate *e-news* as very important or important to them.
- ◆ **84%** agree that *e-news* keeps them in touch with the association and association-related issues.
- ◆ **3 out of 4** respondents agree that the content in *e-news* is relevant to their jobs.
- ◆ **Nearly 75%** find the topics interesting and not repetitive.

- ◆ **85%** of respondents agree that the *Online Buyers' Guide* is easy to use.
- ◆ Of respondents who use the *Online Buyers' Guide*, nearly **one-third** use it on a weekly or monthly basis.





WHAT NRMCA MEMBERS ARE SAYING:*

"NRMCA membership provides a research, governmental affairs, innovations and common issues for the industry. The NRMCA is a platform that can speak on behalf of many small to large companies that other wise may be lost in the complexity of governmental affairs."

"Leadership of our industry supported with a strategic vision, technical expertise, and development of human talent through training programs."

"Our membership is important because we want to support the association that supports not only us as producers but as an industry. In addition, we value the information available to us through the association to ensure we stay informed with legislation and changes affecting our business."

"That the NRMCA is promoting concrete growth to the agencies most concrete companies can't get to."

" Education, Education, Education, News, Advocacy, Promotion, Research."

"The NRMCA gives me the opportunity to exchange ideas with people across the country who are not competitors, but people who are interested in making this industry better."

"The ability to utilize the interaction with the rest of the industry to further the public perception of our industry. To have access to the experience and the range of backgrounds that the membership provides. Lastly to have the benefit of being recognized as being part of strong and innovative industry that is back by a reputable association that maintains the standards and integrity that the public can trust."

**Testimonials are printed in the format received.*

CONCRETE INFOCUS MAGAZINE

2019 Content Plan

Issue	Features	Bonus Distribution	Materials Deadline	Ship Date
Spring 2019	CONEXPO-CON/AGG	2019 Annual Convention	January 14, 2019	February 2019
Summer 2019	2019 Concrete Cares and Driver of the Year Awards		April 9, 2019	May 2019
Fall 2019	Operations	Concrete Works	July 10, 2019	August 2019
Winter 2019	The Business of Ready Mixed Concrete		October 9, 2019	November 2019

**Tentative and subject to change.*

Published quarterly, *Concrete InFocus* is the ready mixed industry's top resource for news, trends, best practices, research, legislative and regulatory info, and success stories. Readers turn to the official magazine of NRMCA for the information they need to stay on top of a changing industry and to follow the most up-to-date industry news.

PLUS:

Concrete InFocus covers a comprehensive range of topics of importance to ready mixed producers and suppliers, ensuring year-long editorial support for your message. Topics include:

NRMCA SUCCESS STORIES

Involvement of NRMCA members in industry-leading projects and trends. Success stories are case studies of industry leadership.

BEST PRACTICES

Innovative business methods and techniques that demonstrate superior results, with emphasis on improvement for the benefit of multiple organizations.

EQUIPMENT

Cutting-edge tangible resources that make the ready mixed concrete industry tick—and the benefits these resources bring to the industry in terms of efficiency and sustainability.

MATERIALS

Component materials that enhance the durability, strength, water tightness, abrasive resistance—and marketability—of ready mixed concrete.

SUSTAINABILITY

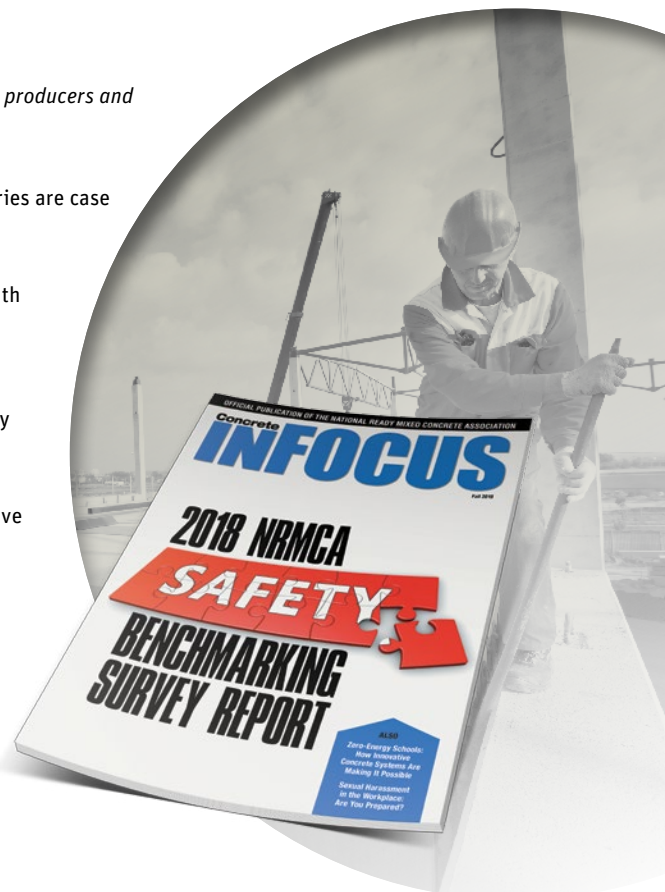
Techniques, trends, best practices, regulatory changes and more—all aimed at achieving informed environmental management.

RESEARCH

The formal experimental and theoretical work that forms the underpinnings of the ready mixed industry.

NRMCA IN FOCUS

Association information, products, services and programs to help members expand their markets, improve their operations and be their voice in Washington.



MEMBERSHIP DIRECTORY & RESOURCE GUIDE

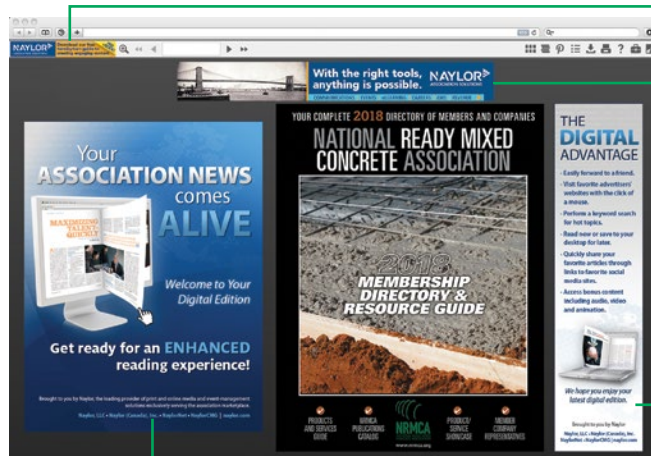
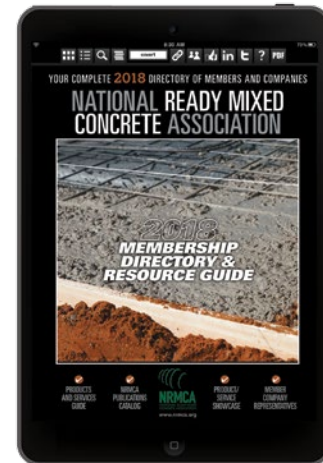
DIGITAL EDITION

In addition to print, the *Membership Directory & Resource Guide* is also available to members in a fully interactive digital edition. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website.

Members and readers receive each issue via email, and each new issue is posted on nrmca.org. A full archive of past issues is available for a 12-month period, ensuring longevity for your online presence.

Digital edition branding opportunities are exclusive and awarded on a first-come, first-served basis.

Bonus Editorial: Available only in the digital edition. Up to eight extra pages of additional editorial content not found in the print version of the publication.



Digital Edition Toolbar

PRICE: \$280

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition.

Digital Edition Leaderboard

PRICE: \$965

Prominently feature your message in our Leaderboard position, which is on every page above the digital edition.

Digital Edition Skyscraper

PRICE: \$870

The Skyscraper ad displays the entire time the digital edition is open.

Ad Link

Ad links increase traffic from your ad in the digital edition to your company's Website or a corporate email address. All of our advertising options include this upgrade.

Digital Edition Sponsorship Max

PRICE: \$680

Digital Edition Sponsorship

PRICE: \$680

Be the first ad readers see. Your message will be prominently displayed directly across from the cover of the directory. Video capabilities bring your message to life. Video capabilities not available for Sponsorship Max.

For the latest digital edition specs, please visit www.naylor.com/online specs

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.

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

CONCRETE INFOCUS MAGAZINE DIGITAL EDITION

Extend your print advertising investment with the unique benefits of digital media

Concrete Infocus is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

Formats available to readers:

- Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- Page view: The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!



1 Leaderboard (all views) | \$1,100

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$850

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner | \$950

4 2nd TOC Mobile Banner | \$750

Additional TOC Mobile Banner | \$600

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,200

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$400

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$850
- Medium Insert | \$750

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For the latest online specs, please visit www.naylor.com/online specs

NET ADVERTISING RATES

CONCRETE INFOCUS & MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Full-Color Rates

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

Size	1x	2-3x	4-5x*
Double Page Spread	\$5,379.50	\$4,839.50	\$4,299.50
Outside Back Cover	\$3,839.50	\$3,529.50	\$3,209.50
Inside Front or Inside Back Cover	\$3,639.50	\$3,329.50	\$3,009.50
Full Page	\$3,139.50	\$2,829.50	\$2,509.50
1/2-Page Island	\$2,199.50	\$1,979.50	\$1,759.50
1/2 Page	\$1,739.50	\$1,569.50	\$1,389.50
1/3 Page	\$1,329.50	\$1,199.50	\$1,059.50
1/4 Page	\$999.50	\$899.50	\$799.50
1/8 Page	\$709.50	\$639.50	\$569.50

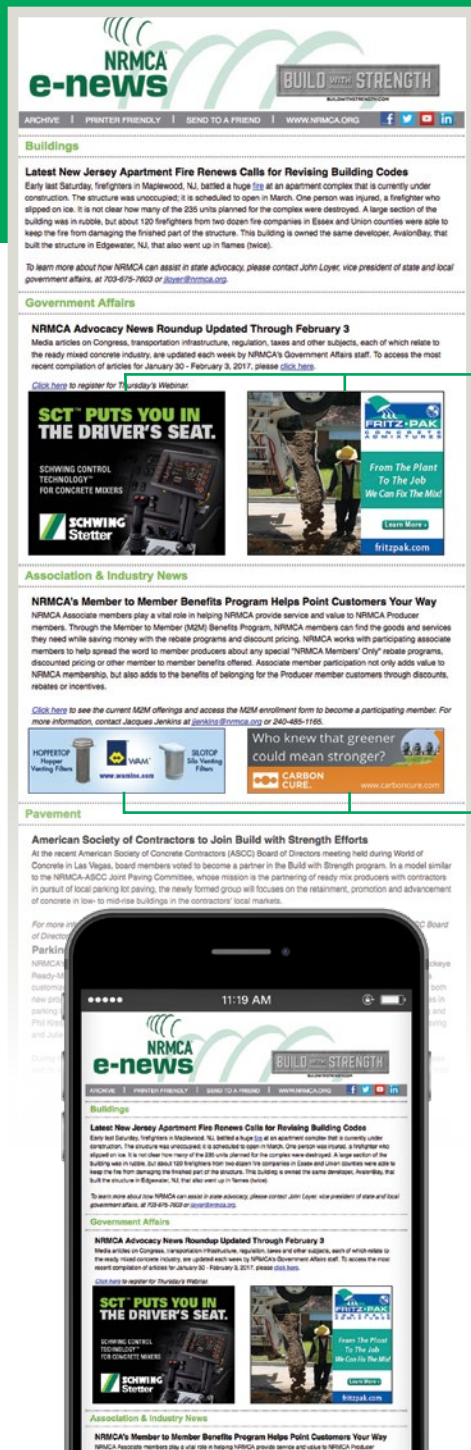
Black-and-White Rates

Size	1x	2-3x	4-5x*
Full Page	\$2,069.50	\$1,859.50	\$1,659.50
1/2-Page Island	\$1,489.50	\$1,339.50	\$1,189.50
1/2 Page	\$1,319.50	\$1,189.50	\$1,059.50
1/3 Page	\$1,009.50	\$909.50	\$809.50
1/4 Page	\$869.50	\$779.50	\$699.50
1/8 Page	\$599.50	\$539.50	\$479.50

*Advertisers booking ads in all four issues of the magazine and in the annual issue of the Membership Directory (total 5X insertions) will receive a FREE online Buyer's Guide Premiere Listing. Ask your sales representative for details.

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. A charge of \$32.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. 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).

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.



Contact your Naylor account representative today to custom fit the right online program for your company.

NRMCA e-news

MAKE A CONNECTION — ADVERTISE ONLINE WITH NRMCA.

As the official eNewsletter of National Ready Mixed Concrete Association, *e-news* is delivered to more than 8,400 email addresses on a weekly basis. *e-news* keeps members up to date on current industry news and trends, legislative issues affecting the industry, member information and more.

THE ONLINE ADVANTAGE

- *e-news* goes out to more than 8,400 emails weekly
- Frequently forwarded to others for additional exposure
- Direct clients to the landing page of your choice
- Track ad performance
- Great way to promote time-sensitive offers or events

ADVERTISING OPPORTUNITIES IN E-NEWS INCLUDE:

- Medium Rectangle (300 x 250 pixels)
Only 4 horizontal positions available
12 MONTHS – \$5,410
- Custom Rectangle (300 x 100 pixels)
Only 8 vertical positions available
12 MONTHS – \$4,550
- Sponsored Content
Only 2 positions available
12 MONTHS – \$5,500

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ON AVERAGE, NRMCA e-news RECEIVES:

- More than 2,900 total opens per issue
- More than 80 clicks per issue

** Traffic data from January 2017 - June 2017*

ONLINE BUYERS' GUIDE

NRMCA.OFFICIALBUYERSGUIDE.NET



CONNECTING YOUR COMPANY TO THE LEADING PROFESSIONALS OF THE READY MIXED CONCRETE INDUSTRY.

The interactive *Online Buyers' Guide* makes it easy to locate products and professional services geared to the ready mixed concrete industry. With hyperlinks, multiple search capabilities and rich search results, our *Online Buyers' Guide* is designed to drive the purchasing process and bring customers to your site with a few clicks of the mouse.

The *Online Buyers' Guide* is efficient advertising, visitors come because they are ready to purchase. Reach the people you want to do business with at the moment they are making their decision. Combine your online message with print in *Concrete InFocus* or the annual *Membership Directory & Resource Guide*.

THE INTERNET IS A KEY PURCHASING TOOL

A recent survey showed that 93% of professionals would research online when making a B2B purchase. (*Enquiro and Marketing Sherpa Survey*).

TOP FIVE CATEGORY VIEWS

1. Cement
2. Concrete Contractors
3. Aggregates
4. Mixers (Concrete)
5. Concrete Mixers/Equipment/ Sales and Services



Leaderboard package

PRICE: \$2,835

10 advertisers allowed

Category Rectangle

PRICE: \$915

2 banner positions with 2 advertisers rotating each position

Featured Company

PRICE: \$1,700

10 advertisers allowed

ON AVERAGE, THE ONLINE BUYERS' GUIDE RECEIVES:

- Over 660 unique page views a month
- An average of 1,637 ad impressions each month
- More than 840 total views per month

* Traffic stats from Sept. 2017 - Feb. 2018

Premier Listing Package

PRIORITY SEARCH RESULTS— Premier listings appear on a first-come, first-listed basis on top of all basic listings, ensuring they are seen first. Includes full-color logo, company name, address, phone number, active Web link and email, complete company description, products and services listing and up to five detailed contacts.

NEW FEATURE— **Product photo and description:** Display a full-color product photo and text description to potential customers. You also have the option to hyperlink the photo directly to any page on your company's website.

PRICE: \$750

Includes five (5) category listings of your choice. Additional category listings are \$50 each.

*Members receive unlimited categories at no additional charge.

For the latest online buyers' guide specs, please visit www.naylor.com/onlinespecs

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.



USERS CAN SEARCH YOUR WEBSITE DIRECTLY FROM YOUR PREMIER LISTING

ONLINE BUYERS' GUIDE

NRMCA.OFFICIALBUYERSGUIDE.NET



Premier Listing Guaranteed Position

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required—when visitors click on a product/service category on the home page of the *Online Buyers' Guide*, your company is the first that they see.

Includes Premier Listing.

CATEGORY SPONSOR #1 | \$715

CATEGORY SPONSOR #2 | \$660

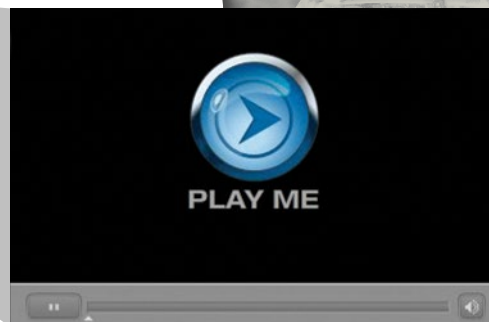
CATEGORY SPONSOR #3 | \$600



Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

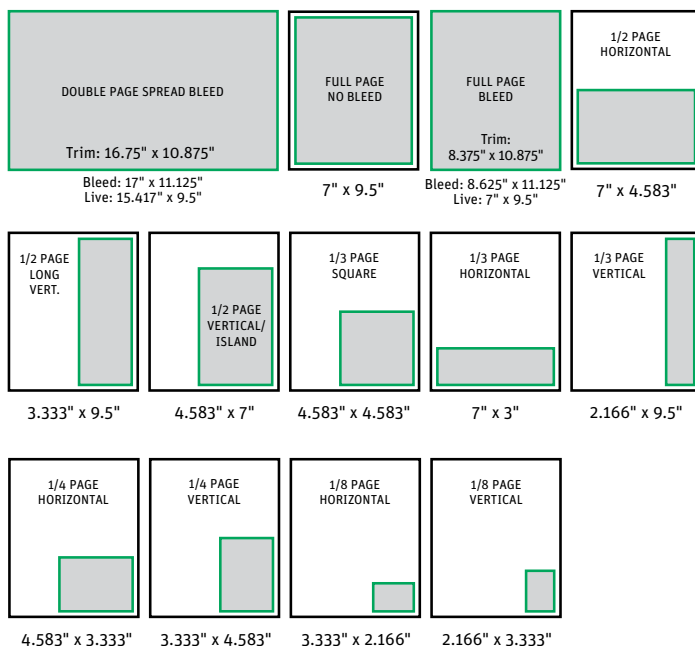
VIDEO | \$230



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.

PRINT SPECIFICATIONS

Ad Depictions and Sizes



Shipping Instructions

Ship all advertising materials to the attention of your account representative at:

Naylor Association Solutions
5950 NW 1st Place • Gainesville, FL 32607
Fax: 352.331.3525 • Toll Free: 800.369.6220

For additional advertising information, please contact:

Christine Ricci
Publication Director | Naylor Association Solutions
Tel: (800) 369-6220, ext. 3356
Fax: (775) 908-8453
cricci@naylor.com

Production Services, 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.

Cancellations

In the event of cancellation of a contract, the client agrees to repay Naylor any discounts granted for multiple insertions less discount applicable for the number of insertions completed in the contract period. All premium positions and direct mailer pieces are non-cancelable. All cancellations must be received in writing prior to the advertising sales deadline. A charge of \$30 will be levied for returned checks.

Digital Ad Copy Submission

Go to the Naylor website at www.naylor.com and click on 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%.

Terms

Payment due upon receipt of invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30 will be levied for returned checks.

Ad Agency Commissions

All prices are net. Ad agency commissions are not included in quoted price.

ONLINE SPECIFICATIONS

For more information, visit www.naylor.com/onlinespecs

Concrete InFocus and Membership Directory & Resource Guide Digital Editions

For the latest digital edition specs, please visit www.naylor.com/onlinespecs

Online Buyers' Guide

Leaderboard Package

- 728 x 90 pixels & 300 x 250 pixels
- JPG, GIF

Category Rectangle

- 300 x 250 pixels
- JPG, GIF

Featured Company

- Logo file: 120 x 60 pixels (Horizontal) or 120 x 120 pixels (Vertical)
- Text: 30-40 words description of the company (No formatting)
- Creative for the logo accepted: JPG only

Premier Listing Package

- 240 x 120 pixels
- JPG only

NRMCA e-news

Custom Rectangle

- 300 x 250 pixels
- JPG only
- Max file size 100 KB

Medium Rectangle

- 300 x 100 pixels
- JPG only
- Max file size 100 KB