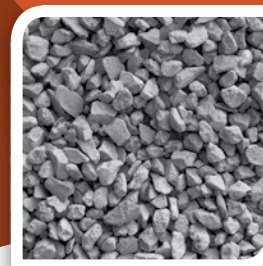
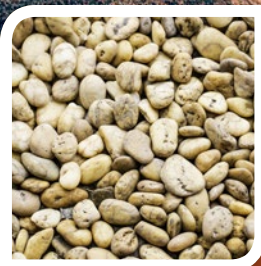


NSSGA

NATIONAL STONE, SAND
& GRAVEL ASSOCIATION



FOR MORE INFORMATION,
CONTACT:

Christine Ricci
Publication Director
(352)333-3356
cricci@naylor.com

2019 *media guide*

- *Stone, Sand & Gravel REVIEW* – print and digital
- *Membership Directory & Buyers' Guide*
- *Digital Aggregate* newsfeed (eNewsletter)
- *Online Buyers' Guide*
- www.nssga.org – NSSGA's official website

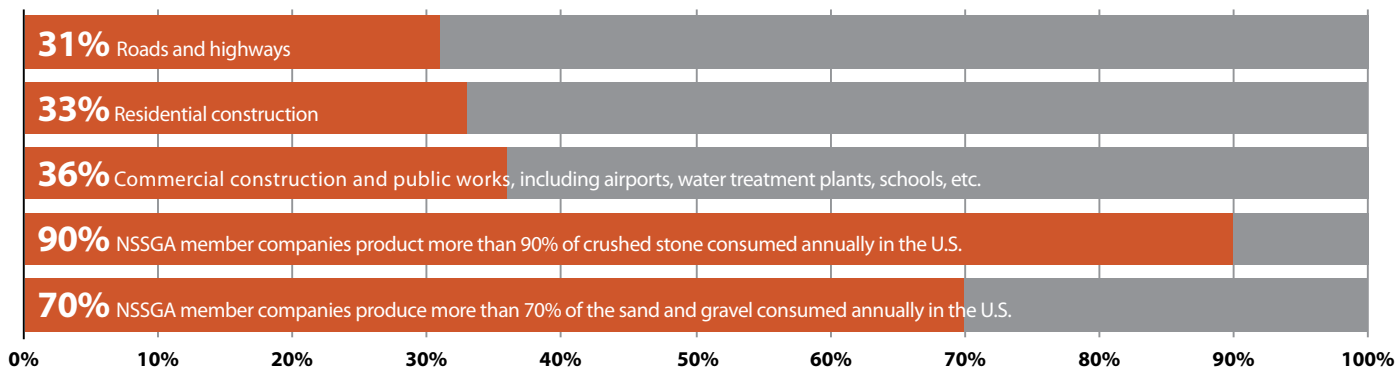
NSSGA – THE LARGEST MINING ASSOCIATION IN THE WORLD*

NSSGA is the leading voice and advocate for the aggregates industry. Its members – stone, sand and gravel producers and the equipment manufacturers and service providers who support them – produce the essential raw materials found in homes, buildings, roads, bridges and public works projects and represent more than 90 percent of the crushed stone and 70 percent of the sand and gravel mined annually in the United States.



NSSGA member companies spend **\$7.6 billion** annually on products and services.

NSSGA Top Markets



NSSGA membership consists of top industry suppliers and producers including:

- Owners
- Presidents
- Directors of operations
- Plant managers
- Engineers
- Quarry superintendents
- Purchasing agents

Assuring the safety of workers is a top national commitment by member companies and the association.

The Aggregates Industry

- More than 2.5 billion metric tons of aggregates are produced every year – a value of **approximately \$25.1 billion**.
- The aggregates industry contributes **nearly \$40 billion** to the GDP of the United States.
- There are **more than 10,000** construction aggregate operations nationwide.
- Every aggregates industry job supports an additional **4.87 jobs** outside of stone, sand and gravel operations
- Every **\$1** of wages earned in the aggregates industry creates an additional **\$4** of wages in other industries
- Every **\$1** of sales in the aggregates industry produces another **\$3.50** of sales in other industries.

**based on the volume of product represented.*

IN A RECENT SURVEY:

97%

From a recent survey, **more than 97%** of members surveyed describe the news and information they receive from NSSGA as very trusted or trusted

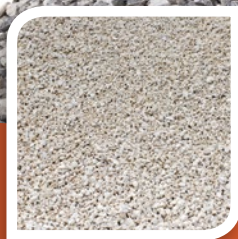
NSSGA MEMBERSHIP

A strong, unified voice through NSSGA is the best chance the aggregates industry has to make a difference. The most important business investment a producer or supplier can make is to join NSSGA.



AGGREGATES PRODUCER:

Aggregates companies, large and small, that produce stone, sand and gravel used in construction applications.



PULVERIZED MINERALS DIVISION:

Manufacturers of finely ground (minus 325 mesh) limestone and other industrial minerals. Members benefit through their affiliation with NSSGA, which represents the construction aggregates industry.



MANUFACTURERS & SERVICES (M&S) DIVISION:

Companies that provide a product or service to the aggregates producer community. M&S members play a key role in exhibiting and presenting education sessions at NSSGA events and enjoy access to aggregates producers through those venues.

IN A RECENT SURVEY:

96%

More than 96% of those surveyed consider NSSGA a valuable source of information about stone, sand and gravel industry issues!

NSSGA

NATIONAL STONE, SAND
& GRAVEL ASSOCIATION

Interested in becoming an NSSGA member?

Contact **Pamala Bouchard**, Vice President,
Membership and Meetings
at (703) 526-1076, pbouchard@nssga.org.

INCREASE YOUR EXPOSURE CONSIDER AN NSSGA SPONSORSHIP

Extend your reach.

Draw more attention
to your company's
products and services.

Get more publicity.
More advertising.
More business.

OPPORTUNITIES NOW AVAILABLE AT THE FOLLOWING 2019 NSSGA EVENTS

Annual Convention

JW Marriott
Indianapolis, Indiana
February 10 – 13, 2019

The aggregate industry's primary business and networking meeting. Hundreds of industry professionals gather at this convention each year.



AGG1 Academy & Expo

TBD
Indianapolis, Indiana
February 12 – 14, 2019

This premiere aggregates industry event draws a domestic and international audience of 9,000 professionals!



Young Leaders Annual Meeting

Omni Hilton Head Oceanfront Resort
Hilton Head, South Carolina
April 28 – May 1, 2019

Attendees are aggregate professionals 40 years old and younger. Connect with the future of our industry!



NSSGA Leadership and Networking Summit

Location TBD
City/State TBD
Dates TBD

Reach NSSGA decision-makers with vast industry expertise.



3rd Annual Legislative & Policy Forum

Location TBD
City/State TBD
Dates TBD

A transformative intersection of industry leaders, members of congress and aggregate professionals.



NSSGA EVENT SPONSORSHIP

HERE ARE SOME GREAT EXAMPLES TO GET YOU STARTED:

NSSGA Convention/AGG1 Academy and Expo Celebration Concert Entertainment



- Logo and link to your website from the event registration webpage pre/post meeting
- Recognition as lead sponsor on ALL advertising and signage tied to the concert. Concert will be billed as "NSSGA's Celebration presented by SPONSOR"
- Company logo and link on event app; concert badges and all signage in the room
- Fifty (50) tickets to the concert for employees and guests

Keynote Sponsor



- Logo and link to your website from the event registration webpage pre/post meeting
- Recognition on signage at registration and in the printed schedule of events
- Introduce speaker during the applicable event
- Company logo and link on event app
- Two (2) complimentary registrations to meeting of choice
- One thirty-second (30) ad to be played during session (sponsor to provide)

Reception - Bar Sponsor



- Logo and link to your website from the event registration webpage pre/post meeting
- Recognition on signage at registration and in the printed schedule of events
- Exclusive signage on the bars
- Company logo and link on event app
- Two (2) complimentary registrations to the meeting

Breakfast



- Logo and link to your website from the event registration webpage pre/post meeting
- Recognition on signage at registration and in the printed schedule of events
- Exclusive signage on the tables during the breakfast
- Company logo and link on event app
- VIP Table at the breakfast
- Two (2) complimentary registrations to the meeting

Lunch with a Lawmaker at NSSGA's Legislative and Policy Forum



- Logo and link to your website from the event registration webpage pre/post meeting
- Recognition on signage at registration and in the printed schedule of events
- Verbal recognition at the lunch
- Exclusive signage on the tables during the lunch
- Company logo and link on event app
- VIP table at the lunch
- Two (2) complimentary registrations

NSSGA Committee Meeting Beverage Station (multiple available)



- Exclusive signage with logo on beverage station

Exclusive! Conference Pens



- Custom pens with your company information

Exclusive! Registration Envelope Sponsor



- All attendees will receive these envelopes with your logo upon badge pick up

Exclusive! Lanyard Sponsor



- Custom pens with your company information
- Coffee/Beverage Station
- Company logo will appear on table signage for one of four breaks.
- Optional: sponsor may provide custom cups or napkins with logo

Transportation Sponsor for off-site Reception



- Company logo will appear on signage on all buses to/from one of two off-site receptions

NSSGA's Hospitality Room



- Company logo will appear on signage in the room
- One (1) complimentary registration

Food Truck Sponsor



- Company logo will appear on signage for one of four food trucks
- Company logo and link on event app
- Verbal recognition at the food truck dinner

Golf Cart Sponsor



- Company logo will appear on signage on each golf cart at Young Leaders Golf Tournament at Torrey Pines South Course
- Company logo and link on event app
- Verbal recognition at golf awards reception
- One (1) complimentary golf registration

Torrey Pines Hole Sponsor



- Company logo will appear on signage at one of 18 holes at Young Leaders Golf Tournament at Torrey Pines South Course
- Company logo and link on event app
- Verbal recognition at golf awards reception

No budget is too small. Don't see it here?

You are only 10 minutes away from a powerful sponsorship package. Call your account executive today!

INTEGRATED COMMUNICATIONS PLAN

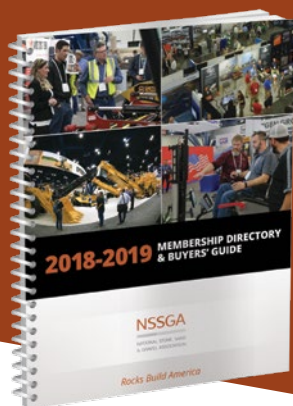
Stone, Sand & Gravel REVIEW

Published bi-monthly, *Stone, Sand & Gravel REVIEW* is NSSGA's flagship publication. It is designed to provide a communication forum for the aggregates industry by which to facilitate the exchange of information on industry technology, trends, developments and concerns. Available in print and digital versions.



Membership Directory and Buyers' Guide

An annual publication that is referenced throughout the year by members to stay connected with fellow industry professionals or who are in need of products and service solutions.



Digital Aggregate newsfeed

NSSGA members receive an email of *Digital Aggregate* with a snapshot of daily news or important alerts. A "Read More: link provided in the email will take members to the DA full story page.



NSSGA Online Buyers' Guide , nssga.officialbuyersguide.net

Your purchasing directory for the aggregates industry, *NSSGA Online Buyers' Guide*, puts buyers and suppliers in touch with each other quickly and easily.



NSSGA's Official Website, www.nssga.org

Members log onto NSSGA's official website to stay updated and informed on the latest news relevant to the aggregates industry.



STONE, SAND & GRAVEL REVIEW

WHAT OUR SUPPLIER MEMBERS SAY...

“

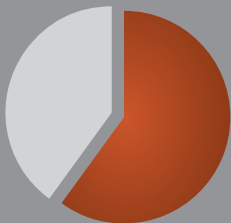
Our advertising and editorial presence in *Stone, Sand & Gravel REVIEW* has played an important role in our marketing by delivering a variety of media to communicate successfully with a key audience, helping us establish new relationships and strengthen our company image.

*Andrea Olsen, Global Marketing
Communications Manager of Martin Engineering*

The *Stone, Sand & Gravel REVIEW* has been a great asset for Mellott Company's advertising needs. We have been able to reach a broad spectrum of readers with our ads. All of our team members appreciate the cooperation and follow through we experience with setting up each new advertisement. Thank you for providing continued support to Mellott Company.

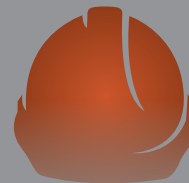
*Carole Zirkle, Executive Assistant of
Mellott Company*

”



More than 60% of members surveyed
have 251 to 1,001 or more employees


1 out of 3 producers and suppliers have an
annual sales volume of more than **\$20 million**



What members work on the most:
highways, bridges/road, airports,
utilities and water/wastewater plants

STONE, SAND & GRAVEL REVIEW

WHAT OUR PRODUCER MEMBERS SAY...



In the fast-paced business environment, it is important to have accurate, high quality, useful information from your national association. NSSGA's *Stone, Sand & Gravel REVIEW* provides me with that information, which gives me the tools I need to stay connected to the industry at the national level. There are many times when I will refer back to the digital edition for quick access to past articles. For those that strive to be industry leaders, the *Stone, Sand & Gravel REVIEW* is a must-have.

Chris Upp, *Vice President & General Manager of Conco Quarries, Inc.*

The *Stone, Sand & Gravel REVIEW* is one of our Industry's most important, authoritative and influential magazines. It explores all aspects of the industry, including the most important trends as seen through the eyes of contributors chosen for their expertise and experience in the construction world. The magazine is published bi-monthly and stands alone as a must-have for any business interested in building a stronger future.

Seth M. Hankowski, *Vice President, Business Development,
All States Materials Group*

As a producer of crushed stone, sand and gravel, I use *Stone, Sand & Gravel REVIEW* to remain current on a number of areas important to our business. The magazine covers important industry topics including, but not limited to operations, the environment and the economy that help me and my team make good decisions in the areas of the company that we lead. The articles are well written, timely and thought provoking, which I believe speaks highly of the publication and the experts in our industry.

Jim Van Ness, *Vice President of Luck Stone*

In these challenging times in our industry when continuous improvement and colleague communication become more important than ever, the *Stone, Sand & Gravel REVIEW* has quickly grown to be one of our top choices for staying informed and connected with all aspects of our business.

Miguel A. Fernandez, *Quarry Manager – FEC Quarry - CEMEX USA*



STONE, SAND & GRAVEL REVIEW CONTENT CALENDAR

Issue	Themes/Features	Buyers' Guide	Features/ Topics	Bonus Distribution	Deadlines
January/February <i>Ships in February</i>	Theme: NSSGA Annual Convention/AGG1 Academy & Expo <ul style="list-style-type: none"> Preview AGG1 Preview Annual Convention Feature: AGG1 Floor Map 	2019 AGG1 Product Preview	AGG1 February 2019 Indianapolis, IN	AGG1 2019	Space Reservation: 01/08/19 Ad Materials: 01/15/19
March/April <i>Ships in March</i>	Theme: AGG1 Academy & Expo Recap				Space Reservation: TBD Ad Materials: TBD
May/June <i>Ships in May</i>	Theme: A Look at Congress	Service and Supply Guide			Space Reservation: 03/20/19 Ad Materials: 03/27/19
July/August <i>Ships in June</i>	Theme: Community Relations	Equipment Guide			Space Reservation: 05/22/19 Ad Materials: 05/29/19
September/October <i>Ships in September</i>	Theme: Environment and Legislative Policy Forum Preview	Equipment Guide			Space Reservation: 07/25/19 Ad Materials: 08/01/19
November/December <i>Ships in November</i>	Theme: Safety <ul style="list-style-type: none"> Preview Issue for CONEXPO-CON/AGG 		CONEXPO-CON/AGG 2020 Preview	Legislative Policy Forum 2019 CONEXPO	Space Reservation: 09/27/19 Ad Materials: 10/04/19

IN EVERY ISSUE:

- Monthly Features
- On the Hill
- Member Spotlight
- NSSGA@Work
- Calendar of Events
- Congressional Spotlight
- Rip & Share Safety Handout
- Buyers' Guide Index

NET ADVERTISING RATES*

Stone, Sand & Gravel REVIEW Magazine | Membership Directory & Buyers' Guide

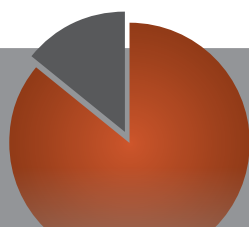
NSSGA members receive a 10% discount on advertising rates.

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

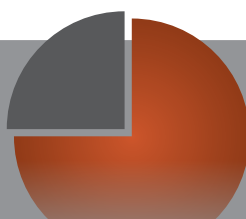
Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x	3x	6x	Directory Only
Double Page Spread	\$3,474.50	\$3,214.50	\$2,954.50	\$3,474.50
Outside Back Cover	\$4,414.50	\$4,184.50	\$3,954.50	\$4,414.50
Inside Front or Inside Back Cover	\$3,554.50	\$3,324.50	\$3,094.50	\$3,554.50
Full Page	\$3,174.50	\$2,944.50	\$2,714.50	\$3,174.50
2/3 Page	\$2,774.50	\$2,584.50	\$2,394.50	\$2,774.50
1/2-Page Island	\$2,334.50	\$2,184.50	\$2,044.50	\$2,334.50
1/2 Page	\$2,244.50	\$2,104.50	\$1,974.50	\$2,244.50
1/3 Page	\$1,994.50	\$1,884.50	\$1,774.50	\$1,994.50
1/4 Page	\$1,834.50	\$1,734.50	\$1,644.50	\$1,834.50
1/6 Page	\$1,644.50	\$1,564.50	\$1,494.50	\$1,644.50
1/8 Page	\$1,524.50	\$1,454.50	\$1,394.50	\$1,524.50
Black-and-White Rates	1x	3x	6x	Directory Only
Full Page	\$2,299.50	\$2,069.50	\$1,839.50	\$2,299.50
2/3 Page	\$1,899.50	\$1,709.50	\$1,519.50	\$1,899.50
1/2-Page Island	\$1,459.50	\$1,309.50	\$1,169.50	\$1,459.50
1/2 Page	\$1,369.50	\$1,229.50	\$1,099.50	\$1,369.50
1/3 Page	\$1,119.50	\$1,009.50	\$899.50	\$1,119.50
1/4 Page	\$959.50	\$859.50	\$769.50	\$959.50
1/6 Page	\$769.50	\$689.50	\$619.50	\$769.50
1/8 Page	\$649.50	\$579.50	\$519.50	\$649.50



More than 87% consider the magazine to be valuable to them or their company



Nearly 75% visit an advertiser's website once per month after seeing an advertisement in the print magazine



Members turn to Stone, Sand & Gravel REVIEW when searching for suppliers; members are more likely to turn to the magazine than to any other NSSGA resource

*Information provided by a NSSGA communications survey

Note: 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.

STONE, SAND & GRAVEL **DIGITAL** **REVIEW** EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Stone, Sand & Gravel REVIEW 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.



Mobile & Desktop
Responsive HTML
Reading View



1 **Leaderboard (all views) | \$1,000**

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

2 **Rectangle (all views) | \$750**

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 | \$850**

4 **2nd TOC Mobile Banner | \$650**

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 | \$1,100

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 | \$350

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 | \$750**
- **Medium Insert | \$650**

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.

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

DIGITAL AGGREGATE

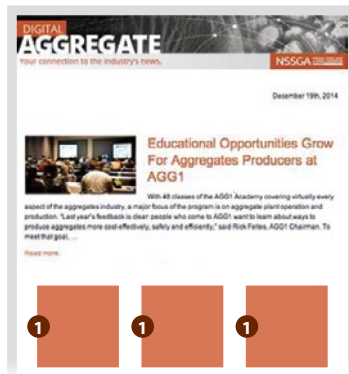
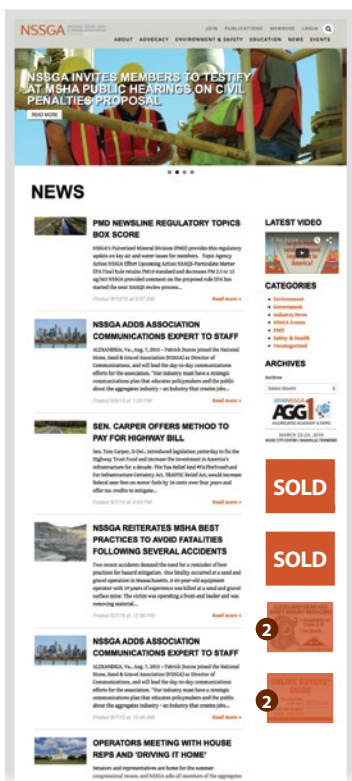
Enjoy the benefits of a targeted newsfeed:

- Delivers your message directly to the inbox of industry decision makers every week
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NSSGA publications and communication pieces
- Directs visitors to the landing page of your choice
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

HOW DIGITAL AGGREGATE WORKS:

- Members will receive a DA email in their inbox with a snapshot of the daily news or important alerts.
- A "Read More" link provided in the email will take members to the DA full story page.

**Advertising opportunities are available on both the DA email sent to members and on the DA Story Page.*



Sections include

- Congressional Roundup
- Regulatory Spotlight
- Member News
- Sustainability Trends
- News Roundup
- Upcoming Events
- Special Announcements

On average, rectangles in the *Digital Aggregate* Email receive **more than 10,500** impressions per month

1 Rectangles located on the DA email

12 Months	6 Months
\$5,730	\$3,150

2 Rectangles located on DA Story Page

12 Months	6 Months
\$2,860	\$1,575

70%

More than 70% of members consider Digital Aggregate valuable to them or their company

NSSGA Online Buyers' Guide

nssga.officialbuyersguide.net

NSSGA's *Online Buyers' Guide* provides your customers with the capabilities to find your products and services by simply clicking a button. Visitors to the online guide can search for your company by name, location, product & service category or keyword.

Aggregates industry professionals come to you when they are ready to buy – With the RFP Automator, visitors can contact multiple vendors in a specific product/service category with project specifications, schedules and contact information.

The NSSGA Online Buyers' Guide is a reference at your fingertips:

- **Optimized to drive traffic from search engines**
- **Directs visitors to the landing page of your choice to learn more about your business**
- **Add Search to Browser function allows users to set the *Online Buyers' Guide* as their default browser, bringing them directly to your listing when they search the Web**



Generate viable sales leads with the NSSGA RFP Automator



1 Curtain Ad (Run-of-Site)

\$5,570 | 12 Months

EXCLUSIVE - only one advertiser in position

- Showcase your company at the top of every page
- Viewers click and expand the ad to view your full message

2 Run-of-Site Banner Package

\$4,460 | 12 Months

Includes the two leaderboards and two top medium rectangles. Ads will rotate within all four positions for a total of 10 advertisers.

On average per month, the *Online Buyers' Guide* receives:

- **Nearly 2,590 page views**
- **More than 520 visitors**
- **More than 88% of visitors are new to the site**

Top Categories include:

Crushers & Crusher Parts

Crushers

Conveyors

Excavators

Conveyor Parts & Accessories

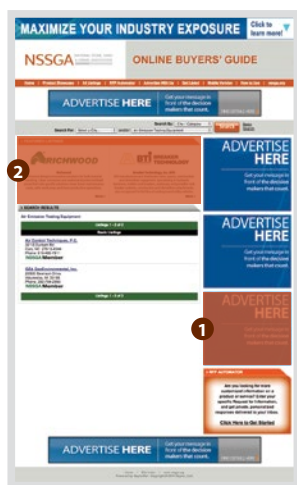
*For the current calendar year

The purchase of any display ad comes with a COMPLIMENTARY Premier Listing – a \$495 value!

Note: 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.

NSSGA Online Buyers' Guide

nssga.officialbuyersguide.net



1 Category Rectangle \$2,780 | 12 Months

The Category Rectangle will appear in the bottom right column of the category of your choice, ensuring your message impacts those in the market for your specific products and services. There is one Category Rectangle position per category.

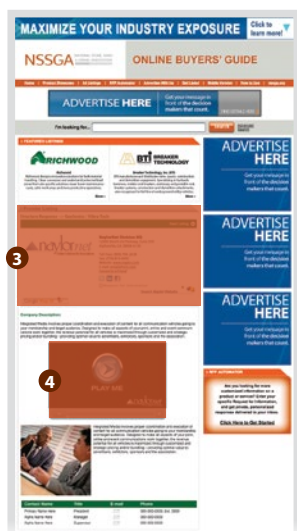
In addition to the Category Rectangle appearing exclusively in your category, it will also rotate as the bottom rectangle on the home page of the *Online Buyers' Guide*.

2 Run-of-Site Featured Company \$3,340 | 12 Months

Located at the top of each page, our featured company ads ensure maximum visibility. Featured company ads include your company logo, a 30-word description and link to your company website. There are two positions available with 10 ads rotating throughout both positions, for a total of 20 advertisers.

Category Sponsor #1: \$1,665 #2: \$1,500 #3: \$1,225

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 Premier Listing is certain to be noticed. Each sponsor includes one category sponsor and four categories with premier listings.



3 Premier Listing \$510

- Full-color company logo
- Active website and social networking links, email address and up to five detailed contacts
- Extended company profile and products and services listing
- Full-color product image and description – can be hyperlinked to any Web page
- Google Map It! – displays a Google map of your business location
- Google site search – allows users to search your company website directly from your Premier Listing
- Request for information – users can contact a designated representative from your business directly
- Five product/service category listings of your choice; additional category listings are \$50 each. Members get unlimited categories.

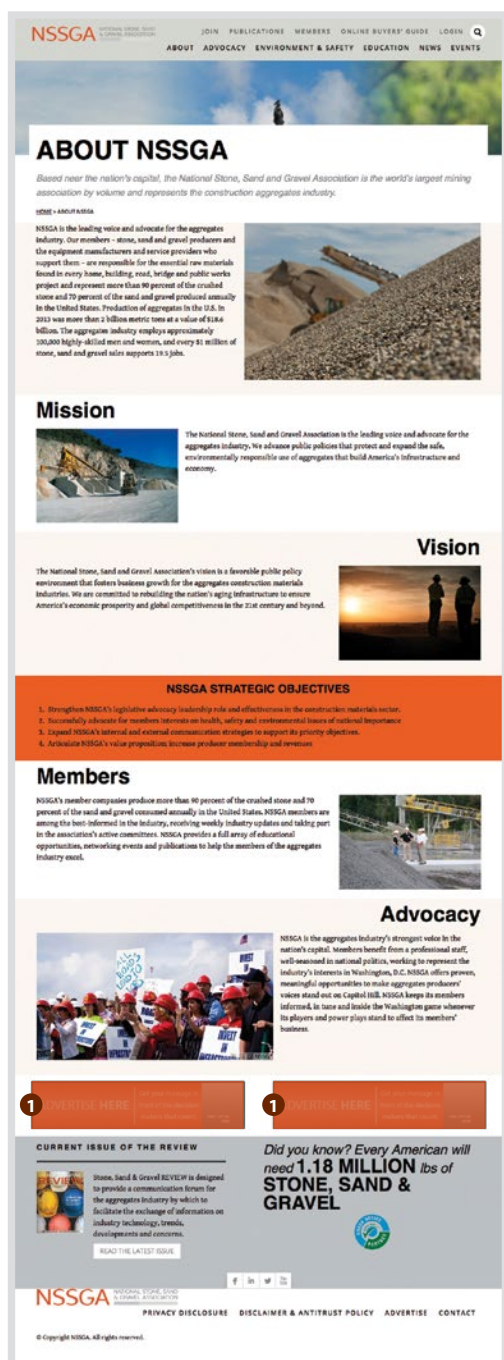
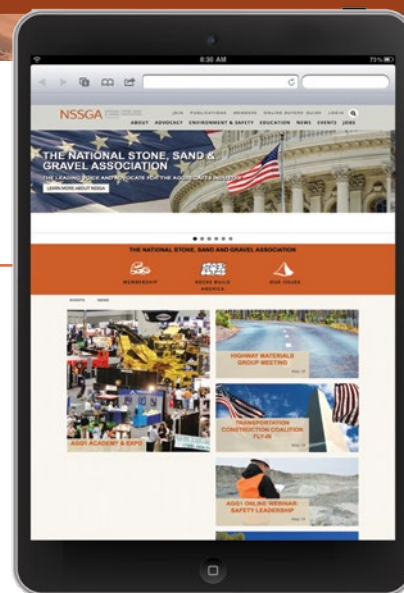
4 Video Upgrade \$210

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

NSSGA's Official Website

www.nssga.org

NSSGA members log on to www.nssga.org to stay updated and informed on upcoming association events, industry news, discover ways to maximize their NSSGA membership and search the NSSGA *Online Buyers' Guide*. Advertising on www.nssga.org offers cost-effective opportunities to reach key decision-makers within the aggregates industry.



Features of NSSGA website advertising:

- Cross-promoted in other NSSGA publications and communication pieces.
- Directs visitors to the landing page of your choice to expedite purchases.
- Year-round visibility reinforces brand recognition.
- Allows dynamic, time-sensitive promotion.

1 Banners (2 Available)

- 450 x 100 pixels

12 Months

\$5,950

Showcase your company to key players in the aggregates industry.

Note: 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.

On average, www.nssga.org receives:

Over 21,600 page views per month.

More than 5,860 users per month.

Over 12,500 visits per month.

*Traffic data from April 2018 to Sept. 2018

STONE, SAND & GRAVEL **TECH FOCUS** **REVIEW** SPONSORED COLUMN

Position your company as a thought leader and solution provider in the aggregate industry!

Publish technology focused content in *Stone, Sand & Gravel REVIEW* magazine to educate NSSGA members about the benefits of using your product or service, while also improving the credibility of your organization with professionals in the aggregate industry.

Draw attention to your brand with these exciting ideas:

Case Study: Highlight how an operation or customer solved an issue faced by others in the industry using your Tech Focus product or service.

Q&A: Principal staff from your company offer answers to questions about your Tech Focus product or service posed by an author with a different title or affiliation.

News Article: Principal staff from your company can highlight how your groundbreaking technology is newsworthy to readers.



Only two Tech Focus columns will appear in each edition of *Stone, Sand & Gravel REVIEW*. Reserve your column today!

Tech Focus Opportunities

	1x	3x
One Full Page	\$3,700*	\$3,450*

*Price is per issue.

GUIDING PRINCIPLES FOR YOUR TECH FOCUS COLUMN:

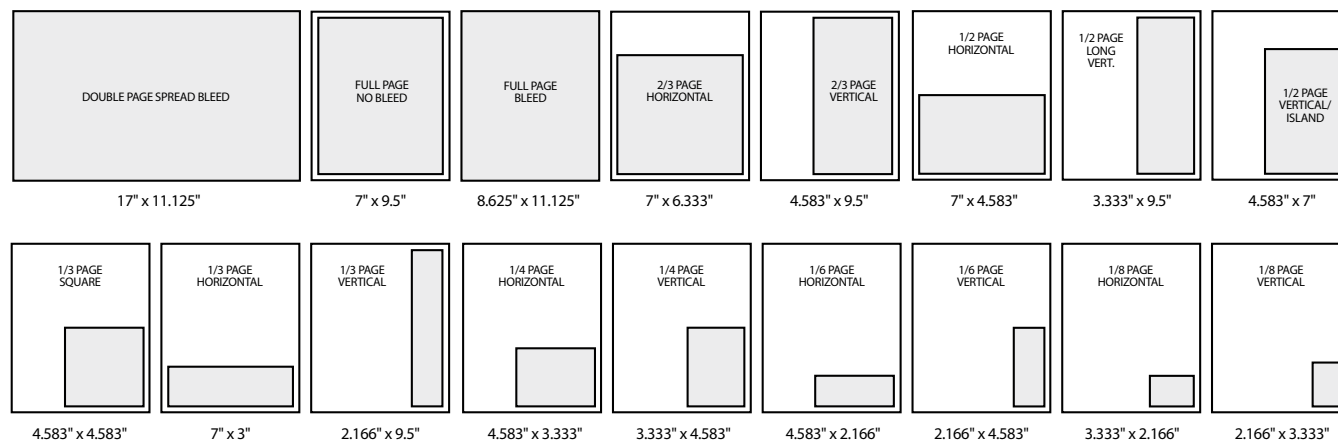
- Content should be educational in nature and solution-based, geared towards solving a common technology problem or need an aggregate professional would experience. The educational content should communicate best practices that would allow aggregate professionals to be more effective and efficient in their roles.
- Content is limited to a single page and a maximum of 450 words for each Tech Focus column.
- Content must include at least two citations or quotes to ensure the news value of the Tech Focus column.
- Include at least one high-resolution image of your product or service. Additional photos of staff, facilities and more are welcome.
- NSSGA reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.

Note: 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 ADVERTISING SPECIFICATIONS

Stone, Sand & Gravel REVIEW

Membership Directory & Buyers' Guide



Trim Size: 8.375" x 10.875"

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

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

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-resolution PDF, EPS, TIFF and JPG 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 grayscale 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 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 the three pieces of information mentioned above, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

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.

Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

1 Pg / 2 Surface 8.375" x 10.875"

Heavy Card Stock Insert 8.25" x 10.75"

2 Pg / 4 Surface 8.375" x 10.875"

Postal flysheets 8.5" x 11"

ONLINE ADVERTISING SPECIFICATIONS

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

SS&G REVIEW Digital Edition

For the latest digital edition specifications, please visit:

www.naylor.com/linespecs

Digital Aggregate

Rectangles

- 200 x 150 pixels
- JPG only
- Max file size 100 KB

NSSGA Website Advertising

Banners

- 450 x 100 pixels
- JPG, GIF accepted
- Max file size 100KB

NSSGA Online Buyers' Guide

Curtain Ad

- Two files required, collapsed leaderboard and expanded billboard image
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- Leaderboard : 954 x 75 pixels
- Billboard : 954 x 300 pixels
- Creative accepted : JPG only (no animation)
- Third party tags: Not accepted. However URL click trackers are acceptable.

Custom Rectangles

- 300 x 250 pixels
- JPG, GIF accepted
- Max file size 100 KB

Premier Listing Video Upgrade

- Runtime: 5 Minutes Maximum
- AVI, MOV, MP4, MPG, QT, RM or WMV accepted.
- 400 x 300 pixels

Leaderboard

- 728 x 90 pixels
- JPG, GIF accepted
- Max file size 100 KB

Featured Companies (logo & text)

- 120 x 60 pixels for rectangular or wider logos
- 120 x 120 pixels for taller logos
- JPG, GIF accepted
- Max file size 100 KB
- Max word count: 30 words





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