Leading the Aggregates Industry for More Than 120 Years
Rock Products Has the Proven Circulation to Reach Your Audience

90% of subscribers are involved in purchase decisions.3

89% of Rock Products subscribers take actions in response to editorial and advertising content.3

120 years of publishing and industry insight has taught us to always look forward to new trends and opportunities. From Rock Products Connection, our new online industry hub, to being the lead sponsor of NSSGA’s Young Leaders initiative, we will continue to lead the way. But we don’t ignore the basics: when you invest your marketing dollars in an aggregates magazine, the most important people to reach are actual aggregates producers. No magazine in the industry reaches more North American producers than Rock Products.

Rock Products’ editorial coverage is driven by Editor-in-Chief Mark S. Kuhar, who brings 30 years of industry experience to the job. His deep knowledge of aggregates issues and valuable insights make Rock Products’ comprehensive content the best of any industry magazine. Along with Associate Editor Josephine Smith, and more industry columnists than any other magazine, Rock Products’ editorial coverage is second to none.

Aggregates production is still growing; sales in equipment, services, and wear parts will be growing too.

Advertising in Rock Products keeps your company in front of customers and prospects that need your expertise.

Source: Rock Products analysis based on information from the Freedonia Group, USGS and other sources.
## 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art:</td>
<td>12/13/17</td>
<td>1/13/18</td>
<td>2/9/18</td>
<td>3/15/18</td>
<td>4/12/18</td>
<td>5/12/18</td>
<td>6/14/18</td>
<td>7/13/18</td>
<td>8/15/18</td>
<td>9/13/18</td>
<td>10/13/18</td>
<td>11/10/18</td>
</tr>
<tr>
<td>Mail:</td>
<td>1/3/18</td>
<td>2/1/18</td>
<td>5/12/18</td>
<td>6/1/18</td>
<td>5/1/18</td>
<td>6/1/18</td>
<td>7/6/18</td>
<td>8/1/18</td>
<td>9/1/18</td>
<td>10/2/18</td>
<td>11/1/18</td>
<td>12/1/18</td>
</tr>
</tbody>
</table>

### January
- **Flying High With Drones**
  - Case Studies, News, Equipment and Technology
  - Industry Outlook/Forecast 2018
  - Drilling & Blasting
  - Maximum Material Handling
  - Winter Maintenance
- **Supplement: Cement Americas**
  - Bonus: Conexpo, Jan. 15-18, Las Vegas; World of Concrete, Jan. 23-26, Las Vegas; ISee Show, Jan. 28-31, San Antonio

### February
- **AGG1 Preshow Issue:**
  - Your Complete Guide To The Event
  - Company Information, Products, Booth Promotions and More
  - Show Floor Showcase:
    - Drilling & Blasting
    - Loading & Hauling
    - Crushing & Breaking
    - Material Handling & Conveying
    - Screening & Sizing
    - Pumps & Motors
    - Drones & Loadout
    - Maintenance & Wear Parts
  - Portable Plants, Dredges, Utility Vehicles; Frac Sand Products, Off-Road Tires, Oils & Lubes

### March
- **AGG1 Show Issue:**
  - Houston, We’ve Got Products
  - Aggregates Producer Case Studies
  - Benchmark 2018 Survey Results
  - Focus on Young Leaders
  - Show Floor Showcase:
    - Drilling & Blasting
    - Loading & Hauling
    - Crushing & Breaking
    - Material Handling & Conveying
    - Screening & Sizing
    - Pumps & Motors
    - Drones & Loadout
    - Maintenance & Wear Parts
  - Portable Plants, Dredges, Utility Vehicles; Frac Sand Products, Off-Road Tires, Oils & Lubes

### April
- **Loading & Hauling:**
  - Case Studies, News, Equipment and Technology
  - Pumps & Motors
  - Off-Road Tires
  - Environment & Energy
  - Young Leaders Special Section
- **Supplement: Cement Americas**
  - Bonus: ISee/PCA Show, May 6-10, Nashville; NSSGA Young Leaders Conference, La Jolla, Calif.

### May
- **Crushing & Breaking:**
  - Case Studies, News, Equipment and Technology
  - Portable Crushing & Screening Plants
  - Ireland’s County Tyrone: The Epicenter of Crushing & Screening
  - Maintenance & Wear Liners
  - Agg Recap: Best of the Show

### June
- **Screening & Sizing:**
  - Case Studies, News, Equipment and Technology
  - Drilling & Blasting
  - Maximum Material Handling
  - Winter Maintenance

### July
- **Material Handling & Conveying:**
  - Case Studies, News, Equipment and Technology
  - Conveyors: Idlers & Pulleys, Conveyor Belts & Cleaners, Motors
  - Screening & Sizing
  - Drilling & Blasting

### August
- **Rock Products’ Aggregates Industry Almanac**
  - New All-In-One Resource Compilation
  - North American Buyer & Supplier Guide
  - Product Categories
  - Company Listings & Manufacturer Contacts
  - Plus:
    - State-by-State Distributor List
    - Top Aggregates Producers
    - Industrial Sand Producers
    - Lime Producers
    - Publicly Traded Companies
    - Underground Mines
    - Mid-Year Market Trends
    - MSHA Fatality Analysis
    - State Association Contact List
    - Industry Consultants List
  - And more!

### September
- **Ad Recognition Study**
  - Drones & Loadout:
    - Case Studies, News, Equipment and Technology
    - Vehicle Scales
    - Oils & Lubes
    - Loading & Hauling

### October
- **ROCKtober**
  - Ready Mix Plants
  - Asphalt Production
  - Roadbuilding Machines
  - Portable Crushing

### November
- **Quarry & Aggregates (Q&A) Forum**
  - Companies Representing:
    - Drilling & Blasting
    - Loading & Hauling
    - Crushing & Breaking
    - Material Handling & Conveying
    - Screening & Sizing
    - Pumps & Motors
    - Drones & Loadout
    - Maintenance & Wear Parts
    - Portable Plants, Dredges, Utility Vehicles; Frac Sand Products, Off-Road Tires, Oils & Lubes

### December
- **Special Issue: ROCKS Products’ Regional Reports**
  - Production Analysis, Market Trends, Manufacturer News, Distributor Reports, MSHA Inspections, Major Projects, State Association Activity, All By Region!
  - New England (CT, MA, ME, NH, RI, VT)
  - Middle Atlantic (NJ, NY, PA)
  - East North Central (IL, IN, MI, OH, WI)
  - West North Central (IA, KS, MN, MO, NE, ND, SD)
  - South Atlantic (DE, FL, GA, MD, NC, SC, VA, WV)
  - East South Central (AL, KY, MS, TN)
  - West South Central (AR, LA, OK, TX)
  - Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)
  - Pacific (AK, CA, HI, OR, WA)

**North American Cement Directory & Map**
In 2013, Rock Products initiated wide-ranging coverage of the burgeoning frac sand industry. Frac sand production in the United States was growing at a rate of 23% a year until the recent decline in oil prices. But with a renewed look at refracking old gas and oil wells, developing the estimated 2,500 to 3,500 incomplete wells, and increased per-well usage, the frac sand industry is poised for a strong rebound. Frac sand producers are seeking equipment solutions to production challenges as well as storage and logistics improvements. Rock Products is the only aggregates industry magazine featuring a frac sand section in every monthly issue, and a bimonthly frac sand enewsletter. Details can be found at www.fracsandinsider.com.

NSSGA
NATIONAL STONE, SAND & GRAVEL ASSOCIATION

In 2018, Rock Products continues to focus media resources on the future of the aggregates industry: producers under 40 years of age. Through an exclusive partnership with the National Stone, Sand & Gravel Association, we will again honor our “Young Leaders” by sponsoring the Mark S. Walsh Annual Leadership Award and sponsor the Young Leaders luncheon at AGG1 in 2018.

In addition to supporting these activities, Rock Products will develop research and reports on the future of the industry while devoting editorial in the magazine to honoring those individuals who are so critical to the ongoing success of this industry.

NSSGA Young Leaders at their 2017 Annual Conference.

Rock Products is the Leader in Innovation and Industry Service

Frac Sand Insider

In 2013, Rock Products initiated wide-ranging coverage of the burgeoning frac sand industry. Frac sand production in the United States was growing at a rate of 23% a year until the recent decline in oil prices. But with a renewed look at refracking old gas and oil wells, developing the estimated 2,500 to 3,500 incomplete wells, and increased per-well usage, the frac sand industry is poised for a strong rebound. Frac sand producers are seeking equipment solutions to production challenges as well as storage and logistics improvements. Rock Products is the only aggregates industry magazine featuring a frac sand section in every monthly issue, and a bimonthly frac sand enewsletter. Details can be found at www.fracsandinsider.com.

Frac Sand Insider Subscribers
7,408

Don’t Miss the 2018 Crushing & Breaking Spec Guide

Make sure your company is represented in Rock Products’ comprehensive 2018 Crushing & Breaking Spec Guide. Containing extensive product specifications and company contact information, the annual guide is one of our most popular supplements with buyers.
Reach the North American Cement Market with *Cement Americas*

The construction economy is bouncing back, resulting in gains in cement consumption. According to recent economic forecasts, double-digit increases are on the horizon. With Congress poised to pass comprehensive infrastructure-spending legislation, cement manufacturers are gearing up for a major demand bump, led by improvement in private-sector fundamentals, such as job creation, investment and ease of lending standards.

» *Cement Americas*’ circulation targets cementitious materials suppliers throughout the United States.

» *Cement Americas* is highly respected for its editorial coverage of operations as well as environmental, government and market development issues.

### Feature Schedule
(Mails with *Rock Products* on the 5th day of the month of publication.)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2018 Buyers’ Guide</td>
</tr>
<tr>
<td>Close: 12/12/17 Art: 12/19/17</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>IEEE/PCA Show Issue</td>
</tr>
<tr>
<td>Close: 3/8/18 Art: 3/15/18</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Innovation in Action: Ideas for Plant Productivity</td>
</tr>
<tr>
<td>Close: 8/10/18 Art: 8/17/18</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>2019 North American Cement Directory &amp; Map</td>
</tr>
<tr>
<td>Close: 12/1/18 Art: 12/8/18</td>
<td></td>
</tr>
</tbody>
</table>

Feature Schedule Subject to Change

For special pricing and more information, contact:

Sean Carr, Director of Sales, *Rock Products, Cement Americas*
Tel +1 216 409 9026
scarr@rockproducts.com

Kyle Nichol, Sales Manager, *Rock Products, Cement Americas*
Tel +1 330 819 3470
knichol@rockproducts.com

Newsletter Subscribers³

5,718
# 2018 ROCK PRODUCTS Print Ad Rates

Rates in U.S. Dollars. All Rates Gross. See inside back cover for print ad specifications.

<table>
<thead>
<tr>
<th>Sample Sizes and Dimensions</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2 Page Spread</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Color</td>
<td>$8,910</td>
<td>$7,564</td>
<td>$7,377</td>
<td>$7,231</td>
<td>$7,089</td>
<td>$6,857</td>
</tr>
<tr>
<td>2 Color</td>
<td>$8,012</td>
<td>$6,891</td>
<td>$6,719</td>
<td>$6,585</td>
<td>$6,455</td>
<td>$6,292</td>
</tr>
<tr>
<td>B/W</td>
<td>$7,386</td>
<td>$6,390</td>
<td>$6,231</td>
<td>$6,207</td>
<td>$6,109</td>
<td>$5,817</td>
</tr>
<tr>
<td><strong>Full Page</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Color</td>
<td>$5,150</td>
<td>$4,971</td>
<td>$4,735</td>
<td>$4,642</td>
<td>$4,548</td>
<td>$4,435</td>
</tr>
<tr>
<td>2 Color</td>
<td>$4,658</td>
<td>$4,496</td>
<td>$4,382</td>
<td>$4,296</td>
<td>$4,211</td>
<td>$4,109</td>
</tr>
<tr>
<td>B/W</td>
<td>$4,292</td>
<td>$4,126</td>
<td>$4,020</td>
<td>$3,939</td>
<td>$3,857</td>
<td>$3,735</td>
</tr>
<tr>
<td><strong>2/3 Page</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Color</td>
<td>$4,382</td>
<td>$4,227</td>
<td>$4,122</td>
<td>$4,040</td>
<td>$3,959</td>
<td>$3,768</td>
</tr>
<tr>
<td>2 Color</td>
<td>$3,959</td>
<td>$3,821</td>
<td>$3,727</td>
<td>$3,654</td>
<td>$3,618</td>
<td>$3,406</td>
</tr>
<tr>
<td>B/W</td>
<td>$3,650</td>
<td>$3,524</td>
<td>$3,435</td>
<td>$3,366</td>
<td>$3,301</td>
<td>$3,138</td>
</tr>
<tr>
<td><strong>1/2 Page Spread</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Color</td>
<td>$5,150</td>
<td>$4,971</td>
<td>$4,735</td>
<td>$4,642</td>
<td>$4,548</td>
<td>$4,435</td>
</tr>
<tr>
<td>2 Color</td>
<td>$4,658</td>
<td>$4,496</td>
<td>$4,382</td>
<td>$4,296</td>
<td>$4,211</td>
<td>$4,109</td>
</tr>
<tr>
<td>B/W</td>
<td>$4,292</td>
<td>$4,126</td>
<td>$4,020</td>
<td>$3,939</td>
<td>$3,857</td>
<td>$3,735</td>
</tr>
<tr>
<td><strong>1/2 Page (V) (H)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Color</td>
<td>$3,508</td>
<td>$3,386</td>
<td>$3,301</td>
<td>$3,203</td>
<td>$3,105</td>
<td>$3,089</td>
</tr>
<tr>
<td>2 Color</td>
<td>$3,170</td>
<td>$3,061</td>
<td>$2,984</td>
<td>$2,923</td>
<td>$2,866</td>
<td>$2,727</td>
</tr>
<tr>
<td>B/W</td>
<td>$2,923</td>
<td>$2,821</td>
<td>$2,752</td>
<td>$2,699</td>
<td>$2,646</td>
<td>$2,512</td>
</tr>
<tr>
<td><strong>1/2 Page (Island)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Color</td>
<td>$3,809</td>
<td>$3,675</td>
<td>$3,581</td>
<td>$3,508</td>
<td>$3,439</td>
<td>$3,276</td>
</tr>
<tr>
<td>2 Color</td>
<td>$3,443</td>
<td>$3,321</td>
<td>$3,240</td>
<td>$3,175</td>
<td>$3,110</td>
<td>$2,959</td>
</tr>
<tr>
<td>B/W</td>
<td>$3,175</td>
<td>$3,065</td>
<td>$3,028</td>
<td>$2,959</td>
<td>$2,866</td>
<td>$2,731</td>
</tr>
<tr>
<td><strong>1/3 Page (Square) (V)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Color</td>
<td>$2,349</td>
<td>$2,268</td>
<td>$2,211</td>
<td>$2,166</td>
<td>$2,122</td>
<td>$2,020</td>
</tr>
<tr>
<td>2 Color</td>
<td>$2,284</td>
<td>$2,203</td>
<td>$2,150</td>
<td>$2,110</td>
<td>$2,069</td>
<td>$1,963</td>
</tr>
<tr>
<td>B/W</td>
<td>$2,032</td>
<td>$1,980</td>
<td>$1,950</td>
<td>$1,915</td>
<td>$1,894</td>
<td>$1,703</td>
</tr>
<tr>
<td><strong>1/4 Page</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Color</td>
<td>$2,195</td>
<td>$2,114</td>
<td>$2,081</td>
<td>$2,024</td>
<td>$1,992</td>
<td>$1,886</td>
</tr>
<tr>
<td>2 Color</td>
<td>$1,984</td>
<td>$1,914</td>
<td>$1,866</td>
<td>$1,829</td>
<td>$1,793</td>
<td>$1,707</td>
</tr>
<tr>
<td>B/W</td>
<td>$1,829</td>
<td>$1,764</td>
<td>$1,719</td>
<td>$1,687</td>
<td>$1,654</td>
<td>$1,573</td>
</tr>
<tr>
<td><strong>1/6 Page</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Color</td>
<td>$1,520</td>
<td>$1,467</td>
<td>$1,431</td>
<td>$1,402</td>
<td>$1,382</td>
<td>$1,309</td>
</tr>
<tr>
<td>2 Color</td>
<td>$1,366</td>
<td>$1,317</td>
<td>$1,284</td>
<td>$1,260</td>
<td>$1,236</td>
<td>$1,175</td>
</tr>
<tr>
<td>B/W</td>
<td>$1,260</td>
<td>$1,215</td>
<td>$1,187</td>
<td>$1,163</td>
<td>$1,138</td>
<td>$1,085</td>
</tr>
</tbody>
</table>

### Classified Ads

<table>
<thead>
<tr>
<th>Price Per Column Inch (Color)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$170</td>
<td>$160</td>
<td>$140</td>
<td>$120</td>
</tr>
<tr>
<td>Price Per Column Inch (B/W)</td>
<td>$120</td>
<td>$110</td>
<td>$90</td>
<td>$70</td>
</tr>
</tbody>
</table>

**Specifications**
- Column inch is 2-1/8” x 1” (w x d).
- Supply in PDF format, 300 dpi min.
- Classified advertising closes on the 1st of the month that precedes the issue.

![Sample Sizes and Dimensions Diagram](www.semcopublishing.com)
2018 Magazine Print Ad Specifications

**General Production Guidelines**

All full size editorial publications are printed using web offset presses with perfect or saddle stitched binding. Final trim size for all full-sized editorial publications is 7.875” x 10.75” (200 x 273 mm) with three columns per page. Body pages are printed on a 50# grade three text paper. All covers are printed on a 100# grade three cover stock.

All full sized classified publications are also printed on web offset presses with saddle stitch or prefect binding using a 45# grade five paper.

All directories are printed on sheet fed offset or digital presses. The body pages are 80# gloss text and the cover is 100# gloss cover stock.

**Live Matter & Border Safety:**

Please keep any copy or type at least .25” (6.35mm) away from the trim edge. Any frame or border for a full page ad must be at least .25” (6.35mm) thick from the trim edge.

**File Submission**

We accept PDF press ready files using PDF/X-1a settings. The PDF should contain the ad material and bleed if needed. Slugs, color bars, ad traffic information should not be submitted on the final press ready PDF file.

All fonts must be embedded into the PDF.

Color space should be CMYK, or greyscale. Do not submit ads with RGB, LAB, or embedded color profiles (such as ICC profiles). Any file containing PMS colors will be converted to CMYK unless prior notification is given before printing.

Files should be named in the following format: advertiser, publication, month and year. For example; Artes_RockProducts_Sept17.pdf

**Pre Printed Inserts**

Inserts that will be bound into a publication should be a full size page with bleed and sent to our publisher untrimmed. Inserts to be glued into a publication cannot exceed 7.5” x 10.5” (190 x 266mm). A glued insert should be trimmed to final size and sent to our publisher.

**Hyperlinks In PDF Ads**

Our digital publishing software has the ability to create hyperlinks from text in your ad. The text should NOT be outlined and be in the following format: www.mywebsite.com or email@server.com.

Embedded hyperlinks attached to images with in the ad will be processed as well. Please note any PDF created with Photoshop will not work with our program.

**File Storage**

A copy of the ad will be kept up to 12 months after publication or web posting.

**Who Can I Contact For More Information?**

Dan Fitts, production manager, 904-721-2925 ext 107
dfitts@semcopublishing.com
Electronic Media

Leading the Way with a Complete Range of Electronic Media Products

WWW.SEMCOPUBLISHING.COM
Make Our Websites a Part of Your Marketing Mix

SEMCO Publishing Applies a Proven Approach to Websites: Offering High-Quality Content for Free and Providing Marketers Another Means to Reach Mining and Construction Material Professionals Worldwide

1 Super Leaderboard
The highest visibility and biggest canvas for your message, the Leaderboard banners are our most popular advertising option.

2 Boom Box
A cost-effective option offering nearly the same visibility as the Super Leaderboard, the Boom Box boasts some of our highest click-through rates.

There are three positions available: top, center and bottom. Advertising opportunities are available on all SEMCO Publishing websites. Ad availability is targeted for 7,500 impressions per advertiser per month. For site traffic details, contact your sales representative.

We Reach Your Audience Across Desktop and Mobile Platforms.

SEMCO Publishing’s industry-leading websites—including www.rockproducts.com, www.asiaminer.com, www.concreteproducts.com, and www.cementamericas.com—feature regular news updates, online versions of publications, and features designed to engage readers and encourage repeat visits. With designs optimized for delivery across desktop and mobile platforms, these are sites that reach your target audience wherever they are.

Don’t miss this affordable way to strengthen your brand and initiate interaction with potential customers. As our readers move toward gathering news and information online, it’s also an outlet that you can’t afford to neglect.

Let us help you craft a marketing plan that includes print and electronic promotions along with relevant events and directories.

| Ad Package Rates and Specifications (Rate Per Website) |
|---------------------|----------------|-----------------|----------------|
| Banner Size         | Pixel Size (w x h) | File Size Limit | Monthly Cost |
| Super Leaderboard   | 970 x 90 IMU     | 40k / :15       | $1,500        |
| Top Boom Box        | 300 x 250 IMU    | 40k / :15       | $1,200        |
| Middle Boom Box     | 300 x 250 IMU    | 40k / :15       | $1,000        |
| Bottom Boom Box     | 300 x 250 IMU    | 40k / :15       | $800          |

- All prices in U.S. dollars.
- All banners can be gif (animated), jpg or swf. SEMCO accepts most third-party ad tags, including DART, Acknowledge, 24/7 and L90. Include a fallback image for all swf files.
- We request all third-party tags be accompanied by anti-caching documentation.
- Contact your sales representative for more information.
Our print products are published monthly or quarterly. Our email newsletters offer important news breaks published more frequently. For companies doing business in the industry, this provides a cost-effective way to build brand awareness and promote products and services directly to decision-makers.

We have developed subscriber lists for our newsletters and we reach a global audience of engineers, maintenance personnel, purchasing agents and more with our targeted lists. The weekly news service for The ASIA Miner serves the Asia-Pacific region with a Chinese component. The aggregates and construction industries are covered with Concrete Currents and Breaking Rock News weekly news services, and Cement Newsline and Frac Sand biweekly news services.

**Designed to Give You Great Messaging Visibility**
Designed with short article teasers, clear links, and simple designs to ensure clean delivery no matter what email client the subscriber is using, our eneletters ensure that advertising will be noticed by the readers. SEMCO Publishing’s wide range of newsletters give advertisers a great platform for branding and action-driven messaging.

**Adaptive Design for Cross-Platform Deliverability**
Our email design features adaptive technology to ensure that your message is optimized for viewing on smart phones and tablets, as well as laptops and desktops. With the increasing popularity of mobile browsing, it’s important to know that your message is still getting through. With a selection of affordable options, extensive circulation, and an engaged audience, these newsletters offer some of the best ROI of any electronic advertising vehicles in the industry.

**Sponsored Content**
Your logo or other image up to 200 x 200 pixels in size and a short headline, a link to your site and a message limited to 75 words. This is a popular option for occasions where a more traditional banner ad may not offer the space to fully convey your message. A proven way to drive traffic with your call to action.

**Full Banner**
The highest visibility and biggest canvas for your message, the Full Banners are a popular advertising option particularly for branding efforts.

**Square Button**
Our least expensive option still offers exceptional visibility and placement in the Rock Products newsletter.

---

**Weekly News Services – Universal Sizes**

<table>
<thead>
<tr>
<th>Position</th>
<th>Pixel Size (w x h)</th>
<th>File Size Limit</th>
<th>1 x</th>
<th>4 x</th>
<th>12 x</th>
<th>24 x</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>468 x 60 IMU</td>
<td>10k</td>
<td>$375</td>
<td>$350</td>
<td>$325</td>
<td>$300</td>
<td>Center position</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>200 x 200 IMU</td>
<td>10k</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$400</td>
<td>Center position</td>
</tr>
<tr>
<td>Square Button</td>
<td>125 x 125 IMU</td>
<td>10k</td>
<td>$250</td>
<td>$235</td>
<td>$220</td>
<td>$200</td>
<td>Side Position</td>
</tr>
</tbody>
</table>

Banners—All news service banners can be gif or jpg. Animated gifs are not recommended as they do not rotate in most email clients. News service banners do not support third-party tags.

---
**Customized Email Opportunities**

Access just the right audience for your goods and services with an email targeted to our engaged industry professionals. Comprised of subscribers to our extensive newsletter lists, these custom emails are economical and effective. For prices and a custom quote, call your salesperson today.

**Imagine the Marketing and Promotional Possibilities**

With this chance to bring your message to a new audience, you can send a wide variety of messages:

- Corporate announcements
- Scheduled events
- Whitepaper downloads
- Catalog downloads
- Product videos
- New product announcements
- Surveys
- Branding messages
- Contest and promotions

**Email Specifications**

- Responsive up to 700 px wide.
- Deliver content in an html file. We cannot accept Word docs, Outlook forwards, pdfs, or pure images (jpg, gif, png, bmp).
- Create designs with tables and inline styles.
- Use absolute links for all images (ex: `<img src="http://www.url.com/image.jpg"`) OR provide all images separately for hosting on our server.
- Eliminate spaces and non-standard characters from image names and link urls.
- Include unsubscribe text and link in the html file, or specify wording, link, and placement of unsubscribe text.
- Please test and view the html file before sending it to us. This includes ensuring your copy is correct, all images display properly and all links work.
- Please beware that not all email clients display animated gifs or flash files. The most important information should always be included in the first frame of the artwork.
- Please be as specific as possible with special directions (i.e., tracking pixels).

**Contact your sales representative for more information.**

**Digital Magazine Editions Extend Your Ad’s Reach**

Accessible from Desktop to Smartphone

Do you advertise in one of our print publications? If so, enhancing your existing advertisement is easy! With a digital edition, readers can print, jump to pages or email to friends your advertisement. Each digital edition is archived and allows readers to download a PDF issue, zoom or create a social bookmark.

- Rich Media - create a rich media rollover for your ad, $350
- Page Insert - page viewable only in our online edition, $1,500

**Rich Media Specs**

- Full Page SWF: ActionScript3®, 31 FPS, Hyperlinks, CDN hosting
- Video: FLV®, High Motion Content (30 fps, 512 kbps, 6 sec keyframe, 2-pass VBR), Low Motion Content (15 fps, 512 kbps, 6 sec keyframe), CDN hosting
- Pod Casts: MP3®, CDN hosting

**Page Insert**

- A digital magazine can have an insert just like a printed version. The insert must be front and back and be smaller than the printed piece (the area around the insert will be transparent). The insert cannot be the first page in the viewer. Specs available upon request.

**Recommended Video Sizes**

<table>
<thead>
<tr>
<th>Standard Video (4:3)</th>
<th>Widescreen Video (16:9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>320 x 240 (Recommended)</td>
<td>256 x 144 (Recommended)</td>
</tr>
<tr>
<td>384 x 288</td>
<td>512 x 288</td>
</tr>
<tr>
<td>448 x 336</td>
<td>-</td>
</tr>
<tr>
<td>512 x 384</td>
<td>-</td>
</tr>
<tr>
<td>576 x 432</td>
<td>-</td>
</tr>
</tbody>
</table>

**Recommended Video Sizes**

Formats: Videos can be up to 50 meg in size. FLV format. Audio can be up to 50 meg. SWF format. Animation can be up to 50 meg. SWF AS3 (ActionScript 3) format. Other formats can be converted for an additional cost. Agency Commissionable.

**CDN:** We use a Content Delivery Network (CDN) to deliver content from servers in close proximity to the user. This will provide the best user experience.
When and Where They Need It, from the Desk to the Pit

Depending on the options you choose, your listing is much more than just a name, a phone number and a link to your website. Your listing can host videos, sales sheets, white papers, and information about your brands and services. It can even encompass your entire dealer network to help your customers find parts, service, and equipment close to home to keep their operations up and running.

Update Your Listing or Create Your FREE Account Today

- Connect and Share With Key Industry Prospects
- Generate Interest in Your Products and Services
- Post Catalogs, Product Photos, Videos
- Create Outbound Marketing Messages
- And Much More!

For information or a demonstration, contact Sean Carr at scarr@rockproducts.com or Kyle Nichol at knichol@rockproducts.com
# Advertising Opportunities

## Listing Packages
Includes Print and Web Prices for 12 Months.

<table>
<thead>
<tr>
<th></th>
<th>Basic</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic Features</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Name</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Address</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Phone Number</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Fax Number</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Watts Line/Night Line</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Email Address</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Website URL</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Premium Features</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Listings</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Product Category Listings</td>
<td>1</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Manufacturers (for Dealer Listings)</td>
<td>1</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Brand Listings</td>
<td>0</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Top of Search Placement (Sub-category level)</td>
<td>No</td>
<td>10</td>
</tr>
<tr>
<td>Premium Member Badge</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Logo in Search Results &amp; Listings (Online &amp; Mobile Only)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Downloads</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Videos</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Product/Service Photos</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

## DISPLAY ADVERTISING
- Print Buyers Guide
- Print Only
- Logo in Category Listing (B&W)
- Print & digital combo package

<table>
<thead>
<tr>
<th>Rate Card</th>
<th>Call Salesperson</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td></td>
</tr>
</tbody>
</table>

- Logo in Search Results & Listings (Online & Mobile Only)

- Website Ads (Per 6 months)
- Banner Ad - Leaderboard (Exclusive to Major Category)
- Targeted by major search category Rotates on front page
- Banner Ad - Skyscraper (Run of Site, 3 Advertisers)
- Banner Ad - Button (Run of Site, 3 Advertisers)

**A Small Investment Can Pay Big Dividends**

WWW.ROCKPRODUCTSCONNECTION.COM
Sales Contacts

Sean Carr  
Director of Sales, Rock Products, Cement Americas and QEM  
Tel +1 216 409 9026  
scarr@rockproducts.com

Kyle Nichol  
Sales Manager, Rock Products and Cement Americas  
Tel +1 330 819 3470  
k nichol@rockproducts.com

Bill Green  
Sales Manager, Concrete Products  
Tel +1 414 212 8266  
b green@concreteproducts.com

Christin Doran  
Sales Manager, Quarry Equipment Marketplace  
Tel +1 317 802 7118  
cdoran@semcopublishing.com

Lanita Idrus  
Publisher, Australia  
Tel +61 3 9006 1742  
Lidrus@asiaminer.com

Dimas Abdillah  
Indonesia  
Tel +6221 2940 6337  
dimas@lagunagroup.net

Victor W. Matteucci  
Sales Manager, Mining Accounts  
Tel +1 440 257 7565  
vmatteucci@mining-media.com

Colm Barry  
Scandanavia, United Kingdom and Western Europe  
Tel +46 (0) 736 334670  
c olm.b arry@telia.com

Jeff Draycott  
Scandanavia, United Kingdom and Western Europe  
Tel +44 (0) 7866922148  
jeff.draycott@womp-int.com

Gerd D. Strasmann  
Germany, Austria and Switzerland  
Tel +49 202 28 14 64 83  
info@strasmann-media.de

Masao Ishiguro  
Japan  
Tel +81 (3) 3719 0775  
ma.ishiguro@w9.dion.ne.jp

Dan Fitts  
Print Production Manager  
Tel +1 904 721 2925 ext.107  
dfitts@semcopublishing.com