



The Concrete Producer

hanleywood

2010 ADVERTISING RATE CARD

THE CONCRETE PRODUCER is received by producers, distributors, material suppliers and contractors with concrete production capabilities and who are involved in all segments of the market: ready mix concrete, precast/prestressed concrete and concrete block.

HANLEY WOOD'S INTEGRATED MEDIA NETWORK

Hanley Wood's integrated media network provides the information and insight professionals in the residential and commercial construction industry need to remain competitive in their fields. Marketers have the ability to customize their advertising program by targeting specific market segments while using a combination of effective media types.

Five rate levels are available, in addition to an open rate. Rate levels are determined by the annual spending volume among the following Hanley Wood Business Media products:

- **PRINT:** display, classified, inserts and regional ads
- **ONLINE:** run-of-site, e-newsletters, webinars, HWTV and section sponsorships
- **DATA:** Specialized market data reports covering new residential construction and residential remodeling

THE CONCRETE PRODUCER 2010 Media Spending Builds World of Concrete Booth Priority Points in 2011. More information can be found at hanleywoodbusinessmedia.com or by contacting your regional sales manager.

INVESTMENT LEVELS (GROSS)

DIAMOND \$500,000 or more

SILVER \$200,000 to \$299,999

PLATINUM \$400,000 to \$499,999

BRONZE \$100,000 to \$199,999

GOLD \$300,000 to \$399,999

RATES

NATIONAL ADVERTISING COLOR RATES (GROSS)

SPENDING LEVEL	OPEN RATE	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
Full Page	\$5,165	\$4,905	\$4,645	\$4,390	\$4,130	\$3,875
2/3 Page	\$4,580	\$4,355	\$4,125	\$3,895	\$3,665	\$3,435
1/2 Page Island	\$3,905	\$3,710	\$3,520	\$3,320	\$3,125	\$2,930
1/2 Page	\$3,455	\$3,280	\$3,105	\$2,935	\$2,765	\$2,590
1/3 Page	\$3,030	\$2,875	\$2,730	\$2,575	\$2,425	\$2,270
1/4 Page	\$2,505	\$2,380	\$2,255	\$2,130	\$2,005	\$1,880
1/6 Page	\$1,780	\$1,695	\$1,605	\$1,520	\$1,425	\$1,335

COLOR

Black & White: Deduct 15% per page
2 Color Process: Deduct 10% per page
PMS Color: Add 15% per page

COVER (NON-CANCELABLE)

Inside Front	\$6,320
Inside Back	\$5,985
Back	\$6,645

SPECS & MECHANICAL INFORMATION

SPACE UNIT SPECS

NATIONAL ADVERTISING	WIDTH	DEPTH
Full Page (Live Area)	7"	10"
Full Page (Bleed)	8 1/4"	10 3/4"
Full Page (Non Bleed)	7"	10"
Spread (Live Area Per Page)	7"	10"
2/3 Page	4 9/16"	10"
1/2 Island	4 9/16"	7 1/2"
1/2 Horizontal	7"	4 3/4"
1/2 Vertical	3 5/16"	10"
1/3 Vertical	2 3/16"	10"
1/3 Square	4 9/16"	4 3/4"
1/4 Page	3 5/16"	4 3/4"
1/6 Page	2 3/16"	4 3/4"
1/8 Concrete Corner	3 3/8"	2 1/16"

Safety: 1/4" from trim on all sides
 Trim size: 8" x 10 1/2"

EXTRA OPPORTUNITIES

For more information on online advertising opportunities, custom solutions, in-person events and virtual events contact your Regional Sales Manager or Vaughn Rockhold, Associate Publisher, 440.235.7402

CO-OP ADVERTISING

Special national or regional advertising programs are available to advertisers using co-op support. THE CONCRETE PRODUCER, working with your distributors and/or dealers, will develop a customized co-op advertising program for you.

CLOSING DATES

ISSUE	CLOSING
January	December 4, 2009
February	January 4, 2010
April	March 26, 2010
June	May 21, 2010
August	July 23, 2010
October	September 24, 2010
November	October 12, 2010

PRODUCTS FOR THE PROS RATES (NET)

With free ad production, a reader service number, space for a bold headline, 50-word product description and full-color product photo, advertisers keep their ads as current as their inventory.

	1X	3X	6X	12X
1 AD	\$950	\$830	\$710	\$590

PRODUCER CORNER RATES (NET)

These 4-color ads are a cost-effective way to promote your business and services in every issue. With a reader service number, you get leads at minimum cost.

	1X	4X	7X
1/8 Page	\$690	\$555	\$445
1/4 Page	\$1,175	\$950	\$745
2 Color Charge	\$155		
4 Color Charge	\$260		

INDUSTRY SOURCEBOOK RATES (NET)

THE CONCRETE PRODUCER's Industry Sourcebook is published each June. In addition to regular display ads, 2-inch and 3-inch column ads in the product section and 4-color ads in the Producer Products section are available. Close dates vary: 2- and 3-inch column ad orders are due April 24, 2010.

	1X	2X	3X
2 Inch	\$540	\$515	\$490
3 Inch	\$720	\$675	\$645
Bold Face	\$70		

SPECIAL ADVERTISING SECTIONS

Special sections are an important tool for branding your company or introducing new products or services. Published as run-of-press or inserts, these sections are completely dedicated to delivering your company's message. Special sections can be supplied or can be developed by Hanley Wood's special project staff. Note all special advertising sections must have "Special Advertising Section" centered in 9 point Helvetica at the top of every page.

CLASSIFIED ADVERTISING RATES (NET)

The extensive classified advertising section is an effective, economical way to sell equipment, supplies, parts and more. Rates are per column inch. Order deadline is the 9th of the month preceding publication (December 9 for the January issue).

	1X	6X	12X
Ad Price	\$125	\$115	\$105
Blind Box	\$40		
Photo	\$35		

AD SPECIFICATIONS

Digital materials are required and must meet SWOP standards. Please visit the Hanley Wood Web site at hanleywood.com for the latest specs, job settings, downloads and tips for PDF creation.

PDF/X-1 or PDF/X-1a files required. Files must be composite CMYK and have all fonts and images embedded. Any layers and transparencies should be flattened. All color management and OPI comments should not be included, and PDFs should be untrapped. PDF files must be in an Adobe Acrobat Distiller version 4.0 or higher. PDFs must be written from distilled postscript files and not directly out of the native application. PDFs that are written directly from an application rather than distilled are much more unstable and may cause unpredictable results. PDF files created for Web and FPO work are not high resolution and are not acceptable. Files can be uploaded to our secure Web portal adexpress.hanleywood.com or submitted on CDs.

Ads must be set up for 4/C process printing. All images must be set to CMYK and at a high resolution (300 dpi for CMYK and grayscale images and 600 DPI for line art). Images should be placed at 100% to ensure better reproduction. RGB files are not acceptable. Crop and trim marks must be offset by 1/8" so that they do not extend into bleed or live area.

A high-end digital color proof is recommended to ensure critical color matching on 4/C ads. Any furnished color proof must meet SWOP standards for a color-managed and maintained calibrated proofing system and must be printed from the supplied file. A laser is required for all B/W ads. All proofs must be provided at 100%, with trim and bleed marks indicated where applicable. If a proof is not included, the ad will be run on press to SWOP printing standards. The advertiser will assume all responsibility for any variances from SWOP and ensuring that all content is correct and in place. For more information on SWOP-approved proofing systems visit www.swop.org.

Line screen: 133.

Total dot-density should not exceed 300% in four colors. Two-color dot density should not exceed 180%, with one color solid. SWOP standards apply.

Hanley Wood assumes no liability for content errors or color variations between the digital file and the printed image if: (1) a high-end SWOP proof is not provided; (2) the file must be converted to CMYK; or (3) any of the published digital specifications are not met. The advertiser or authorized agency is responsible for providing materials meeting Hanley Wood specs. Hanley Wood is not responsible for making corrections to supplied materials.

Materials will be stored for 13 months and then destroyed unless otherwise advised in writing by advertiser or agency. Disks will not be returned.

PRINTING INFORMATION

THE CONCRETE PRODUCER is printed Web-offset and saddle stitched. Rotation of colors: black, cyan, magenta, yellow.

Digital delivery of ad PDFs is available at adexpress.hanleywood.com. Upon submission of a PDF through this ad portal, the ad will be automatically preflighted and a confirmation of delivery will be sent to the sender and to the Hanley Wood production department. The email will include information about the PDF's preflight results. If the ad needs additional modifications to meet full PDF compliance, the advertiser will be notified and a new PDF may be required. A SWOP-approved color proof is recommended to ensure critical color matching. All PDF settings are also located at this site should assistance be needed in properly setting up a PDF file. Please contact your production representative for proper login information to the ad portal.

MATERIAL SHIPPING INSTRUCTIONS

Upload display ads to our secure web portal:

adexpress.hanleywood.com
User name: hwadvertiser
Password: hwadvertiser

Send color proofs to:

THE CONCRETE PRODUCER
8725 West Higgins Road
Suite 600
Chicago, IL 60631
Attn: THE CONCRETE PRODUCER

Ad contracts and insertion orders should be sent to:

Attn: Media Services Coordinator

WORLD OF CONCRETE ADVERTISING RATES (GROSS)

DAILY NEWS AND PRESHOW PLANNER

With free ad production, a reader service number, space for a bold headline, 50-word product description and full-color product photo, advertisers keep their ads as current as their inventory.

COLOR RATES	1X
2 Page Spread	\$23,565
2 Page Junior Spread	\$18,035
1 Tabloid Page	\$14,575
1 Junior Page	\$10,830
1/3 Tabloid (V)	\$8,410
1/4 Tabloid (V or H)	\$6,875
1/6 Tabloid (V or S)	\$5,250
1/8 Tabloid (V)	\$4,455

Contact your Regional Sales Manager for Black and White Rates.

SPECIAL POSITIONS (INCLUDES 4-COLOR)	
Inside Front Cover	\$16,830
Facing Inside Front Cover	10%
Center	10%
Inside Back Cover	5%
Facing Inside Back Cover	5%
Outside Back Cover	\$16,830

Contact Production Department for specs and mechanical requirements.

PROGRAM & EXHIBITS GUIDE

This resourceful guide helps attendees plan their visit before the World of Concrete show and gives them a year-round reference for product information after the show. (Available to World of Concrete exhibitors only.)

BLACK & WHITE	1X
2 Page Spread	\$8,180
1 Page	\$4,675
2/3 Page	\$3,555
1/2 Page Island	\$2,890
1/2 Page (V or H)	\$2,620
1/3 Page (V or H)	\$2,065
1/4 Page	\$1,855

COLOR CHARGES

4-Color, 1 Page or Less	\$1,810
2-Color, 1 Page or Less	\$935

SPECIAL POSITIONS (INCLUDES 4-COLOR)

Inside Front or Inside Back Cover	\$7,030
Inside Back Cover	\$7,030
Back Cover	\$8,240
Page 1 or 2	\$7,030
Floor Plan	\$7,030

Contact Production Department for specs and mechanical requirements.

SPECS & MECHANICAL INFORMATION

DAILY NEWS (TABLOID)

	WIDTH	DEPTH
2 Page Tabloid Spread (Bleed)*	22"	15 1/4"
2 Page Junior Spread	14"	10"
1 Page Tabloid Bleed	11 1/8"	15 1/4"
1 Page Junior	7"	10"
1/3 Page Tabloid Vertical	4 9/16"	10"
1/4 Page Tabloid Horizontal	7"	4 3/4"
1/4 Page Tabloid Vertical	3 5/16"	10"
1/6 Page Tabloid Vertical	2 3/16"	10"
1/6 Page Tabloid Square	4 9/16"	4 3/4"
1/8 Page Tabloid Vertical	3 5/16"	4 1/4"

Trim size: 10 7/8" x 15"
Binding: Saddle Stitched
Safety: Keep all matter a minimum of 1/4" from trim
*Live matter must be within 10 1/4" x 14"

DAILY NEWS-PRESHOW PLANNER (STANDARD)

	WIDTH	DEPTH
2 Page Spread	14"	10"
1 Page (Bleed)*	8 1/4"	10 3/4"
1 Page	7"	10"
2/3 Page	4 9/16"	10"
1/2 Page Horizontal	7"	4 3/4"
1/2 Page Vertical	3 5/16"	10"
1/3 Page Vertical	2 3/16"	10"
1/3 Page Square	4 9/16"	4 3/4"

Trim size: 8" x 10 1/2"
Binding: Saddle Stitched
Safety: Keep all matter a minimum of 1/4" from trim
*Live matter must be within 7" x 10"

PROGRAM & EXHIBITS GUIDE

	WIDTH	DEPTH
2 Page Spread (Bleed)*	16 1/2"	10 3/4"
1 Page (Bleed)	8 1/4"	10 3/4"
1 Page (Non-Bleed)	7"	10"
2/3 Page	4 9/16"	10"
1/2 Page Island	4 9/16"	7 1/2"
1/2 Page Horizontal	7"	4 3/4"
1/2 Page Vertical	3 5/16"	10"
1/3 Page Vertical	2 3/16"	10"
1/3 Page Square	4 9/16"	4 3/4"
1/4 Page	3 5/16"	4 3/4"

Trim: 8" x 10 1/2"
Binding: Perfect Bound
Safety: Keep all matter a minimum of 1/4" from trim
*Live matter must be within 7" x 10"

ADVERTISING TERMS & CONDITIONS

These Hanley Wood Advertising Terms and Conditions ("Terms"), together with the applicable Insertion Order ("Order"), are an agreement ("Agreement") between the advertiser/agency identified on the Order ("Customer") and Hanley Wood, LLC ("Publisher").

PAYMENT TERMS AND CONDITIONS

Payment for all space, production and position charges is due 30 days from invoice date. A 1.5% per month finance charge will be assessed on all invoices over 30 days in arrears. In addition, Customer will reimburse Publisher for the cost of any collection or legal service utilized by Publisher to collect any amounts due hereunder. Customers more than 60 days in arrears on any Publisher invoice must pay all outstanding invoices or, at Publisher's discretion, submit payment with copy before any current or future insertions will be accepted. Notwithstanding any provision in an Order or other agreement to the contrary, if Customer is an agency, both agency and principal advertiser are jointly and severally liable for all payments due hereunder. If Customer is an agency, Publisher reserves the right to notify principal advertisers regarding any overdue and unpaid invoices.

Custom Solutions products payment terms and conditions are 50% upon contract signing and 50% upon completion. Hanley Wood University payment terms are 50% upon signing and the balance upon completion, or 90 days, whichever is sooner.

All applications for credit must be submitted 45 days prior to the date of the first insertion. Credit terms are strictly enforced.

COMMISSIONS, SHORT RATES, REBATES, AND FREQUENCY DISCOUNTS

If Customer is a recognized agency, a discount of 15% of gross billings is allowed on space, color and position, provided the insertion is paid within 60 days. After 60 days, no discount shall apply to any invoice, and the gross amount (including finance charges) shall be due and payable immediately.

Customer will be short-rated if, within a 12-month period from the date of the first insertion, Customer does not use the amount of media upon which billings have been based. Short rates will be based upon the rate earned against published rates. Rate adjustments, if any, may be made by Publisher at its sole discretion. Rebates will be earned, and applied to billings, when, in a 12-month period following the first insertion, Customer runs sufficient space/media to qualify for the lower rate.

If there is a shortfall in impressions delivered online by Publisher, such shortfall can be made up, at Customer's option, in the period following the campaign. If there is less than a 10% discrepancy between Publisher and third party ad server counts, then the campaign will be considered to have been delivered in full.

Media billed at quoted rate will earn maximum discount based upon Customer's annual total spend in print, eMedia, event sponsorship and additional products as outlined at time of contract.

CANCELLATIONS AND REVISIONS

Except for permitted cancellations with timely notice, Customer is fully responsible for all media purchased pursuant to this Agreement.

Print: covers, preferred and special positions are non-cancelable. For all other positions, Orders may be cancelled by Customer only upon written notice prior to the issue advertising close date. If Customer fails to give timely notice of any permitted cancellation, then (i) cancellation is not permitted if materials have been received by Publisher, or (ii) cancellation is permitted subject to Publisher approval and Customer's payment of a \$2,000 net cancellation fee if materials have not been received by Publisher. Rate adjustments resulting from permitted cancellations, if any, will be made upon confirmation of the change in media spend. Customer is not entitled to review or revise advertisements that are received by Publisher's production department after the published close date. If new materials or material instructions are not received by the production department by the published materials deadlines, Publisher will repeat the most recent ad materials.

Online: Online space requests are not guaranteed. Firm dates and inventory assignments are based on availability at the time the order is processed by the Publisher. Final inventory assignments are available upon request. If requested online inventory is not available, the Publisher will use good faith efforts to provide reasonable alternatives, subject to the termination rights set forth in this agreement.

At any time prior to the serving of the first impression of the online campaign, Customer may cancel with 30 days prior written notice to the Publisher, without penalty. For clarity and by way of example, if Customer cancels the campaign 15 days prior to the serving of the first impression, Customer will be responsible for the first 15 days of the campaign. Upon the serving of the first impression of the campaign, Customer may cancel the campaign for any reason, without penalty, by providing Publisher written notice of cancellation which will be effective after the later of: (i) 30 days after serving the first impression of the campaign; or (ii) 14 days after providing Publisher with such written notice.

Exceptions: (i) E-Newsletter ads cancelled or rescheduled within 10 business days of scheduled launch date incur the full charge; (ii) Broadcast e-mail orders cancelled within 3 business days of delivery date incur the full charge; if cancelled 4 to 7 business days from delivery date, orders are invoiced 50% of the total cost; (iii) Recruitment services, ads, and ad placement fees will incur the full charge upon early contract termination.

If Publisher does not receive online advertising materials in proper format 5 business days prior to campaign start date set forth on the Order, Publisher shall have the right, but not the obligation, without relieving customer of payment obligations under this Agreement, to replace Customer's material with either (1) an ad council PSA or (2) repeat the most recent ad materials, which replacement shall made 5 business days after the date the Customer's creative is received in proper format by Publisher (rich media ads can take longer).

Custom Solutions and Hanley Wood University: HWTB Sponsorships, Web Seminar Sponsorships, Webcast Sponsorships, Sponsor Showcase Sponsorships and CEU/Course Sponsorships are non-cancellable once engagement begins. Engagement is defined as Hanley Wood's initial call to the client to establish the schedule of production deliverables. Cancellation and Revision policies for Custom Solutions products not outlined above will vary based on scope of work and will be communicated at time of contract execution.

RATE POLICY, LIABILITY LIMITATIONS, AND GENERAL PROVISIONS

By submitting an Order, Customer accepts these Terms. Orders are subject to these Terms. Publisher is not bound by any Order or other document that conflicts with these Terms or by any oral or written promises or representations made by its sales representatives, and no such promises or representations have been relied on by Customer in entering into this Agreement. Any discrepancy between the price or terms set forth on an Order and Publisher's rate schedule shall be deemed a clerical error, and Customer will be charged for all advertisements in accordance with the rate schedule then in force. Uniform rates apply to all advertisers at all times.

All advertisements are accepted and published on Customer's representation that publication of the contents has been duly authorized. Customer (jointly and severally, if the Order has been submitted by an agency) will indemnify and hold harmless Publisher, its members, officers, employees, and agents, from and against any losses resulting from claims, suits, actions, demands, judgments, or orders based on the contents of subject matter of Customer's advertisement including, without limitation, allegations that such advertisements constitute libel, violation of privacy rights, plagiarism, trademark or copyright infringement.

Publisher at its sole discretion may reject advertising for any reason including, without limitation, unsuitability for the publication. Advertising copy that may be mistaken by a reader as news or other non-advertising materials must be clearly marked "Advertisement". Publisher reserves the right to add the word "Advertisement" above or near any advertisement that in Publisher's sole judgment, too closely resembles editorial content of the publication.

Publisher shall have no liability for (i) delays in delivery and/or non-delivery of its services, including publication of advertisements, whether or not the causes of such delays or non-delivery are within or beyond the control of Publisher, (ii) errors in key numbers, the Reader Service section, advertisers' index, or any type set, (iii) any corrections or changes made to any advertiser's materials, (iv) content errors or color variations between the digital file and the printed image if: (a) a high-end SWOP proof is not provided; (b) the file must be converted to CMYK; or (c) any of the published digital specifications are not met. Conversion to Publisher's requirements will be billed at Publisher's cost.

Customer will provide Publisher access to its third-party ad server reports prior to campaign launch if Customer chooses to serve the campaign from a third-party ad server.

Except for the indemnification obligations set forth in these Terms, (i) each of Customer's and Publisher's aggregate liability under this agreement shall be limited to the amounts paid (or payable) by Customer to Publisher under the Order, and (ii) neither party shall have any liability for any special, consequential, indirect, exemplary or punitive damages, regardless of whether such party has been advised of the possibility of such damages and notwithstanding any failure of essential purpose of any limited remedy.

This Agreement is governed by the laws of the District of Columbia and any dispute arising hereunder shall be subject to the exclusive jurisdiction of the Federal and District Courts located in Washington, D.C. Customer may not assign this Agreement without Publisher's written consent.

Effective 09/01/09