



The Concrete Producer

hanleywood

2012 ADVERTISING RATE CARD
THECONCRETEPRODUCERMEDIAKIT.COM

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 2012 Media Spending Builds World of Concrete Booth Priority Points in 2013. More information can be found at hanleywoodbusinessmedia.com.

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 (1X)	BRONZE (3X)	SILVER (6X)	GOLD (9X)	PLATINUM (12X)	DIAMOND (18X)
Full Page	\$5,320	\$5,055	\$4,790	\$4,520	\$4,255	\$3,995
2/3 Page	\$4,720	\$4,480	\$4,245	\$4,010	\$3,775	\$3,540
1/2 Page Island	\$4,025	\$3,825	\$3,625	\$3,420	\$3,220	\$3,020
1/2 Page	\$3,560	\$3,380	\$3,200	\$3,025	\$2,845	\$2,665
1/3 Page	\$3,120	\$2,965	\$2,810	\$2,655	\$2,495	\$2,340
1/4 Page	\$2,580	\$2,455	\$2,320	\$2,195	\$2,065	\$1,940
1/6 Page	\$1,835	\$1,745	\$1,655	\$1,565	\$1,465	\$1,375

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	\$6,510
Inside Back	\$6,165
Back Cover	\$6,845

CLOSING DATES

ISSUE	CLOSING
January	November 28, 2011
February/March	January 30, 2012
April/May	March 27, 2012
June/July	May 22, 2012
THE CONCRETE PRODUCER Industry Sourcebook	May 22, 2012
August/September	July 30, 2012
October	August 28, 2012
November/December	October 30, 2012

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, Publisher, 440.235.7402.

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"
Spread (Bleed)	16 1/2"	10 3/4"
2/3 Page	4 9/16"	10"
1/2 Island	4 9/16"	7 1/2"
1/2 Horizontal Spread	16 1/2"	5 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"

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.

PRODUCTS FOR THE PROS RATES (NET)

With free ad production, 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.

	1X	6X	12X
1/4 Page	\$1,175	\$950	\$745
1/8 Page	\$690	\$555	\$445

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 May 22, 2012.

	1X	2X	3X
3 Inch	\$720	\$675	\$645
2 Inch	\$540	\$515	\$490
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
Ad Price	\$125
Blind Box	\$40
Photo	\$35

AD SPECIFICATIONS

Digital materials are required and must meet SWOP standards. Please visit the Hanley Wood website 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 must be uploaded to our secure Web portal <https://hanleywood.sendmyad.com/>. The ad portal preflights the ad, giving the advertiser instant feedback with any possible issues. If the ad passes preflight, the advertiser approves the ad for publication. New users of the portal should follow the instructions on the site for setting up their own user name and password.

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. 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.idealliance.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.

MATERIAL SHIPPING INSTRUCTIONS

Upload display ads to our secure web portal:

<https://hanleywood.sendmyad.com>

Digital delivery of ad PDFs is available at hanleywood.sendmyad.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. Tutorials on how to set up a proper PDF as well as how to use the ad portal are available on the site. You will be instructed on how to set up your own user name and password on the ad portal.

WORLD OF CONCRETE ADVERTISING RATES (NET)

DAILY NEWS

AD UNITS	COST
2 Page Spread Tabloid	\$9,950
Full Page Tabloid	\$6,330
Full Page Junior	\$4,555
1/3 Page	\$3,995
1/4 Page	\$3,155
1/6 Page	\$2,485
1/8 Page	\$2,165

All rates include 4-color

DAILY NEWS PRE-SHOW PLANNER (DIGITAL)

AD UNIT	COST
2 Page Spread	\$2,500
Full Page	\$1,875
2/3 Page	\$1,675
1/2 Page Island	\$1,600
1/2 Page H-V	\$1,300
1/3 Page	\$1,140
1/4 Page	\$975

All rates include 4-color

PROGRAM & EXHIBITS GUIDE

AD UNIT	COST
2 Page Spread	\$5,380
Full Page	\$4,135
2/3 Page	\$3,875
1/2 Page Island	\$3,395
1/2 Page H-V	\$2,825
1/3 Page	\$2,295
1/4 Page	\$2,180

All rates include 4-color

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	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 PRE-SHOW PLANNER (STANDARD)

	WIDTH	DEPTH
2 Page Spread (Live Matter)	14"	10"
2 Page Spread (Bleed)	16 1/2"	10 3/4"
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 Island	4 4/16"	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 size: 8" x 10 1/2"

Binding: Digital Only

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"

RUN-OF-SITE

	SIZE	CPM (NET)
Leaderboard (top)	728 x 90	\$70
Leaderboard (bottom)	728 x 90	\$50
Medium Rectangle (top)	300 x 250	\$70
Medium Rectangle (bottom)	300 x 250	\$50
Skyscraper (top)	160 x 600	\$70
Skyscraper (bottom)	160 x 600	\$50

RICH MEDIA

	SPECS	CPM (NET)
Commercial Break (interstitial)	600 x 600	\$160
Leaderboard Dropdown (auto-initiated)	100 x 100 600 x 600	\$100
Leaderboard Dropdown (user-initiated)	728 x 90 728 x 360	\$70
Peel Back (user-initiated)	100 x 100 600 x 600	\$48

E-NEWSLETTER

	SPECS	FREQUENCY	CIRCULATION	RATE (NET)
THE CONCRETE PRODUCER Update	180 x 150 image 10 word headline 50 words of copy and URL	2x month	16,000	\$625

WEB EVENTS

EVENT TYPE	RATE (NET)
Editorial Webinar (premium)	\$8,400
Editorial Webinar (standard)	\$6,400
Advertorial Webinar (premium)	\$10,500
Advertorial Webinar (standard)	\$8,000
Sponsor Showcase (premium)	\$20,400
Sponsor Showcase (standard)	\$18,400
Sponsor Video/Whitepaper (premium)	\$2,280
Sponsor Video/Whitepaper (standard)	\$1,500

DIGITAL EDITION

1X SPONSORSHIP	RATE (NET)
THE CONCRETE PRODUCER Digital Edition	\$5,000

ADVERTISING CONTACTS

**PUBLISHER
EAST CENTRAL**

Vaughn Rockhold
440.235.7402
vrockhold@hanleywood.com

MIDWEST MOUNTAIN

Mike Worley
773.824.2416
mworley@hanleywood.com

WEST/SOUTHWEST

Gary Hynes
773.824.2405
ghynes@hanleywood.com

NORTHEAST/SOUTH

Bob Marinez
440.686.1228
bmarinez@hanleywood.com

CANADA

Colleen T. Curran
416.598.0101 x230
ctcurran@yorkmedia.net

INSIDE SALES

Mike Marino
773.824.2442
mmarino@hanleywood.com

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").

2011-2012 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 without penalty by Customer only upon written notice received by Publisher 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. 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 be made 5 business days after the date the Customer's creative is received in proper format by Publisher (rich media ads can take longer).

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.

Custom Solutions and Hanley Wood University: HWTB Sponsorships, Web Seminar Sponsorships, Webcast Sponsorships, Sponsor Showcase Sponsorships and CEU/Course Sponsorships are non-cancelable upon receipt by Hanley Wood of an executed contract from Customer. 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 09/01/11