

ROCK PRODUCTS®

**Leading the Aggregates Industry
for More Than 125 Years**

**2021
MEDIA KIT**

SEMCO
PUBLISHING

WWW.ROCKPRODUCTS.COM

A New Era of Rock Products



Semco Publishing recently acquired all the assets of Aggregates Manager magazine from Randall-Reilly. This included a large database of companies and individuals in the Aggregates and related industries. All of this has now been merged into Rock Products to create an unmatched marketing medium for your products.

“Superior showcases its products and services in Rock Products because we know its audience trusts the quality of the magazine and the companies that appear in its pages.”

— Corey Poppe
Communication Manager,
Superior Industries, Inc.

“Rock Products has been part of Luff Industries’ marketing mix for seven years and given us the opportunity to greatly increase our brand awareness, especially in the United States. We have received excellent service and return on our investment over the years and will continue to use this publication for advertising.”

— Stephanie Wilson, Marketing Director, Luff Industries

Circulation - Compare and Decide...

PRODUCT	PIT & QUARRY	ROCK PRODUCTS	THE ROCK PRODUCTS ADVANTAGE	%
Print Magazine	17,299*	20,200**	+ 2,901	+ 17%
Digital Magazine	2,791*	26,071**	+ 23,280	+ 853%
Total Magazine	20,090*	46,271**	+ 26,267	+ 131%
Weekly E-News Service	7,215* (Weekly Report)	23,277** (Breaking Rock News)	+ 16,062	+ 223%
Monthly Equipment E-News Service	8,086* (Equipment Spotlight)	23,277** (Prime Time Products)	+ 15,191	+ 188%
Mining Marketplace Resource Center	—	46,367**	+ 46,367	N/A
Total Audience Reach	35,391*	139,192**	+ 103,801	+ 293%



* Source: Verified Annual Audit Report, March 31, 2020 **Publishers Data, Actual Circulation September 2020. Verified Annual Audit Due December 31, 2020.

The Largest Circulation in the Industry
Almost 4x Total Audience Reach!

Industry and Audience

90% of subscribers are involved in purchase decisions*

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

Rock Products is the aggregates industry's leading business magazine, a distinction it has held since 1896. For more than 125 years Rock Products has delivered critical content to its readers focused on aggregates-processing equipment; plant productivity, operational efficiencies; best practices; market analysis; and emerging trends. Rock Products serves the aggregates industry through its monthly print edition – which enjoys the highest circulation in the industry – its digital edition, website, e-newsletters, social media presence, trade-show participation and thorough industry outreach.

Rock Products' comprehensive editorial coverage is driven by Editor Mark S. Kuhar, who with 25 years of experience covering the nation's stone producers, is one of the industry's most trusted voices. His knowledge, insights and connections uniquely position Rock Products as the industry's most valued information source. Along with Associate Editor Josephine Patterson, a 10-year industry veteran; and respected columnists such as Therese Dunphy and Pierre Villere, you can rest assured that Rock Products' editorial coverage is second to none.

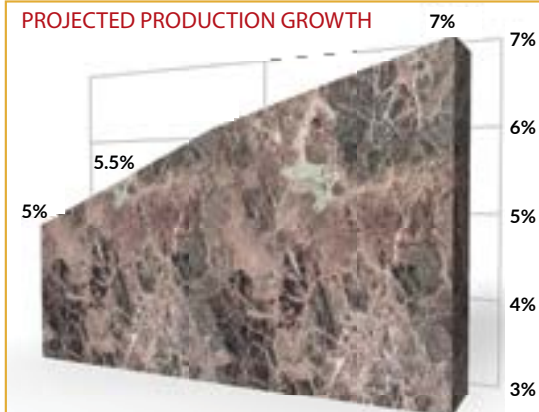


*Rock Products Reader Survey, Sprockets Design Group

Rock Products "The Industry's Original Aggregates Magazine"

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.



Editorial Calendar




Every Issue Features:

- Drilling & Blasting
- Loading & Hauling
- Crushing & Breaking
- Material Handling & Conveying
- Screening & Sizing
- Pumps & Motors
- Drones & Loadout
- Automation & IT
- Maintenance & Wear Parts

QEM Quality Equipment Marketplace

January

Ads	FEATURES	Special Publication
Close: Dec. 22 Art: Dec. 28	Rebuilding the Road Ahead Outlook/Forecast and State of the Industry in the Post-COVID-19 Era Crushing & Breaking Case Studies, News, Equipment And Technology: • Portable Plants • Concrete Recycling <i>Plus:</i> Drilling & Blasting	 Cement Americas

February

Ads	FEATURES
Close: Jan. 22 Art: Jan. 25	Plant Operations and Processing Solutions Self-Cleaning Screen Media * New Aggregates Plant Installations * Market Report * Dredging

March

Ads	FEATURES
Close: Feb. 19 Art: Feb. 22	Spring Equipment Upgrades New Products, Innovative Success Strategies • Aggregates Producer Case Studies • Benchmark 2021 Survey Results • Industry Interviews <i>Plus Consumables • Tires • Oils and Lubes • Wear Parts</i>

Editorial Calendar




Every Issue Features:

- Drilling & Blasting
- Loading & Hauling
- Crushing & Breaking
- Material Handling & Conveying
- Screening & Sizing
- Pumps & Motors
- Drones & Loadout
- Automation & IT
- Maintenance & Wear Parts

QEM Quarry Equipment Marketplace





April

Ads	FEATURES	Special Publication
Close: Mar. 26 Art: Mar. 29	Loading & Hauling Case Studies, News, Equipment And Technology • Wheel Loaders • Haul Trucks • Excavators	 Cement Americas

May

Ads	FEATURES
Close: Apr. 23 Art: Apr. 26	2021 Aggregates Equipment Showcase Featuring the Industry's Top Products • Drilling & Blasting • Loading & Hauling • Crushing & Breaking • Material Handling & Conveying • Screening & Sizing • Pumps & Motors • Drones & Loadout • Automation & IT • Maintenance & Wear Parts BONUS: Aggregates Atlas will be produced in digital format and sent to all subscribers

June

Ads	FEATURES	Bonus Distribution	Special Publication
Close: May. 21 Art: May. 24	Material Handling & Conveying Case Studies, News, Equipment And Technology • Idlers & Pulleys • Belts & Cleaners • Motors	 June 22-24, Buxton, UK  June 8-10, Las Vegas, NV 	 Cement Americas

Editorial Calendar



Every Issue Features:

- Drilling & Blasting
- Loading & Hauling
- Crushing & Breaking
- Material Handling & Conveying
- Screening & Sizing
- Pumps & Motors
- Drones & Loadout
- Automation & IT
- Maintenance & Wear Parts

QEM Quality Equipment Marketplace

July

Ads	FEATURES
Close: Jun. 25 Art: Jun. 28	The Water Issue Case Studies, News, Equipment And Technology <ul style="list-style-type: none"> • Washing & Classifying • Water Use & Recycling • Sand & Fines Processing <i>Plus: Drones & Loadout: Sky Tech, Truck Scales and more</i>

August

Ads	FEATURES
Close: Jul. 23 Art: Jul. 26	MINExpo Preshow Issue <ul style="list-style-type: none"> • Your Guide to the Show • Aggregates Equipment Manufacturer Exhibitor List Showcase <ul style="list-style-type: none"> • Drilling & Blasting • Loading & Hauling • Crushing & Breaking • Material Handling & Conveying • Screening & Sizing • Pumps & Motors • Drones & Loadout • Automation & IT • Maintenance & Wear Parts <i>Show Stoppers Online Promo Special</i>

September

Ads	FEATURES	Bonus Distribution	Special Publication
Close: Aug. 20 Art: Aug. 23	MINExpo Show Issue <ul style="list-style-type: none"> • Aggregates Producer Case Studies • Equipment & Technology Exclusives Showcase <ul style="list-style-type: none"> • Drilling & Blasting • Loading & Hauling • Crushing & Breaking • Material Handling & Conveying • Screening & Sizing • Pumps & Motors • Drones & Loadout • Automation & IT • Maintenance & Wear Parts 	 September 13-15, Las Vegas, NV	 Cement Americas

ROCKtober




- Drilling & Blasting
- Loading & Hauling
- Crushing & Breaking
- Material Handling & Conveying
- Screening & Sizing
- Pumps & Motors
- Drones & Loadout
- Automation & IT
- Maintenance & Wear Parts

QEM Quality
Equipment
Marketplace

November

December

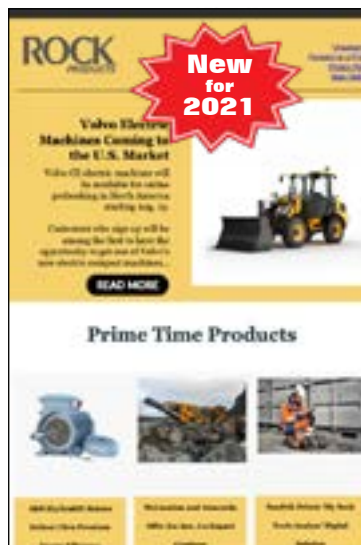
Ads	FEATURES	Special Publication
<p>Close: Nov. 19</p> <p>Art: Nov. 22</p>	<h1>Quarry & Aggregates (Q&A) Forum</h1> <p>Companies Representing:</p> <ul style="list-style-type: none">• Drilling & Blasting • Loading & Hauling • Crushing & Breaking • Material Handling & Conveying• Screening & Sizing • Pumps & Motors • Drones & Loadout • Automation & IT • Maintenance & Wear Parts	<div><p>2022 NORTH AMERICAN CEMENT DIRECTORY and Map</p></div> <p>North American Cement Directory and Map</p>

Newsletters

Covering Market Segments You Need to Reach



Miners News:
13,182 Circulation



Prime Time Products:
23,277 Circulation



Cement Newsline:
7,931 Circulation



Frac Sand Insider:
9,313 Circulation



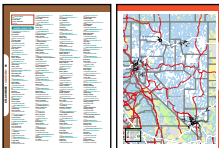
Concrete Currents:
9,126 Circulation

Value-Added Bonus Program



Prime Time Products Profile

Advertisers who place a full-page ad or three half-page ads during the year receive a FREE 4-color Prime Time Products Profile in one issue of our exclusive PTP monthly e-newsletter. In addition, the profile will be featured on the PTP section of rockproducts.com. **\$500.00 VALUE!**



2021 Aggregates Industry Atlas

Full-page advertisers in the may issue receive a FREE 4-color advertisement in the digital Aggregates Atlas. **\$2,500.00 VALUE!**



MINExpo Pre-Show and Show Issues

Full- and half-page advertisers in both issues receive a FREE 1/6-page Show Stoppers booth profile in the August and September issues. These will also appear on the Rock Products website. **\$1,865.00 VALUE!**



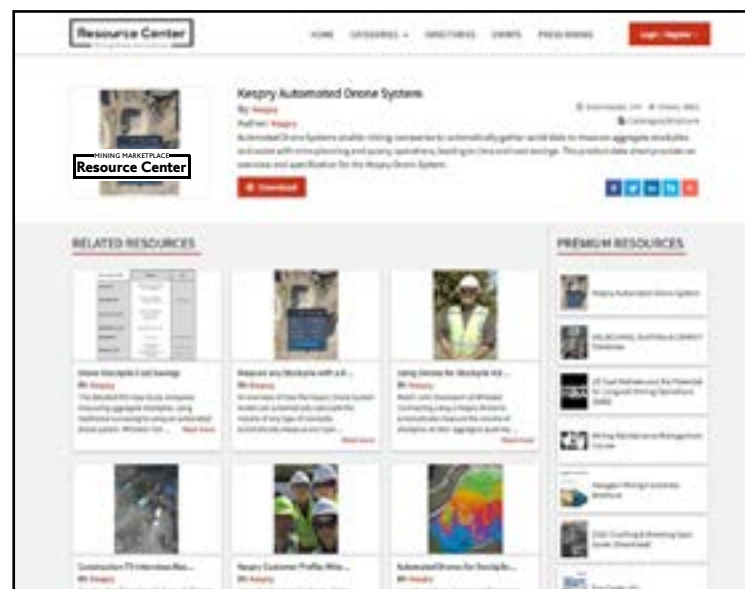
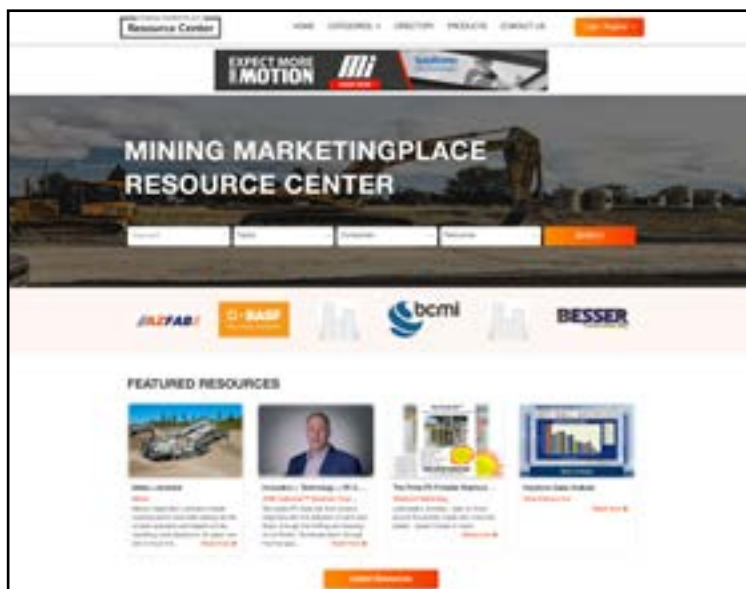
2021 Aggregates Industry Almanac & Buyers Guide

Full-page advertisers receive a FREE Bonus 1/4-page ad in the Buyers' Guide section and FREE bold listing in the company directory section. **\$1,865.00 VALUE!**

The Resource Center: Lead Generation Made Simple

Through our own extensive lists of more than 46,000 we actively market your assets on the site to a community of professionals in the mining, aggregates, specialty sand, coal, concrete, cement and construction materials industries. When registered users view or download your material, we send you the lead.

AN AVERAGE OF MORE THAN 50,377* PAGE VIEWS PER MONTH



* Source: Google Analytics from January, February, March 2020

The Resource Center: Lead Generation Made Simple

Resource Center Sponsorship:

- Post an unlimited number of assets.
- Resource Center displayed on all publication websites.
- Assets are searchable by subject and industry taxonomy.
- Viewers register in order to download assets.
- Registration/contact data collected during the month provided to sponsor in Excel file format.
- Promotion of Resource Center will include our industry leading publications, e-newsletters, Resource Center dedicated email blasts, print ads and website banners.

Just \$500/mo.

(Limited custom email opportunities available. Call for details.)

Annual Subscription \$2,500

“If you post good content you will harvest leads, not just views or clicks. The monthly investment makes good sense for a company like MacLean that wants to connect and engage with the hard rock mining community around the globe. This is one platform that allows us to do just that.”

Stuart Lister
Director of Marketing & Communications
MacLean Engineering

Just Three Quick Steps to Success:

The screenshot shows a web interface for adding or uploading a file. It includes fields for Title, Author Name, Author Email, Asset, and Type of Resource. There are also dropdown menus for Content Type and Content Category, and a Description field.

Step 1: Post Your Content.

Post content that shows your unique industry expertise.

Step 2: Wait for Your Leads.

Every month, your material is promoted to our community.

Step 3: Fill Your Lead Funnel and Boost Your Sales & Marketing Efforts.

This is lead generation that also bolsters your brand reputation.

Heading into 2021, we continue to update the interface to help increase downloads and visibility for our sponsors. We're also adding new features to help you promote your material and help you leverage your own social media outlets for increased response rates.

SUPER LEADERBOARD limited to 3 companies, \$1,200 per month

Needing content creation assistance? Contact djones@semcoping.com

Digital Options

RockProducts.com

15,826 average unique monthly users

32,681 average monthly page views

ConcreteProducts.com

7,639 average unique monthly users

15,281 average monthly page views

The ASIA Miner

3,453 average unique monthly users

5,861 average monthly page views

Cement Americas

2,655 average unique monthly users

4,277 average monthly page views

Resource Center

23,274* average unique monthly users

50,377* average monthly page views

*Results in the month of April 2020



- ✓ Leader Boards
- ✓ Boom Boxes
- ✓ Interstitial Roadblocks
- ✓ Square Buttons



Digital Magazine Edition

Extend your advertising reach. With digital editions readers can print, jump to pages or email your advertisement to colleagues

- Rich Media: Create rollover for your advertisement
- Page Insert: Page viewable and only in digital edition



Content Marketing Opportunities

Our unparalleled base of lists, magazine circulation, site traffic, and social media reach is how we can confidently offer to put your message in front of the industry. We have built our platform on a foundation of trusted editorial, experience, and insight.

As the marketing landscape continues to evolve, *Rock Products* is committed to offering new, innovative solutions for reaching your target audience. Contact us today for a plan customized for your unique needs.

Sponsored Partner Content

Content marketing is one of the most effective ways to engage your audience. Beginning in October, *Rock Products* will offer Sponsored Partner Content posts on the front page of our website. Leveraging the trusted, well-known *Rock Products* brand, these cost-effective posts can be combined with our social media marketing to increase reach and response.

Pricing

Single Post - \$350

Three-pack - \$900*

Six-pack - \$1650*

(subject to scheduling restrictions - must be used within 1 year of purchase)

Social Media Marketing Opportunities

Sponsored social media posts are a great way to amplify your marketing message. Reach a wide audience with a call to action for your webinars, news stories, white papers, or even your Sponsored Partner Content on the *Rock Products* website.

Customized to your audience, contact us for a quote on how our well-priced SMM opportunities can help your marketing efforts.



Custom Email

Leverage the power of our best-in-class email lists with a custom email blast that reaches the inboxes of thousands of your best customers and prospects.

Lead generation options are available.

Just \$500 per thousand. 5,000 email minimum.

Custom lead generation available at extra cost.

Content Marketing Creation Services

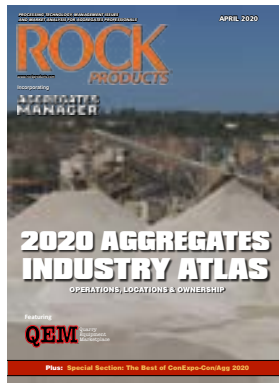
Content marketing is a proven, effective way to expand your marketing reach, but many companies find it challenging to create high-quality content. *Rock Products* has partnered with B2B marketing specialist Fish & Barrel (visit them at www.fishandbarrel.com) to provide affordable and compelling material. Contact us for more information.

Rock Products Specials



Cement Americas

Published four times per year in January, April, July and October



Digital Aggregates Atlas

Formerly Aggregates Manager Special. Contains names and locations of all major quarries and processing plants
Published in May



Crushing & Breaking Guide

Annual specifications Guide for the latest crushing equipment
Published in October



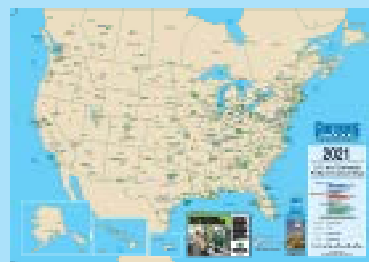
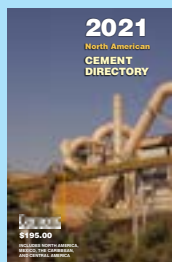
Aggregates Almanac & Buyers' Guide

The ultimate information resource for quarry operations including the North American Buyer and Suppliers guide



North American Mining Products

The only equipment & technology magazine dedicated to the North American mining market. Published February, June, September and December.



North American Cement Directory & Map

The authoritative source for cement companies and plants in North America

Exclusive Listings!

- Ownership Information
- Websites and Phone Numbers
- Plants, Terminals and Sales Offices
- Corporate headquarters
- Main Office Personnel
- Addresses
- Brands

Related Magazines



North American Mining Products

Quarterly magazine covering technology and operations exclusively for the North American mining market. Advertising packages include digital marketing and lead generation.



The ASIA Miner

Quarterly magazine with a focused view of the Asia Pacific's new mining and resource projects and technology. Print, digital and news service advertising available.



Cement Americas

Quarterly supplement to Rock Products. Circulation targets cement material suppliers throughout the United States and covers operations as well as environmental and market issues.



Concrete Products

Monthly magazine for the U.S. and Canadian ready mixed, precast pipe, precast/prestressed and block/paver/veneer stone producers.

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Ad Specs

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" (200x273mm) 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 perfect 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

2 Page Spread*

15.75" x 10.75"
(406 x 279 mm)

* Ad needs .125"
or 3mm bleed

Full*

7.875" x 10.75"
(200 x 273 mm)

1/2 Spread*

15.75" x 4.875" (406 x 223 mm)

1/6
(V)

1/2
(V)

1/2 (V):
3.375" x 9.25"
(86 x 235 mm)

1/6 (V):
2.25" x 4.625"
(57 x 235 mm)

1/2 (H):
7" x 4.625"
(178 x 117 mm)

1/2
(H)

1/2
(Isl)

1/2 (Isl):
4.5" x 7.25"
(114 x 191 mm)

1/3 (Sqr):
4.5" x 4.625"
(114 x 117 mm)

1/3
(Sqr)

1/3
(V)

1/4

1/3 (V):
2.25" x 9.25"
(57 x 235 mm)

1/4:
3.375" x 4.625"
(86 x 117 mm)

1/3 (H)

1/3 (H):
7" x 3.375"
(171 x 76 mm)

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" (190x266mm).

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?

Juanita Walters, +1 303 283 0640 x 2
jwalters@semcoping.com

2021 ROCK PRODUCTS Print Ad Rates

		1x	3x	6x	9x	12x	24x
2 Page Spread	4 Color	\$8,910	\$7,564	\$7,377	\$7,231	\$7,089	\$6,857
	2 Color	\$8,012	\$6,891	\$6,719	\$6,585	\$6,455	\$6,292
	B/W	\$7,386	\$6,390	\$6,231	\$6,207	\$6,109	\$5,817

Full Page	4 Color	\$5,150	\$4,971	\$4,735	\$4,642	\$4,548	\$4,435
	2 Color	\$4,658	\$4,496	\$4,382	\$4,296	\$4,211	\$4,109
	B/W	\$4,292	\$4,126	\$4,020	\$3,939	\$3,857	\$3,735

2/3 Page	4 Color	\$4,382	\$4,227	\$4,122	\$4,040	\$3,959	\$3,768
	2 Color	\$3,959	\$3,821	\$3,727	\$3,654	\$3,618	\$3,406
	B/W	\$3,650	\$3,524	\$3,435	\$3,366	\$3,301	\$3,138

1/2 Page Spread	4 Color	\$5,150	\$4,971	\$4,735	\$4,642	\$4,548	\$4,435
	2 Color	\$4,658	\$4,496	\$4,382	\$4,296	\$4,211	\$4,109
	B/W	\$4,292	\$4,126	\$4,020	\$3,939	\$3,857	\$3,735

1/2 Page (V) (H)	4 Color	\$3,508	\$3,386	\$3,301	\$3,203	\$3,105	\$3,089
	2 Color	\$3,170	\$3,061	\$2,984	\$2,923	\$2,866	\$2,727
	B/W	\$2,923	\$2,821	\$2,752	\$2,699	\$2,646	\$2,512

		1x	3x	6x	9x	12x	24x
1/2 Page (Island)	4 Color	\$3,809	\$3,675	\$3,581	\$3,508	\$3,439	\$3,276
	2 Color	\$3,443	\$3,321	\$3,240	\$3,175	\$3,110	\$2,959
	B/W	\$3,175	\$3,065	\$2,988	\$2,927	\$2,866	\$2,731

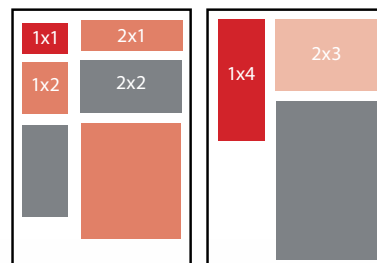
1/3 Page (Square) (V)	4 Color	\$2,349	\$2,268	\$2,211	\$2,166	\$2,122	\$2,020
	2 Color	\$2,284	\$2,203	\$2,150	\$2,110	\$2,069	\$1,963
	B/W	\$2,032	\$1,980	\$1,959	\$1,935	\$1,894	\$1,703

1/4 Page	4 Color	\$2,195	\$2,114	\$2,081	\$2,024	\$1,992	\$1,886
	2 Color	\$1,984	\$1,914	\$1,866	\$1,829	\$1,793	\$1,707
	B/W	\$1,829	\$1,764	\$1,719	\$1,687	\$1,654	\$1,573

1/6 Page	4 Color	\$1,520	\$1,467	\$1,431	\$1,402	\$1,382	\$1,309
	2 Color	\$1,366	\$1,317	\$1,284	\$1,260	\$1,236	\$1,175
	B/W	\$1,260	\$1,215	\$1,187	\$1,163	\$1,138	\$1,085

Classified Ads	1x	3x	6x	12x
Price Per Column Inch (Color)	\$170	\$160	\$140	\$120
Price Per Column Inch (B/W)	\$120	\$110	\$90	\$70

Rates in U.S. Dollars. All Rates Gross.



Sample Sizes and Dimensions

Width in Columns	Width in Inches
1 column wide	2-1/8 inches
2 columns wide	4-1/2 inches
3 columns wide	6-7/8 inches

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.

Website Ad Size & Rates



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 are 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)					<ul style="list-style-type: none"> 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.
Banner Size	Pixel Size (w x h)	File Size Limit	Monthly Cost	Notes	
Super Leaderboard	970 x 90 IMU	40k / :15	\$1,500	Run of site	
Top Boom Box	300 x 250 IMU	40k / :15	\$1,200	Run of site	
Middle Boom Box	300 x 250 IMU	40k / :15	\$1,000	Run of site	
Bottom Boom Box	300 x 250 IMU	40k / :15	\$800	Run of site	

Newsletter Ad Size & Rates



SEMCO Publishing's 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.

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 newsletters ensure that advertising will be noticed by the readers.

Adaptive Design for Cross-Platform Deliverability
Our latest 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.

1 Sponsored Content
Your logo or 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. A popular option for occasions where more traditional banner ads may not offer space to fully convey your message. A proven way to drive traffic with your call to action.

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

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

Weekly News Services - Universal Sizes							
Position	Pixel Size (w x h)	File Size Limit	1 x	4 x	12 x	24 x	Notes
Full Banner	468 x 60 IMU	10k	\$375	\$350	\$325	\$300	Center position
Sponsored Content	200 x 200 IMU	10k	\$500	\$475	\$450	\$400	Center position
Square Button	125 x 125 IMU	10k	\$250	\$235	\$220	\$200	Side position

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.