Leading the Aggregates Industry for More Than 125 Years
A New Era of Rock Products

At the end of 2019, Semco Publishing acquired all the assets of Aggregates Manager 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.

“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

“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.
## Circulation - Compare and Decide...

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>PIT &amp; QUARRY</th>
<th>ROCK PRODUCTS</th>
<th>THE ROCK PRODUCTS ADVANTAGE</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Magazine</td>
<td>17,299*</td>
<td>20,200**</td>
<td>+ 2,901</td>
<td>+ 17%</td>
</tr>
<tr>
<td>Digital Magazine</td>
<td>2,791*</td>
<td>26,071**</td>
<td>+ 23,280</td>
<td>+ 853%</td>
</tr>
<tr>
<td>Total Magazine</td>
<td>20,090*</td>
<td>46,271**</td>
<td>+ 26,267</td>
<td>+ 131%</td>
</tr>
<tr>
<td>Monthly Equipment E-News Service</td>
<td>8,086* (Equipment Spotlight)</td>
<td>23,277** (Prime Time Products)</td>
<td>+ 15,191</td>
<td>+ 188%</td>
</tr>
<tr>
<td>Mining Marketplace Resource Center</td>
<td>—</td>
<td>46,367**</td>
<td>+ 46,367</td>
<td>N/A</td>
</tr>
<tr>
<td>Total Audience Reach</td>
<td>35,391*</td>
<td>139,192**</td>
<td>+ 103,801</td>
<td>+ 293%</td>
</tr>
</tbody>
</table>


**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
## Editorial Calendar

### January

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Close: Dec. 16</td>
<td><strong>Rebuilding the Road Ahead</strong>&lt;br&gt;Outlook/Forecast and State of the Industry in the Post-COVID-19 Era</td>
</tr>
<tr>
<td>Art: Dec. 22</td>
<td><strong>Crushing &amp; Breaking</strong>&lt;br&gt;Case Studies, News, Equipment And Technology: • Portable Plants • Concrete Recycling&lt;br&gt;Plus: Drilling &amp; Blasting</td>
</tr>
</tbody>
</table>

### February

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Close: Jan. 20</td>
<td><strong>2021 Aggregates Equipment Showcase</strong>&lt;br&gt;Featuring the Industry’s Top Products</td>
</tr>
<tr>
<td>Art: Jan. 26</td>
<td>• Drilling &amp; Blasting • Loading &amp; Hauling • Crushing &amp; Breaking • Material Handling &amp; Conveying • Screening &amp; Sizing • Pumps &amp; Motors • Drones &amp; Loadout • Automation &amp; IT • Maintenance &amp; Wear Parts</td>
</tr>
</tbody>
</table>

### March

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Close: Feb. 17</td>
<td><strong>Spring Equipment Upgrades</strong>&lt;br&gt;New Products, Innovative Success Strategies</td>
</tr>
<tr>
<td>Art: Feb. 23</td>
<td>• Aggregates Producer Case Studies • Benchmark 2021 Survey Results • Industry Interviews&lt;br&gt;Plus Consumables • Tires • Oils and Lubes • Wear Parts</td>
</tr>
</tbody>
</table>
# Editorial Calendar

## April

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
<th>Bonus Distribution</th>
<th>Special Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Close:</td>
<td>Loading &amp; Hauling: Case Studies, News, Equipment And Technology</td>
<td>Young Leaders Conference</td>
<td>Cement Americas</td>
</tr>
<tr>
<td>Mar. 24</td>
<td>- Wheel Loaders • Haul Trucks • Excavators</td>
<td>April 26-30, Denver, CO</td>
<td></td>
</tr>
<tr>
<td>Art:</td>
<td>Plus: Agg1 Recap: Best of the Show</td>
<td>May, 23-27 Orlando, FL</td>
<td></td>
</tr>
<tr>
<td>Mar. 30</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

## May

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
<th>Bonus Distribution</th>
<th>Special Publication</th>
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</thead>
<tbody>
<tr>
<td>Close:</td>
<td>The Rock Products Aggregates Atlas*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr. 21</td>
<td>This annual reference source contains a listing of crushed stone, and sand and gravel operations featuring names, locations, maps and other data.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Art:</td>
<td>*Formerly Aggregates Manager “Aggregates Atlas”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apr. 27</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## June

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
<th>Bonus Distribution</th>
<th>Special Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Close:</td>
<td>Material Handling &amp; Conveying: Case Studies, News, Equipment And Technology</td>
<td></td>
<td>Cement Americas</td>
</tr>
<tr>
<td>May. 19</td>
<td>- Idlers &amp; Pulleys • Belts &amp; Cleaners • Motors</td>
<td>June 22-24, Buxton, UK</td>
<td></td>
</tr>
<tr>
<td>Art:</td>
<td>Plus: Agg1 Recap: Best of the Show</td>
<td>June 8-10, Las Vegas, NV</td>
<td></td>
</tr>
<tr>
<td>May. 25</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Editorial Calendar

### July

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
</tr>
</thead>
</table>
| Close: Jun. 23 | The Water Issue  
Case Studies, News, Equipment And Technology  
• Washing & Classifying  
• Water Use & Recycling  
• Sand & Fines Processing  
Plus: Drones & Loadout: Sky Tech, Truck Scales and more |
| Art: Jun. 29 |

### August

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
</tr>
</thead>
</table>
| Close: Jul. 21 | MINExpo Preshow Issue  
• Your Guide to the Show  
• Aggregates Equipment Manufacturer Exhibitor List  
Showcase  
• Drilling & Blasting  
• Loading & Hauling  
• Crushing & Breaking  
• Material Handling & Conveying  
• Screening & Sizing  
• Pumps & Motors  
• Drones & Loadout  
• Automation & IT  
• Maintenance & Wear Parts Show Stoppers Online Promo Special |
| Art: Jul. 27 |

### September

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
</tr>
</thead>
</table>
| Close: Aug. 18 | MINExpo Show Issue  
• Aggregates Producer Case Studies  
• Equipment & Technology Exclusives  
Showcase  
• Drilling & Blasting  
• Loading & Hauling  
• Crushing & Breaking  
• Material Handling & Conveying  
• Screening & Sizing  
• Pumps & Motors  
• Drones & Loadout  
• Automation & IT  
• Maintenance & Wear Parts |
| Art: Aug. 24 |

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

[www.rockproducts.com](http://www.rockproducts.com)
# Editorial Calendar

## ROCKtober

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
<th>Supplement</th>
</tr>
</thead>
</table>
| Close: Sep. 22 | Screening & Sizing  
  Case Studies, News, Equipment And Technology  
  • Innovative Screens • Feeders • Decks and Media  
  Plus: MINExpo Recap: Best of the Show | Crushing & Breaking Guide |
| Art: Sep. 28 | | |

## November

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
<th>Supplement</th>
</tr>
</thead>
</table>
  The Ultimate Information Resource for Quarry Operators  
  North American Buyer & Supplier Guide • Product Categories • Company Listings  
  • Top Crushed Stone Producers • Regional Reports • USGS Production Data • Publicly Traded Companies • Underground Mines • Law  
  • Equipment Update • Economic Impact Report • Capstone Headwaters Aggregates Industry Report • MSHA Fatality Update • Equipment Distributors • State Associations • Safety And more! | |
| Art: Oct. 26 | | |

## December

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
<th>Special Publication</th>
</tr>
</thead>
</table>
| Close: Nov. 17 | Quarry & Aggregates (Q&A) Forum  
  Companies Representing:  
  • Drilling & Blasting • Loading & Hauling • Crushing & Breaking • Material Handling & Conveying  
  • Screening & Sizing • Pumps & Motors • Drones & Loadout • Automation & IT • Maintenance & Wear Parts | 2022 North American Cement Directory and Map |
| Art: Nov. 23 | | |
Covering Market Segments You Need to Reach

Breaking Rock News: 23,277 Circulation
Prime Time Products: 23,277 Circulation
Concrete Currents: 9,126 Circulation

New for 2021

Cement Newsline: 7,931 Circulation
Frac Sand Insider: 9,313 Circulation

Volvo Electrifies Machinery Coming to the U.S. Market

Customers who sign up for our new circulating Breakers product will be able to receive new circulators for free, according to Tom Smith, who is in charge of product development at Volvo. Smith said the company has made significant investments in the Breakers product line and is excited to bring it to the North American market.

Newsletters

WWW.ROCKPRODUCTS.COM
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 receive a FREE full-page 4-color Company Profile. $4,377.00 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:
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@semcopublishing.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

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.

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.

Pricing

Single Post - $350
Three-pack - $900*
Six-pack - $1650*

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

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

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

WWW.ROCKPRODUCTS.COM
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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David Jones
Marketing Director
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Cell +1 720 272 7104
djones@semcopublishing.com

WWW.ROCKPRODUCTS.COM
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 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_Sep17.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” (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@semcopublishing.com
# 2021 ROCK PRODUCTS Print Ad Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
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<tbody>
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<td></td>
<td></td>
<td></td>
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<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>
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<tr>
<td>2 Color</td>
<td>$8,012</td>
<td>$6,891</td>
<td>$6,719</td>
<td>$6,585</td>
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<td>B/W</td>
<td>$7,386</td>
<td>$6,390</td>
<td>$6,231</td>
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<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>
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<tr>
<td>2 Color</td>
<td>$4,658</td>
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<td>$4,382</td>
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<td>$4,292</td>
<td>$4,126</td>
<td>$4,020</td>
<td>$3,939</td>
<td>$3,857</td>
<td>$3,735</td>
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<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>
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<tr>
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<td>$3,821</td>
<td>$3,727</td>
<td>$3,654</td>
<td>$3,618</td>
<td>$3,406</td>
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<td>$3,650</td>
<td>$3,524</td>
<td>$3,435</td>
<td>$3,366</td>
<td>$3,301</td>
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<tr>
<td><strong>1/2 Page (Island)</strong></td>
<td></td>
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</tr>
<tr>
<td>4 Color</td>
<td>$3,809</td>
<td>$3,675</td>
<td>$3,581</td>
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<td>$3,499</td>
<td>$3,276</td>
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<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>
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<tr>
<td>B/W</td>
<td>$3,175</td>
<td>$3,065</td>
<td>$2,988</td>
<td>$2,927</td>
<td>$2,866</td>
<td>$2,731</td>
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<tr>
<td><strong>1/3 Page (Square)</strong></td>
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<td>$2,349</td>
<td>$2,268</td>
<td>$2,211</td>
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<td>$2,020</td>
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<tr>
<td>2 Color</td>
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<td>$2,150</td>
<td>$2,100</td>
<td>$2,069</td>
<td>$1,963</td>
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<td>$1,894</td>
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<td><strong>1/4 Page</strong></td>
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<tr>
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<td>$1,573</td>
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<td><strong>1/6 Page</strong></td>
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<td>4 Color</td>
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<tr>
<td>2 Color</td>
<td>$1,366</td>
<td>$1,317</td>
<td>$1,284</td>
<td>$1,260</td>
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<td>$1,175</td>
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<tr>
<td>B/W</td>
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<td>$1,215</td>
<td>$1,187</td>
<td>$1,163</td>
<td>$1,138</td>
<td>$1,085</td>
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</table>

### Classified Ads

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<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Per Column Inch (Color)</td>
<td>$170</td>
<td>$160</td>
<td>$140</td>
<td>$120</td>
<td></td>
</tr>
<tr>
<td>Price Per Column Inch (B/W)</td>
<td>$120</td>
<td>$110</td>
<td>$90</td>
<td>$70</td>
<td></td>
</tr>
</tbody>
</table>

### Sample Sizes and Dimensions

- **Width in Columns**
  - 1 column wide
  - 2 columns wide
  - 3 columns wide

- **Width in Inches**
  - 2-1/8" x 1" (w x d)
  - 2-1/2" x 4-1/2"
  - 2-1/4" x 4-1/2"

### 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.

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

[www.rockproducts.com](http://www.rockproducts.com)
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.

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.

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

Website Ad Size & Rates

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

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.

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.

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.

Newsletter Ad Size & Rates

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.

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.

Ad Package Rates and Specifications (Rate Per Website)

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Pixel Size (w x h)</th>
<th>File Size Limit</th>
<th>Monthly Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Leaderboard</td>
<td>970 x 90 IMU</td>
<td>40k / :15</td>
<td>$1,500</td>
<td>Run of site</td>
</tr>
<tr>
<td>Top Boom Box</td>
<td>300 x 250 IMU</td>
<td>40k / :15</td>
<td>$1,200</td>
<td>Run of site</td>
</tr>
<tr>
<td>Middle Boom Box</td>
<td>300 x 250 IMU</td>
<td>40k / :15</td>
<td>$1,000</td>
<td>Run of site</td>
</tr>
<tr>
<td>Bottom Boom Box</td>
<td>300 x 250 IMU</td>
<td>40k / :15</td>
<td>$800</td>
<td>Run of site</td>
</tr>
</tbody>
</table>

- All prices in U.S. dollars.
- All banners can be gif (animated), jpeg, 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.

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 2 4 12 24</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>468 x 60 IMU</td>
<td>10k</td>
<td>$375 $350 $325 $300</td>
<td>Center position</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>200 x 200 IMU</td>
<td>10k</td>
<td>$500 $475 $450 $400</td>
<td>Center position</td>
</tr>
<tr>
<td>Square Button</td>
<td>125 x 125 IMU</td>
<td>10k</td>
<td>$250 $235 $220 $200</td>
<td>Side position</td>
</tr>
</tbody>
</table>

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