

ROCK PRODUCTS[®]

**Leading the Aggregates Industry
for More Than 120 Years**



**Reaching 25% More Aggregates Producers
Than Our Nearest Competitor**

WWW.ROCKPRODUCTS.COM



ROCK
PRODUCTS

The Highest Aggregate Producer Circulation of Any Industry Magazine^{1,2,4}

Serving as the industry's leading publication for 120 years has taught us to always look forward to new trends and opportunities that will define the industry. From *Rock Products* Connection, our new online industry hub, to being the lead sponsor of NSSGA's Young Leaders initiative, we will continue to lead the way.

When you invest your marketing dollars in an aggregates magazine, the most important people to reach are actual aggregates producers. No magazine in the industry reaches more North American producers than *Rock Products*.

Protecting Your Marketing Investment With Thousands More Producers Than the Competition

- » *Aggregates Manager*^{1,2} no longer provides a demographic breakdown of their readership.
- » Delivered to 25% more aggregates producers than *Pit & Quarry*^{1,3}
- » Preferred by readers nearly 2-to-1 over *Pit & Quarry* and *Aggregates Manager*⁴

Rock Products Subscribers See the Difference

- » 90% of subscribers are involved in purchase decisions⁵
- » 89% of *Rock Products* subscribers take actions in response to editorial and advertising content⁵

Rock Products' editorial coverage is driven by Editor-in-Chief Mark S. Kuhar, who brings almost 25 years of aggregates-industry experience to the job. His deep knowledge of aggregates-industry issues and valuable insights make *Rock Products'* comprehensive content, both in print and digital form, the best of any industry magazine. Along with Associate Editor Josephine Smith, and more industry columnists than any other magazine, *Rock Products'* editorial coverage is second to none.

BPA Distribution¹

21,064

Newsletter Subscribers⁵

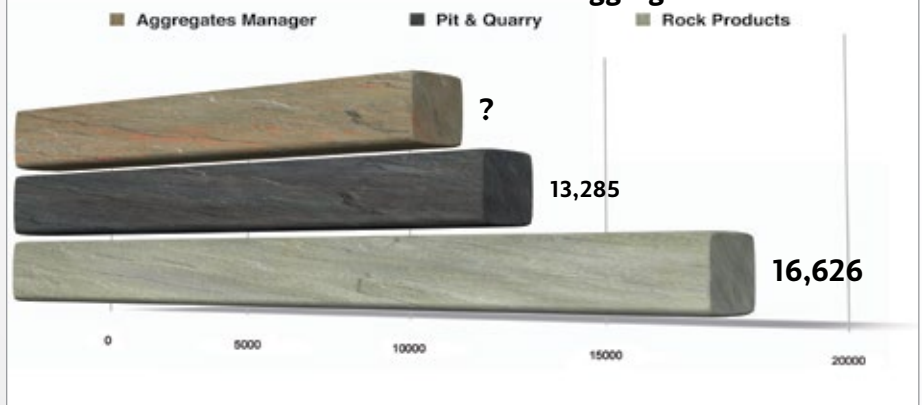
7,453



Sources: 1. BPA Brand Report, *Rock Products*, June 2016. 2. *Aggregates Manager* Annual Audit Report, July 1, 2014 - June

30, 2015. 3. Publishers Own Data. 4. *Pit & Quarry* Annual Audit Report, April 1, 2015 - March 31, 2016. 5. 2015 *Rock Products* Reader Survey, Sprockets Design Group.

Rock Products Reaches Thousands More Aggregates Producers



2017 Editorial Calendar

Issue	Issue	Issue
<p>January Close: 12/06/16 Art: 12/13/16 Mail: 1/3/17</p> <p>Drilling & Blasting: Case Studies, How-To, News, Equipment And Technology</p> <ul style="list-style-type: none"> Industry Outlook/Forecast 2017 Working With a Distributor ConExpo-Con/Agg Countdown Supplement: Cement Americas <p>Bonus: Condex, Chicago; ISEE Show, Orlando; World Of Concrete, Las Vegas</p>	<p>June Close: 5/5/17 Art: 5/12/17 Mail: 6/1/17</p> <p>Screening & Sizing: Case Studies, How-To, News, Equipment And Technology</p> <ul style="list-style-type: none"> Industrial and Frac Sand Production Fines Recovery Water Management Washing and Classifying Equipment Sand Screws, Log Washers, and Beneficiation Equipment 	
<p>February Close: 1/06/17 Art: 1/13/17 Mail: 2/1/17</p> <p>ConExpo-Con/Agg Preshow Issue: Your Complete Guide To The Event</p> <ul style="list-style-type: none"> Drilling & Blasting Loading & Hauling Crushing & Breaking Material Handling & Conveying Screening & Sizing Automation & Energy Loadout & Transportation Maintenance & Wear Parts Portable Crushing & Screening Plants Excavators & Dredges Pick-Ups & Utility Vehicles Frac Sand & Fines Production Drones & Stockpile Measurement Off-Road Tires Oils & Lubes <p>Plus: Show Stoppers Special Supplement Company Information, Products, Booth Promotions and More</p> <p>Bonus: SME, Denver; ConExpo-Con/Agg, Las Vegas</p>	<p>July Close: 6/7/17 Art: 6/14/17 Mail: 7/5/17</p> <p>Material Handling & Conveying: Case Studies, How-To, News, Equipment And Technology</p> <ul style="list-style-type: none"> Conveyors Idlers & Pulleys Conveyor Belts & Cleaners Motors 	
	<p>August Close: 7/6/17 Art: 7/13/17 Mail: 8/1/17</p> <p>Rock Products' Aggregates Industry Almanac New All-In-One Resource Compilation</p> <ul style="list-style-type: none"> North American Buyer & Supplier Guide State-by-State Distributor List Quarry & Aggregates (Q&A) Forum Rock 100 Top Producers Industrial Sand Producers Lime Producers Publicly Traded Companies Underground Mines Mid-Year Market Trends MSHA Fatality Analysis State Association Contact List Industry Consultants List Equipment Sales Data 	
<p>March Close: 2/2/17 Art: 2/9/17 Mail: 3/1/17</p> <p>ConExpo-Con/Agg Show Issue: Viva Las Vegas</p> <ul style="list-style-type: none"> Aggregates Producer Case Studies Benchmark 2017 Survey Results Focus on Young Leaders <p>Equipment & Technology Showcase</p> <ul style="list-style-type: none"> Drilling & Blasting Loading & Hauling Crushing & Breaking Material Handling & Conveying Screening & Sizing Automation & Energy Loadout & Transportation Maintenance & Wear Parts Portable Crushing & Screening Plants Excavators & Dredges Pick-Ups & Utility Vehicles Frac Sand & Fines Production Drones & Stockpile Measurement Off-Road Tires Oils & Lubes <p>Bonus: ConExpo-Con/Agg, Las Vegas</p>	<p>September Close: 8/5/17 Art: 8/15/17 Mail: 9/1/17</p> <p>Loadout & Transportation: Case Studies, How-To, News, Equipment And Technology</p> <ul style="list-style-type: none"> Vehicle Scales Over-The-Road Trucks On-Highway Tires Oils & Lubes Supplement: Cement Americas 	
	<p>October Close: 9/6/17 Art: 9/13/17 Mail: 10/2/17</p> <p>ROCKtober</p> <ul style="list-style-type: none"> Focus on Rock-to-Road: Case Studies, How-To, News, Equipment And Technology Ready Mix Asphalt Roadbuilding C&D <p>Crushing & Breaking Guide</p>	
	<p>November Close: 10/6/17 Art: 10/13/17 Mail: 11/1/17</p> <p>Automation & Energy: Case Studies, How-To, News, Equipment And Technology</p> <ul style="list-style-type: none"> Motors Solar Power System Control Computers Remote Monitoring Screening & Conveying 	
<p>April Close: 3/8/17 Art: 3/15/17 Mail: 4/3/17</p> <p>Loading & Hauling: Case Studies, How-To, News, Equipment And Technology</p> <ul style="list-style-type: none"> Material Handlers, Surface Excavation Machines Off-Road Tires Drones and Stockpile Measurement App-Based Plant Management <p>Bonus: NSSGA Young Leaders Conference</p>	<p>December Close: 11/3/17 Art: 11/10/17 Mail: 12/1/17</p> <p>Special Issue: Rock Products' Regional Reports</p> <p>Production Analysis, Market Trends, Manufacturer News, Distributor Reports, MSHA Inspections, Major Projects, State Association Activity, All By Region!</p> <ul style="list-style-type: none"> New England (CT, MA, ME, NH, RI, VT) Middle Atlantic (NJ, NY, PA) East North Central (IL, IN, MI, OH, WI) West North Central (IA, KS, MN, MO, NE, ND, SD) South Atlantic (DE, FL, GA, MD, NC, SC, VA, WV) East South Central (AL, KY, MS, TN) West South Central (AR, LA, OK, TX) Mountain (AZ, CO, ID, MT, NM, NV, UT, WY) Pacific (AK, CA, HI, OR, WA) <p>North American Cement Directory</p>	
<p>May Close: 4/5/17 Art: 4/12/17 Mail: 5/1/17</p> <p>Crushing & Breaking: Case Studies, How-To, News, Equipment And Technology</p> <ul style="list-style-type: none"> Ireland's County Tyrone: The Epicenter of Crushing & Screening Maintenance & Wear Liners Portable Crushing & Screening Plants ConExpo-Con/Agg Show Recap Supplement: Cement Americas <p>Bonus: IEEE/PCA Show, Calgary, Alberta, Canada</p>		

Editorial Calendar Subject to Change

A Forward-Thinking Publication

Rock Products is focused on driving the industry forward by embracing growing segments of the industry and finding innovative ways to bring your message to market. With new products and services being offered every year, *Rock Products* is committed to helping you grow your business.

Rock Products Chosen as Official Sponsor of the NSSGA's "Young Leaders" Mark S. Walsh Annual Leadership Award

NSSGA

NATIONAL STONE, SAND
& GRAVEL ASSOCIATION

In 2017, *Rock Products* continues to focus media resources on the future of the aggregates industry: producers under 40 years of age. Through an exclusive partnership with the National Stone, Sand & Gravel Association, we will again honor our "Young Leaders" by sponsoring the Mark S. Walsh Annual Leadership Award and sponsor the Young Leaders luncheon at ConExpo-Con/Agg in 2017.

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



Rock Products is the Leader in Innovation and Industry Service

Frac Sand Insider

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

Frac Sand Insider Subscribers

7,227

Don't Miss the 2017 Crushing & Breaking Spec Guide

Make sure your company is represented in *Rock Products'* comprehensive 2017 *Crushing & Breaking Spec Guide*. Containing extensive product specifications and company contact information, the annual guide is one of our most popular supplements with buyers.





Reach the North American Cement Market with Cement Americas

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

- » **Cement Americas' circulation targets cementitious materials suppliers throughout the United States.**
- » **Cement Americas is highly respected for its editorial coverage of operations as well as environmental, government and market development issues.**



Newsletter Subscribers⁵

5,676

Feature Schedule (Mails with *Rock Products* on the 1st day of the month of publication.)

Issue	Topic
February Close: 1/6/17 Art: 1/13/17	2017 Buyers' Guide; Bonus: ConExpo-Con/Agg, March 7-11, Las Vegas
May Close: 4/5/17 Art: 4/12/17	IEEE/PCA Show Issue
September Close: 8/5/17 Art: 8/15/17	Environmental Issue; PCA/Cement Americas Awards
December Close: 12/1/17 Art: 12/8/17	2018 North American Cement Directory

Feature Schedule Subject to Change

For special pricing and more information, contact:

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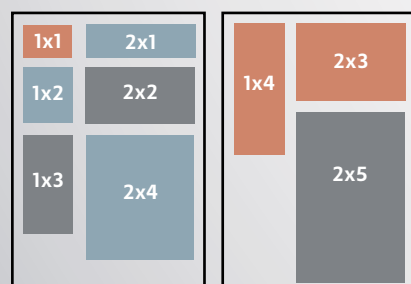
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2017 ROCK PRODUCTS Print Ad Rates

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

		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
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



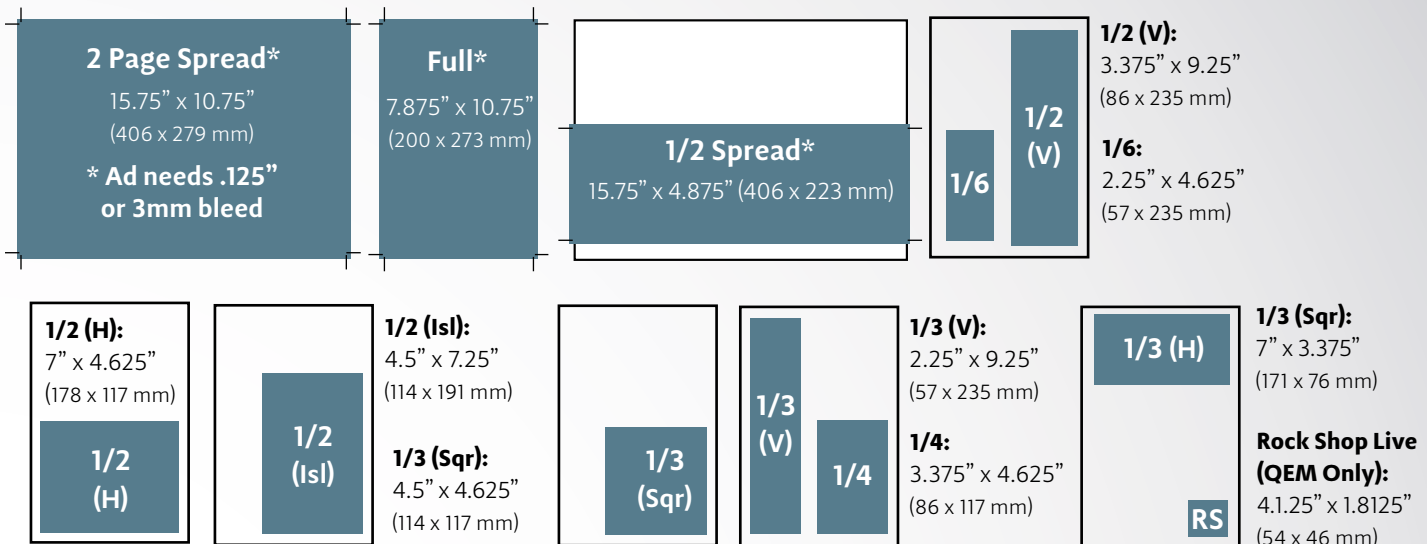
Sample Sizes and Dimensions

Width in Columns	Width in Inches
1 column wide	2-1/8 inches
2 columns wide	4-1/2 inches
3 columns wide (not shown)	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.

2017 Magazine Print Ad Specifications



General Production Guidelines

All full size editorial publications are printed using web offset presses with perfect or saddle stitched binding. Final trim size for all full sized editorial publications is 7.875" x 10.75" (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.

The 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 automatically 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_EMJ_Sept17.pdf

Pre Printed Inserts

Inserts that will be bound into a publication should be a full size page with bleed and sent to our publisher untrimmed. Inserts to be glued into a publication cannot exceed 7.5" x 10.5" (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?

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MINING MEDIA INTERNATIONAL

Magazines, Directories, Trade Shows, and Marketing Solutions From the Industry Experts