

# Rock PRODUCTS®

Processing Technology, Management  
Issues and Market Analysis for  
Aggregates Professionals

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



A solid infrastructure is the key to a sound economy. And the nation's infrastructure is dependent upon aggregates production. More than 90 percent of asphalt road pavement, and more than 80 percent of a concrete sidewalk, for instance, is comprised of aggregates.

*Rock Products* is the leading source of industry information for U.S. and Canadian ag-

gregates operations. Since 1896, stone producers have turned to *Rock Products* for market analysis and technology solutions. *Rock Products'* industry-specific content, from its monthly print publication, special supplements and directories; to its website, digital editions and e-news alerts, maintains the same high editorial standard that was set more than a century ago.



**MINING**media  
INTERNATIONAL

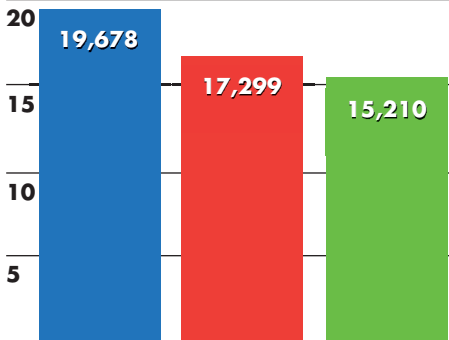


- **The Aggregate Industry's Leading Publication for 116 years**
- **The Highest Qualified and Paid Circulation of All Magazines in the Industry**
- **The Highest Producer Circulation of Any Industry Magazine**
- **The Only Industry Magazine with More Than 1,000 Canadian Readers**

► **Rock Products reaches more producers that any other industry magazine.** Your advertisement in Rock Products is seen by more producers (readers who make purchasing decisions) than any other aggregates publication.

#### Total Producer Circulation

(Thousands)



0 <sup>1</sup>Rock Products <sup>2</sup>Aggregates Manager <sup>3</sup>Pit & Quarry

<sup>1</sup>Source: Source: BPA Audit June 2011

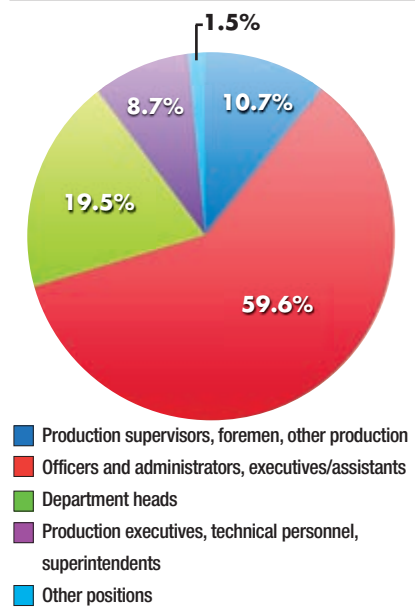
<sup>2</sup>Source: BPA Audit June 2011

<sup>3</sup>Source: VAC Audit: March 2011

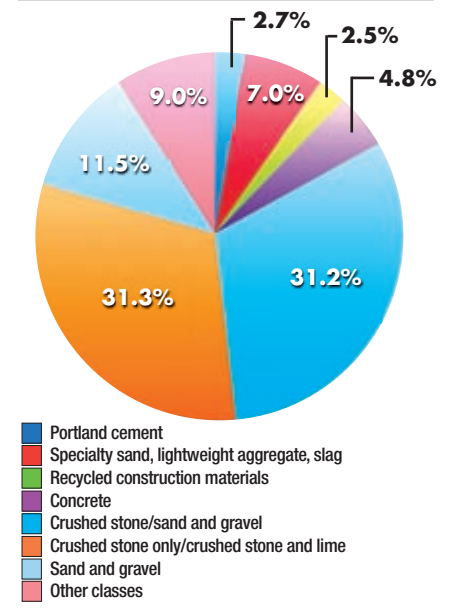
► **Rock Products is received by 20,164 print subscribers, the largest circulation in the aggregate industry.**

Your advertisement will be seen by subscribers who are actively seeking the information in *Rock Products*, providing a high-readership environment for your advertisement.

#### Job Title



#### Business Class



## Rock Products: The Digital Media Leader

www.rockproducts.com: Website traffic increased **300%** in 2011 since being acquired by Mining Media International

Breaking Rock News: Weekly e-newsletter offers latest news and timely information via e-mail or smartphone

**More than 20,100\*** Print Subscribers Per Month

**More than 22,000\*\*** Unique Online Readers Each Month

**More than 10,000** Subscribers to Our E-newsletters

\* June 2011 BPA Statement \*\* September 2011 Online Data



# Rock Products 2012 Editorial Calendar

## Easily Upload Files Directly

- Go to [www.mining-media.com/uploads/](http://www.mining-media.com/uploads/)
- Select publication and follow on-screen instructions

## Contact for More Information

Erica Freeman, Ad Traffic Manager  
[efreeman@mining-media.com](mailto:efreeman@mining-media.com)

	Special Focus	Equipment & Technology	Material Processing	Management & Operations	Bonus Feature	Supplement & Directory
<b>January</b> Close: 12/6 Art: 12/13	Crushing/ Breaking	Conveying	Manufactured Sand	Winter Maintenance	Outlook/ Forecast 2012	
	<b>Bonus Distribution: World of Concrete</b> , Las Vegas, January 24-27; <b>Condex 2012</b> , National Harbor, Md., January 18-20					
<b>February</b> Close: 1/10 Art: 1/17	Agg1 Preshow Issue	Loading/ Hauling	Screening/ Sizing	Off-Highway Tires	Drilling/ Blasting	<i>Cement Americas</i> Magazine
	<b>Bonus Distribution: ISEE</b> , Nashville, February 12-15					
<b>March</b> Close: 2/7 Art: 2/14	Agg1 Show Issue	Mobile Crushing & Screening/Recycling	Washing/ Classifying	Pumps/Motors	Emerging Technologies	
	<b>Bonus Distribution: NSSGA Convention</b> , Charlotte, N.C., March 11-14; <b>Agg1</b> , Charlotte, N.C., March 12-15; <b>C&amp;D World</b> , Nashville, March 24-27					
<b>April</b> Close: 3/6 Art: 3/13	Conveying	Oils/Lubricants	Wear Parts	Plant Engineering	Sustainable Production Practices	<i>Cement Americas</i> Magazine
	<b>Bonus Distribution: Coal Prep</b> , Lexington, Ky., April 30-May 3					
<b>May</b> Close: 4/3 Art: 4/10	Loading/ Hauling	Crushing/ Breaking	Screening/ Sizing	The Rock 100 Top Crushed Stone Producers	Agg1 Product Roundup	<i>Cement Americas</i> Magazine
	<b>Bonus Distribution: IEEE-IAS/PCA Cement Industry Technical Conference</b> , San Antonio, May 13-17					
<b>June</b> Close: 5/8 Art: 5/15	U.S. and Canadian Buyers Guide & Directory	Crushing/ Breaking	Washing/ Classifying	Safety & Health	Dealer List	
	<b>Bonus Distribution: Hillhead 2012</b> , Buxton, Derbyshire, UK, June 19-21					
<b>July</b> Close: 6/5 Art: 6/12	Screening/ Sizing	Off Highway Tires	Conveying	Sustainable Business Practices	The S&G 100 Top Sand & Gravel Producers	
<b>August</b> Close: 7/10 Art: 7/17	MINExpo Preview Issue	Crushing/ Breaking	Pumps/Motors	Vehicle Scales/ Loadout	Canadian Market Report	<i>Cement Americas</i> Magazine
<b>September</b> Close: 8/7 Art: 8/14	MINExpo Show Issue	Loading/ Hauling	Washing/ Classifying	Screening/ Sizing	Executive Interview	
	<b>Bonus Distribution: MINExpo</b> , Las Vegas, September 24-26					
<b>October</b> Close: 9/4 Art: 9/11	Washing/ Classifying	Drilling/ Blasting	Oils/Lubricants	Plant Engineering		<i>Cement Americas</i> Magazine, Crushing & Breaking Supplement
<b>November</b> Close: 10/9 Art: 10/16	Oils/Lubricants	Conveying	Mobile Crushing & Screening/Recycling	Environment	MINExpo Product Roundup	
<b>December</b> Close: 11/6 Art: 11/13	2012 Year-End Product Showcase	Crushing/ Secondary Breaking	Loading/ Hauling	Motors/Pumps	<i>Rock Products Register</i> : 2012 Award Winners	<i>Cement Americas</i> Magazine

Editorial Calendar Subject to Change



## Rock Products Ad Rates and Sizes

## Classified Advertising

4 Color (Rates in U.S. Dollars)							
Space Unit	1x	3x	6x	9x	12x	18x	24x
Full Page	\$6,335	\$6,115	\$5,825	\$5,710	\$5,595	\$5,510	\$4,455
2/3 Page	\$5,390	\$5,200	\$5,070	\$4,970	\$4,870	—	—
Island 1/2 Page	\$4,685	\$4,520	\$4,405	\$4,315	\$4,230	—	—
1/2 Page	\$4,315	\$4,165	\$4,060	\$3,940	\$3,820	—	—
1/3 Page	\$2,890	\$2,790	\$2,720	\$2,665	\$2,610	—	—
1/4 Page	\$2,700	\$2,600	\$2,560	\$2,490	\$2,450	—	—
1/6 Page	\$1,870	\$1,805	\$1,760	\$1,725	\$1,700	—	—
2 Page Spread	\$10,960	\$9,305	\$9,075	\$8,895	\$8,720	\$8,620	\$8,435

Per Column-Inch (Rates in U.S. Dollars)		
1x	3x	6x
\$120	\$110	\$90

Price for classifieds is per column inch and space is sold in 1/2-inch increments with a 1-inch minimum.

### Specifications

- Column inch is 2-1/8" wide by 1" deep
- For color add \$50 per.
- Supply in PDF format, 300 dpi minimum
- E-mail art to: efreeman@mining-media.com
- Classified advertising closes 1st of the month preceding month issue

### Premium Positions

Add 10% to contract four color, full page rate for cover positions; add 5% for other Premium Positions.

### Easily Upload Files Directly

- Go to <http://mining-media.com/uploads>
- Select the appropriate publication
- Follow upload directions

### Color Requirements

Send artwork in CMYK format. Conversion from RGB will be charged accordingly. Total ink saturation should not exceed 280%. Pantone colors must be paid for and clearly specified. If a Pantone equivalent is to be created from process colors, specify the PMS number for matching. Color matching can only be guaranteed when using Pantone spot colors.

### Image Resolution and Formats

Placed images should be 300 dpi at final size. Lower resolutions will result in poor ad quality. Images should be saved as CMYK .tiff or .eps files. Do not embed images into final layout file.

### Accepted Applications

QuarkXPress, Adobe Photoshop, Illustrator, Indesign, Freehand, and Press Quality PDFs.

### Mailing and Contact

Artwork should be mailed to:

Erica Freeman • 11555 Central Pkwy, Suite 401  
Jacksonville, FL • 32224 • USA

For more information:

Tel +1 904 721 2925 • Fax +1 904 721 2930  
E-mail efreeman@mining-media.com

2 Color (Rates in U.S. Dollars)							
Space Unit	1x	3x	6x	9x	12x	18x	24x
Full Page	\$5,730	\$5,530	\$5,390	\$5,285	\$5,180	\$5,105	\$5,055
2/3 Page	\$4,870	\$4,700	\$4,585	\$4,495	\$4,450	—	—
Island 1/2 Page	\$4,235	\$4,085	\$3,985	\$3,905	\$3,825	—	—
1/2 Page	\$3,900	\$3,765	\$3,670	\$3,595	\$3,525	—	—
1/3 Page	\$2,810	\$2,710	\$2,645	\$2,595	\$2,545	—	—
1/4 Page	\$2,440	\$2,355	\$2,295	\$2,250	\$2,205	—	—
1/6 Page	\$1,680	\$1,620	\$1,580	\$1,550	\$1,520	—	—
2 Page Spread	\$9,856	\$8,476	\$8,265	\$8,100	\$7,940	\$7,820	\$7,740

Black & White (Rates in U.S. Dollars)							
Space Unit	1x	3x	6x	9x	12x	18x	24x
Full Page	\$5,280	\$5,075	\$4,945	\$4,845	\$4,745	\$4,670	\$4,595
2/3 Page	\$4,490	\$4,335	\$4,225	\$4,140	\$4,060	—	—
Island 1/2 Page	\$3,905	\$3,770	\$3,675	\$3,600	\$3,525	—	—
1/2 Page	\$3,595	\$3,470	\$3,385	\$3,320	\$3,255	—	—
1/3 Page	\$2,500	\$2,435	\$2,410	\$2,380	\$2,330	—	—
1/4 Page	\$2,250	\$2,170	\$2,115	\$2,075	\$2,035	—	—
1/6 Page	\$1,550	\$1,495	\$1,460	\$1,430	\$1,400	—	—
2 Page Spread	\$9,085	\$7,860	\$7,665	\$7,515	\$7,635	\$7,255	\$7,155

Rock Products Dimensions	Ad Size	Width and Depth		Page	Width and Depth	
	Full Page	7" x 10"	178 x 254 mm	Type Page Size	7" x 10"	178 x 254 mm
	2/3 Page	4-1/2" x 10"	114 x 254 mm	Book Trim Size	7-7/8" x 10-3/4"	200 x 273 mm
	1/2 Page (Isl)	4-1/2" x 7-1/2"	114 x 191 mm	Type Columns	Width and Depth	
	1/2 Page (V)	3-3/8" x 10"	86 x 254 mm	2 Columns/Page	3-3/8" x 10"	86 x 254 mm
	1/2 Page (H)	7" x 4-5/8"	178 x 117 mm	3 Columns/Page	2-1/4" x 10"	57 x 254 mm
	1/3 Page (V)	2-1/4" x 10"	57 x 254 mm	Bleed	Width and Depth	
	1/3 Page (Sq)	4-1/2" x 4-5/8"	114 x 117 mm	Single Page	8-1/8" x 11-1/8"	206 x 280 mm
	1/4 Page	3-3/8" x 4-5/8"	86 x 117 mm	Spread	16" x 11-1/8"	406 x 280 mm
	1/6 Page (V)	2-1/4" x 4-5/8"	57 x 117 mm	2/3 Page (V)	5-1/16" x 11-1/8"	114 x 280 mm
1/6 Page (H)	4-5/8" x 2-1/8"	117 x 54 mm				

### For More Information

For all of your sales  
needs, contact

**Tom Judson**

Tel: 440-570-2488

E-mail:

tjudson@mining-media.com

Special orders for inserts, outserts, belly bands and polybag options quoted on an individual basis