

Concrete[®]

PRODUCTS

2021
MEDIA KIT

**North America's only print and digital
content brand for ready mixed and
manufactured concrete producers**

SEMCO
PUBLISHING

WWW.CONCRETEPRODUCTS.COM

The principal content source for managers behind raw material and plant or fleet equipment procurement

BPA Audited Concrete Products Distribution¹

18,150

Newsletter Subscribers²

9,126



Sources: ¹ BPA Brand Report, *Concrete Products*, December, 2019; ² Publisher's own data.

- Audited circulation with proven print and online audiences
- Daily and weekly digital offerings
- Monthly print edition published continuously since 1947
- 18,000+ copies delivered to U.S. and Canadian ready mixed, precast, pipe, precast/prestressed, and block/paver/veneer stone producers

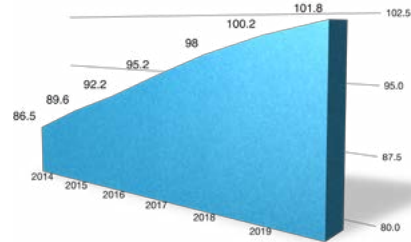
Now in its eighth decade, *Concrete Products* is the oldest commercial title serving North American ready mixed and manufactured-concrete producers. Through the monthly print edition and daily or weekly electronic offerings, it provides hard-hitting content on plant and fleet operations; regulations and legislation impacting workplaces, construction sites and public construction funding; individual company and industry-wide market development activities extending cast-in-place, precast, prestressed and dry cast concrete applications; plus, updates on new equipment, products, materials and services.

Concrete Products reaches 18,000-plus print subscribers monthly and nearly 10,000 *Concrete Currents* e-newsletter subscribers weekly; the concreteproducts.com site averages more than 8,000 unique visitors monthly. Equipment manufacturers, material suppliers and service providers can count on *Concrete Products*, *Concrete Currents* and concreteproducts.com to reach integrated operators and independent producers shaping the ready mixed and manufactured-concrete business.

Sustained market gains strengthen capital investment

Concrete Industry Outlook

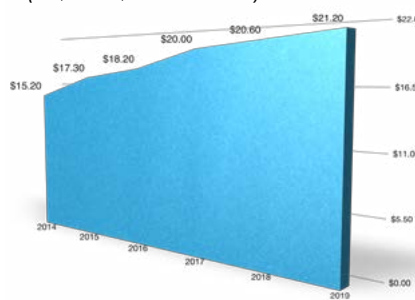
Output as indicated in U.S. portland cement consumption (millions of metric tons)



Source: Portland Cement Association Market Intelligence reports, forecasts

Precast Concrete Production

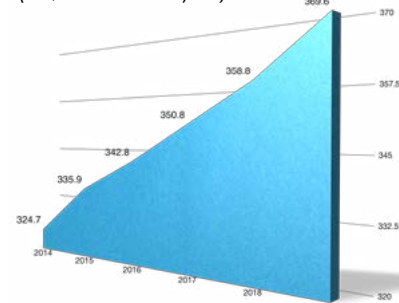
(U.S., Canada; billions of dollars)



Source: National Precast Concrete Association

Ready Mixed Concrete Production

(U.S., millions of cubic yards)



Source: National Ready Mixed Concrete Association

EDITORIAL CALENDAR



Monthly Features

- From the Editor
- The Strategist
- Government Affairs
- News Scope
- Briefs
- Innovations Report
- Innovations
- Final Form

January

Ads	FEATURES
Close: Dec. 22 Art: Dec. 29	Portable Plant Profiles Batch Plant Equipment Aggregate Temperature Control Cement Tankers

February

Ads	FEATURES	Bonus Distribution
Close: Jan. 22 Art: Jan. 29	ICON Expo, Precast Show Issue National Precast Concrete Association Chairman's Report Show Previews Block & Paver Machinery	<div>   </div> <div> February 12-13 Nashville February 25-27 New Orleans </div>

March

Ads	FEATURES
Close: Feb. 22 Art: Feb. 29	Ready Mixed Market Update National Ready Mixed Concrete Association Chairman's Report Plant, Producer Profiles

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April

Due	FEATURES
Close: Mar. 22 Art: Mar. 29	Pipe, Precast, Prestressed American Concrete Pipe Association Chairman's Report Gantry, Overhead Cranes Precast/Prestressed Concrete Institute Chairman's Report Chemical Admixtures

May

Due	FEATURES
Close: Apr. 22 Art: Apr. 29	Trucks & Components Chassis, Powertrains, Tires, Safety Devices, Heavy-Duty Vehicle Lubricants World of Concrete Preview

June

Due	FEATURES	Bonus Distribution
Close: May 20 Art: May 26	World of Concrete Issue Natural Pozzolans Concrete Placing Equipment Maturity Monitoring Devices	  June 8-10, Las Vegas, NV

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July

Due	FEATURES	Bonus Distribution
Close: Jun. 25 Art: Jul. 2	Buyer's Guide Issue National Concrete Masonry Association Chairman's Report Block, Paver, Veneer Stone Plant Profiles Color Pigments Forklift Trucks	NATIONAL NCMA CONCRETE MASONRY ASSOCIATION August 3-6 Milwaukee, WI

August

Due	FEATURES	Bonus Distribution
Close: Jul. 21 Art: Jul. 28	Environmental Management Dust Control, Concrete Reclaiming, Water Recycling	 September 30- October 4 Kissimmee, FL

September

Due	FEATURES	Bonus Distribution
Close: Aug. 20 Art: Aug. 27	Pipe & Precast Plant Profiles Dry Cast Product Machinery Licensed Building, Transportation Products	 October 28-30, Colorado Springs

Editorial Calendar



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- From the Editor
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October

Due	FEATURES
Close: Sep. 20 Art: Sep. 27	Precast, Prestressed Plant Profiles Plant Mixer Report Fibers, Performance Rebar

November

Due	FEATURES
Close: Oct. 20 Art: Oct. 27	Ready Mixed Driver, Plant Awards National Mixer Truck Driver Championship NRMCA Environmental Excellence Awards Information Technology

December


Due	FEATURES
Close: Nov. 22 Art: Nov. 29	Market Forecast Construction Outlook 2022 World of Concrete Preview

Weekly E-Newsletters

Covering Market Segments You Need to Reach


CONCRETECURRENTS

[Road Builders' Highway Dashboard drives investment transparency](#)
The "ARTBA Highway Dashboard: A 50-State Guide to the Benefits of Federal Investment" is a first of its kind, interactive tool providing the public and elected officials a clear look at how and where each state invests transportation project-designated tax dollars. [Read More](#)



[Lawmakers start review of INVEST highway funding plan](#)
U.S. House Transportation and Infrastructure Committee Chairman Pete DeFazio has scheduled markup of "Investing in a New Vision for the Environment and Surface Transportation in America" (INVEST) Act, which authorizes \$319 billion in highway outlays and \$500 billion overall for fiscal years 2021-2025. [Read More](#)

Sponsored Content
KRAFT T-REX – The smart and economic solution for the protection of concrete product layers



The KRAFT T-REX automatically dispenses granulate evenly over the finished product, separating one layer from the next. It is a low-cost alternative to mesh, geotextiles etc. The granulate prevents surface damage due to transport. The clearance between layers, created by the granulate, reduces the appearance of efflorescence.

For more information please visit our [website](#) or contact us at +49 5957 9612 0 or info@kraftcuring.com.

[Court rejects Big Labor suit to force OSHA's hand on Covid-19 standard](#)
The U.S. Court of Appeals for the District of Columbia Circuit dismissed an AFL-CIO petition seeking an order compelling the Occupational Safety and Health Administration to issue an emergency temporary standard for Covid-19 workplace exposure. [Read More](#)


CONCRETECURRENTS

[Investment syndicate tightens CarbonCure ties to Amazon, Microsoft](#)
A funding round for CarbonCure Technologies, developer of carbon dioxide-based processes for optimizing portland cement and compressive strength development in concrete, has once again attracted principals or affiliates of top technology brands. [Read More](#)

Sponsored Content
CON-CURE® - Has Your Logger Company Gone Out of Business?

Since 1998, Con-Cure® has been selling reusable concrete sensors around the globe- and for good reason:

- ✓ Two-Time World of Concrete MIP Winner.
- ✓ Direct-to-Cloud Data for Instant Viewing.
- ✓ No Hubs, Apps, or Software to Install.
- ✓ No More Collecting Data by Hand.



Instant, Wireless, and Reliable -- that's Con-Cure®.

For more information visit our [website](#) or contact us at (636) 386-4800 or john.gnaedinger@concrete.com

[Mineralized aggregate developer Blue Planet lands \\$10M commitment](#)
A \$10 million funding round positions Blue Planet to advance a carbon capture and utilization system netting concrete-grade synthetic limestone. The Silicon Valley company is approaching commercialization of a process that converts diluted carbon dioxide from fossil fuel-powered electricity generating stations, cement or steel mills, and petroleum refineries to carbonate for mineralization into calcium carbonate. [Read More](#)

[LafargeHolcim rebrands blended cements, calls for A/E/C carbon action](#)
Responding to demand for construction materials performance and sustainability, market leader LafargeHolcim has rebranded its U.S. blended cement and supplementary cementitious materials portfolio as Envirocore Series—led by OneCem Portland Limestone, MaxCem Blended and NewCem Siag Cements. [Read More](#)

- Early Wednesday a.m. mailings
- 48 editions in 2021
- 9,126 circulation
- Broad ready mixed, manufactured-concrete producer audience
- Three ad dimensions
- Tuesday ad deadline

Group E-Newsletters

Covering Market Segments You Need to Reach

Read Online
Forward to a friend.

BREAKING ROCK NEWS

June 16, 2021

From the Editors of Rock Products magazine: Aggregates Manager
Serving the Aggregates Industry for More Than 125 Years

Watch with
EZ Connect

MSHA Reports Eighth Fatality
Get further details about a June 1 fatality, in which a contract truck driver in Marietta, Ga., died after falling from the top of his trailer. [Read More](#)

Sponsored Content
PORTABLE ULTRA FINES RECOVERY SYSTEM RECOVERS FINEST SIZE FRACTION WITHOUT CHEMICALS

RECOVER 10,000 TONS OF BELLAIR FINEST WITH A PORTABLE UNIT

The fines that are removed become a recoverable, reusable product for industries including sand, coal recovery, ash, industrial waste, fine sand, and more. JCB, including those designed to be portable, provide the most efficient fines recovery available without the use of chemicals. This saves producers money when dealing with ponds by recycling fine sand per hour of time and the pond every day. It is also an ideal system for producers who face strict permitting requirements and have limited land resources.

[Learn More Here](#)

Trending ... by Mark S. Kuhar, editor
NSSGA Kicks Off Virtual Leadership Summit
The National Stone, Sand & Gravel Association, as part of its Virtual Executive Committee

Breaking Rock News:
23,277 Circulation

ROCK PRODUCTS

New for 2021

Volvo Electric Machines Coming to the U.S. Market

Volvo CE electric machines will be available for online prebooking in North America starting Aug. 19.

Customers who sign up will be among the first to have the opportunity to get one of Volvo's new electric compact machines...

[READ MORE](#)

Prime Time Products

ABB ILS SYNCH Motors
Deliver Ultra-Prevision
Energy Efficiency

McLaren and Associates
Offer Job Bew. Log Impact
Crashers

Scandix Debates 7th Rock
Tomb Analysis' Digital
Relocation

Prime Time Products:
23,277 Circulation

Forward to a friend | View as a Web Page

Cement
NEWSLINE

Welcome to CEMENT NEWSLINE,
the electronic newsletter from *Cement America* magazine.

[Visit Cement America Online](#)

FLSMidth to Supply OK Raw Mill to CalPortland Plant

The new OK 45-4 raw mill with Condition Monitoring System will increase reliability and efficiency at the company's Mojave, Calif., plant. Find out when it will be operational. [Read More](#)

SCA Launches Summer Webinar Series

The series will address the supplementary cementitious materials' effect on concrete carbon aspects and durability in four, one-hour webinars. Find out the details. [Read More](#)

LafargeHolcim Tops Sustainability ESG Risk Rating for Industry

The company rated first among 101 construction materials companies analyzed by Sustainability. Find out the company's ESG Risk Rating score for 2020. [Read More](#)

Resource Center
White Papers, Videos, Case Studies, and More

Cement Newsline:
7,931 Circulation

Read Online
Forward to a friend.

ROCK FRAC SAND INSIDER
PRESENTED BY ROCK PRODUCTS: THE AGGREGATES ADVANTAGE

July 24, 2021

This Week's Market Buzz
Oil prices, Canadian Pacific Railway reports, Diamondback Energy rebound. [Read More](#)

CARBO Ceramics Emerges from Chapter 11
CARBO has bolstered its balance sheet by significantly reducing its debt and certain lease liabilities, providing a solid foundation as the company moves forward. [Read More](#)

Trinity Addresses Quarterly Performance
Company states its businesses are facing challenging market dynamics resulting from the historic decline in railcar loadings and the resulting underutilized railcars in North America. [Read More](#)

Altabas Minerals Acquires TerraShift
Move designed to further strengthen the functionality and capabilities of AM's RockChain digital platform. [Read More](#)

Halliburton Loses \$1.7 Billion for Quarter
Company's total revenue in the second quarter of 2020 was \$3.2 billion, a 37% decrease from revenue of \$5.0 billion in the first quarter of 2020. [Read More](#)

Resource Center
White Papers, Videos, Case Studies, and More

- Staying in Compliance with Next-Generation Bulk Dewatering
- Underground Laser Scanning: Producing Useful Deliverables
- So You are Investing in a Mining Project - What Usually Goes Wrong
- Brainpower: For Rent

Frac Sand Insider:
9,313 Circulation

Read Online
Forward to a friend.

CONCRETECURRENTS

Road Builders' Highway Dashboard drives investment transparency
The "ARTISAN Highway Dashboard: A 50-State Guide to the Benefits of Federal Investment" is a first of its kind, interactive tool providing the public and elected officials a clear look at how and where each state invests transportation project-designated tax dollars. [Read More](#)

Lawmakers start review of INVEST highway funding plan
U.S. House Transportation and Infrastructure Committee Chairman Pete Delfino has scheduled markup of "Investing in a New Vision for the Environment and Surface Transportation in America" (INVEST) Act, which authorizes \$219 billion in highway funds and \$400 billion overall for fiscal years 2021-2025. [Read More](#)

Sponsored Content
KRAFT T-REX - The smart and economic solution for the protection of concrete product layers

The KRAFT T-REX automatically dispenses granules evenly over the treated product, separating one layer from the next. It is a low-cost alternative to mesh, geotextiles etc. The granules prevent surface damage due to transport. The clearance between layers created by the granules, reduces the appearance of efflorescence.

For more information please visit our website or contact us at +49 1957 9872.0 or [info@kft-uring.com](#)

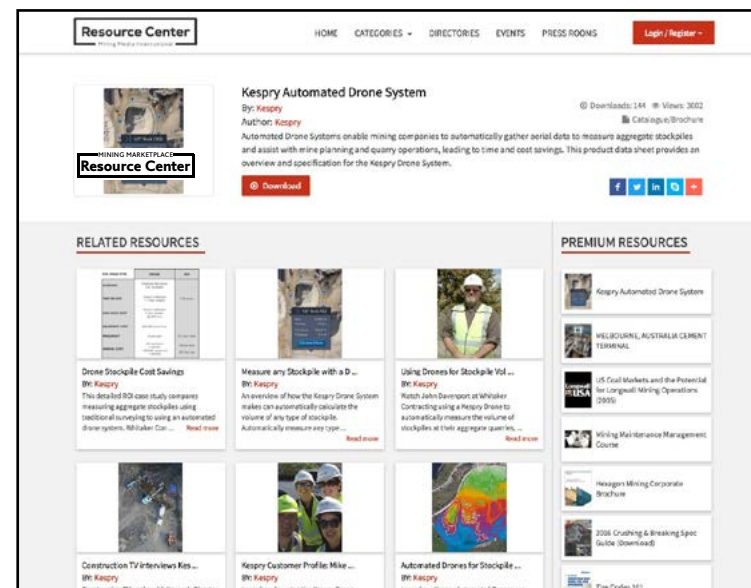
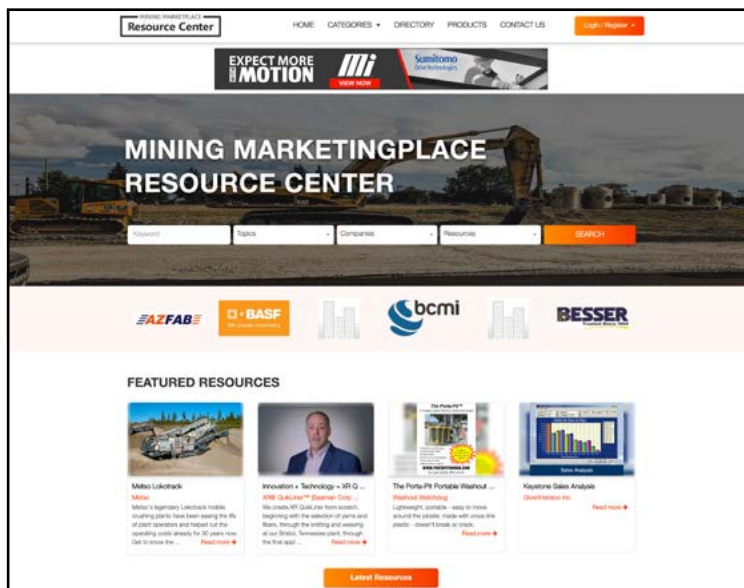
Court rejects Big Labor suit to force OSHA's hand on Covid-19 standard
The U.S. Court of Appeals for the District of Columbia Circuit dismissed an AFL-CIO petition

Concrete Currents:
9,126 Circulation

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

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 form for uploading content. It includes a large text area for the description, a 'Add or upload a file' button, and several dropdown menus for selecting metadata. The form is titled 'Add or upload a file' and has a 'Description' label next to the text area.

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@semc publishing.com

Digital Options

ConcreteProducts.com

7,639 average unique monthly users

15,281 average monthly page views

RockProducts.com

15,826 average unique monthly users

32,681 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

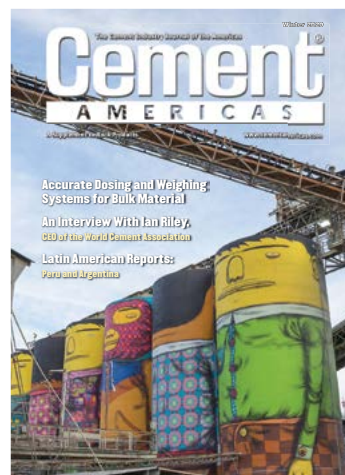
23,274* average unique monthly users

50,377* average monthly page views

*Results in the month of April 2020



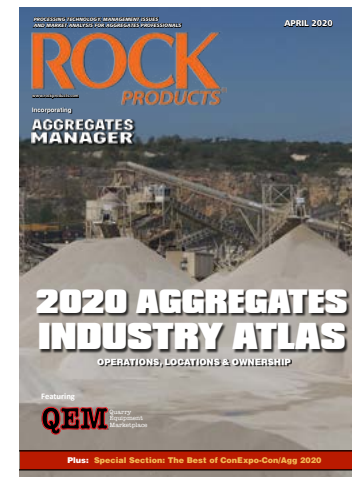
- ✓ **Leader Boards**
- ✓ **Boom Boxes**
- ✓ **Interstitial Roadblocks**
- ✓ **Square Buttons**



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, *Concrete 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, *Concrete Products* will offer Sponsored Partner Content posts on the front page of our website. Leveraging the trusted, well-known *Concrete Products* brand, these cost-effective posts can be combined with our social media marketing to increase reach and response.

For content marketing combined with world-class lead generation, contact us for more information about our Resource Center.

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 *Concrete 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 can reach the inboxes of thousands of industry professionals. Call for a personalized quote.

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. *Concrete 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.

Related Magazines



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.



Rock Products

Monthly magazine for the U.S. and Canadian aggregates processing plant productivity, operational efficiencies, practices, market analysis and energy trends.



North American Mining Products

Quarterly magazine covering technology and operations exclusively for the North American 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.

Editors



Don Marsh
Editor-in-Chief,
Concrete Products
dmarsh@concreteproducts.com



Mark S. Kuhar
Editor-in-Chief, Rock
Products, Cement Americas,
and North American Mining
Products.
mkuhar@semc-publishing.com



Josephine Patterson
Associate Editor, Rock Products,
Cement Americas, Concrete
Products, and North American
Mining Products
jpatterson@semc-publishing.com



Pierre G. Villere
The Strategist Editor
pvillere@allenvillere.com.



Mauro Nogarin
Latin American Correspondent,
Cement Americas
m.nogarin@mediasur.net



Craig Yeack
Technology Trends Editor
Craig.Yeack@bcmicorp.com.



Jonathan Rowland
International Editor, Rock
Products, Cement Americas,
North American Mining
Products
jrowland@semc-publishing.com

Sales & Production Staff



Peter Johnson
President & Publisher
pjohnson@semc-publishing.com



Bill Green
Sales Manager, Concrete Products
Tel +1 414 212 8266
Cell +1 630 215 3385
Fax +1 414 433 9045
bgreen@concreteproducts.com



Kyle Nichol
National Sales Manager, Rock
Products, Cement Americas, North
American Mining Products and The
ASIA Miner
Tel +1 330 819 3470
knichol@semc-publishing.com



Lanita Idrus
Publisher, The ASIA Miner, Australia
Tel +61 3 9006 1742
Lidrus@asiaminer.com



Michael Schoppenhorst
Show Director, Cement Industry Sales
Tel +1 678 822 9801
Fax +1 770 642 4715
michael@semc-productions.com



Masao Ishiguro
Japan
Tel +81 (3) 3719 0775
ma.ishiguro@w9.dion.ne.jp



Tanna Holzer
Electronic Production Manager
Tel +1 303 283 0640
Fax +1 303 283 0641
tholzer@semc-publishing.com



Suzanne McBride
QEM and Cement Industry Sales
Tel +1 678 822 9871
Fax +1 770 642 4715
suzanne@semc-productions.com



Richard Johnson
European Sales Manager, Rock Products,
Cement Americas, North American Mining
Products, Concrete Products and The ASIA Miner
Tel +971 50 407 8072
rjohnson@semc-publishing.com



Francesca Peoples
Social Media Specialist
fpeoples@semc-publishing.com



Juanita Walters
Production Manager
Tel +1 303 283 0640
Fax +1 303 283 0641
jwalters@semc-publishing.com



David Jones
Marketing Director
Tel +1 303 283 0640
Cell +1 720 272 7104
djones@semc-publishing.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 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)

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

**1/2
(Isl)**

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

**1/3
(Sqr)**

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
(V)**

1/4

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@semc-publishing.com

2021 CONCRETE PRODUCTS Print Ad Rates

		1x	3x	6x	9x	12x	24x
2 Page Spread	4 Color	\$8,731	\$8,323	\$8,027	\$7,874	\$7,732	\$7,293
	2 Color	\$7,421	\$7,074	\$6,824	\$6,691	\$6,574	\$6,202
	B/W	\$6,987	\$6,661	\$6,426	\$6,299	\$6,186	\$5,834

Full Page	4 Color	\$4,845	\$4,626	\$4,457	\$4,376	\$4,294	\$4,055
	2 Color	\$4,116	\$3,932	\$3,789	\$3,718	\$3,652	\$4,109
	B/W	\$3,876	\$3,703	\$3,570	\$3,499	\$3,437	\$3,244

2/3 Page	4 Color	\$4,274	\$4,131	\$4,029	\$3,912	\$3,810	\$3,524
	2 Color	\$3,631	\$3,509	\$3,427	\$3,325	\$3,239	\$2,999
	B/W	\$3,417	\$3,305	\$3,223	\$3,131	\$3,060	\$2,820

1/2 Page Spread	4 Color	\$4,845	\$4,626	\$4,457	\$4,376	\$4,294	\$4,055
	2 Color	\$4,116	\$3,932	\$3,789	\$3,718	\$3,652	\$4,109
	B/W	\$3,876	\$3,703	\$3,570	\$3,499	\$3,437	\$3,244

1/2 Page (V) (H)	4 Color	\$3,182	\$3,106	\$2,978	\$2,943	\$2,866	\$2,715
	2 Color	\$2,703	\$2,642	\$2,530	\$2,499	\$2,438	\$2,305
	B/W	\$2,550	\$2,484	\$2,382	\$2,356	\$2,295	\$2,175

		1x	3x	6x	9x	12x	24x
1/2 Page (Island)	4 Color	\$3,657	\$3,534	\$3,402	\$3,330	\$3,244	\$3,060
	2 Color	\$3,106	\$3,004	\$2,892	\$2,831	\$2,759	\$2,601
	B/W	\$2,927	\$2,825	\$2,723	\$2,662	\$2,596	\$2,448

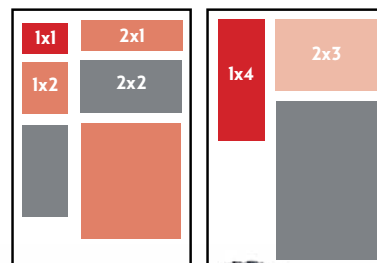
1/3 Page (Square) (V)	4 Color	\$2,846	\$2,780	\$2,715	\$2,652	\$2,519	\$2,382
	2 Color	\$2,417	\$2,361	\$2,305	\$2,254	\$2,142	\$2,025
	B/W	\$2,275	\$2,224	\$2,173	\$2,122	\$2,015	\$1,907

1/4 Page	4 Color	\$2,356	\$2,315	\$2,254	\$2,127	\$2,081	\$1,969
	2 Color	\$2,004	\$1,969	\$1,918	\$1,805	\$1,770	\$1,673
	B/W	\$1,887	\$1,851	\$1,805	\$1,703	\$1,663	\$1,576

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 | Specifications |
| 1 column wide | 2-1/8 inches | |
| 2 columns wide | 4-1/2 inches | |
| 3 columns wide | 6-7/8 inches | |
- 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.