27,003* magazine subscribers

43,703** subscribe to *In the Mix*, our weekly e-newsletter

30,683** subscribe to *Polishing Contractor Update*, our monthly e-newsletter

87.6%* of subscribers are in **management** so you reach decision-makers

BPA WORLDWIDE

*BPA Brand Report December 2015
Total Qualified Circulation 27,003
**Publisher's own data

Reach concrete & decorative concrete contractors

Readers choose *Concrete Contractor* because we deliver original content to help them build their projects and run their businesses more efficiently and profitably. Every issue covers decorative concrete, and quarterly we feature our *Polishing Contractor* section.

Contractors look to every issue — published in print and digital editions — to learn about best practices in flatwork/slabs, foundations and walls, decorative concrete, new product and technical information.

NEW! **DIGITAL & APP-BASED MAGAZINE EDITIONS:** Our digital, multi-media edition and iPad app edition, in addition to the print magazine, offer a universe of opportunities for your marketing message, including:

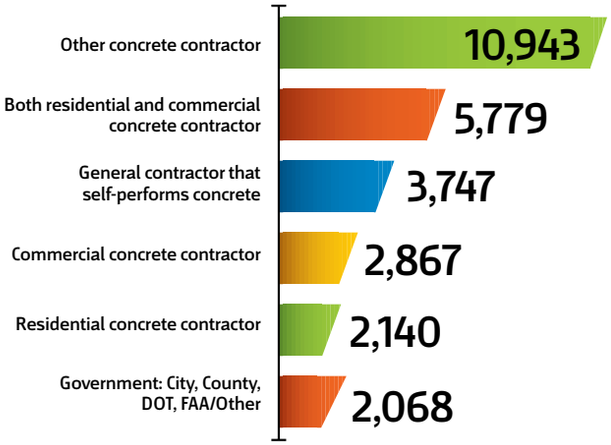
- Audio
- Video
- Animation
- URL link

OFFICIAL MEDIA SPONSOR: Concrete Foundations Association
Serving the concrete community including all members of:
American Concrete Institute, American Society of Concrete Contractors, Tilt-Up Concrete Association

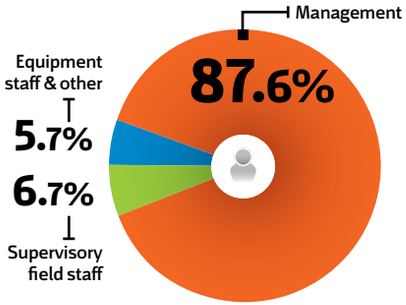
Download on the App Store

Digital edition Also Available online at forconstructionpros.com/magazine/conc/issue/

Audience Profile:
By business and industry*



By job title*



The polished side of concrete

Four times each year, *Concrete Contractor* focuses on the polished side of concrete with its Polishing Contractor feature section. We lead the market in polished concrete coverage with articles on surface prep, polishing, stains and dyes, overlays, stamps, sealers, densifiers, and protection and maintenance.

Share your product message with the growing number of contractors who are expanding into specialty uses for concrete, including polished concrete.

Digital edition

INTERNATIONAL CP&S® CONCRETE POLISHING & STAINING CONFERENCE AND EXPO

CPSconference.com

Date: October 20-22, 2016
Location: Wisconsin Center – Milwaukee, WI

Promote your products and solutions as an exhibitor at the Concrete Polishing & Staining (CP&S) conference, October 20-22, 2016 in Milwaukee, Wisconsin. Formerly known as ICPSC, the CP&S is the industry's annual conference where professionals from around the world join together to learn best techniques and business practices related to the polished concrete industry. CP&S offers something for all industry manufacturers and polishing professionals – including seminars, exhibits, product demonstrations, and ample networking opportunities.

Contact Vaughn Rockhold, vrockhold@ACBusinessMedia.com, 800-538-5544 ext. 1248

2016 Editorial Calendar

CONCRETE CONTRACTOR

	JANUARY	FEBRUARY/ MARCH	APRIL/ MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	12-2-2015	2-5-2016	3-9-2016	5-23-2016	7-6-2016	9-6-2016	10-28-2016
Materials due	12-7-2015	2-16-2016	3-14-2016	5-27-2016	7-11-2016	9-9-2016	11-2-2016
Issue Focus	**Game changing stories from the field, innovative projects and people.**					**2016 PRODUCT GUIDE** Comprehensive pictorial guide featuring equipment, products and technology for concrete contractors	**2016 Spotlight on Decorative**
Cover Feature	**Profile of a leading concrete contractor, detailing the company's success and how they got there**						
Flatwork/Slabs	*Flatwork and floors are a central service of any concrete contractor, so each issue features coverage of this topic through articles on placing, finishing, joints, curing and paving.*						
Foundations & Walls	*Foundations and walls allow contractors to take their work vertical. Each issue features coverage on this topic through articles on formwork, ICFs, walls, foundations and footings.*						
Regular Columns	*Each issue features a New Products section, a job story profile and editorial from contributing writers including:* ■ Joe Nasvik ■ Kim Basham ■ Bruce Suprenant /Ward Malisch ■ Brad Humphrey ■ Dave Whitlock ■ Jim Baty						
Decorative Concrete	Stains and colors	Stamped concrete	Microtoppings / overlays	Coatings and sealants	Hardscapes		Countertops
Product Focus	Saws/blades	Concrete repair	Pumps and placement equipment	Grading and site layout equipment	Surface preparation		Concrete attachments
Equipment Specification Guides	Grinders	Power trowels	Screeds	Concrete saws	Vibrating equipment		Dust collection
POLISHING CONTRACTOR		Floor maintenance Abrasives Burnishers	Polishable overlays Dust collection Slurry management		Guards Dyes and stains Grinders		Equipment maintenance Densifiers Surface preparation equipment
Advertising Specials	*NEW!* WOC Idea File - FREE advertorial opportunity				AdPlus: Ad and Brand Survey *NEW!* CP&S Idea File - FREE advertorial opportunity		2015 Spotlight on Decorative Concrete
Bonus/Show Distribution	NATIONAL PAVEMENT EXPO 2016 World of Concrete The Rental Show	ACI Spring Convention		CFA Annual Convention	INTERNATIONAL CP&S CONCRETE POLISHING & STAINING CONFERENCE AND EXPO ASCC Conference, ACI Fall Convention, Concrete Décor Show		WOC 2017
Supplements					construction zone SAFETY Sustainable CONSTRUCTION		

Dates and topics are subject to change without notice.

2016 Display ad rates

	1X	4X	7X	12X
Full page spread	$7,555	$6,235	$5,190	$4,085
Full Page	$4,525	$3,740	$3,130	$2,920
2/3 Page	$3,620	$2,985	$2,495	$2,360
1/2 page	$3,400	$2,385	$2,125	$2,015
1/3 Page	$2,035	$1,675	$1,405	$1,320
1/4 Page	$1,560	$1,285	$1,080	$1,020

Back cover is an additional 25%; inside front and back covers are an additional 20%
All other guaranteed positions will incur a 15% surcharge
Color rates: Four color process $1,275

Ad Sizes & Specifications

CLICK HERE or visit our marketing resource center at **ForConstructionPros.com/Advertise**.

Vaughn Rockhold, Publisher

vrockhold@ACBusinessMedia.com
800.538.5544 ext. 1248

MAGAZINES – SUPPLEMENTS

Construction Zone Safety™

August/September 2016

As a sponsor for this annual safety supplement, you promote the safe and proper use of your products.

Print

Reach 124,000 in three markets:

- 77,005 commercial construction professionals via *Equipment Today**
- 20,003 concrete contractors via *Concrete Contractor***
- 20,000 equipment rental professionals via *Rental****

Digital

- Reach 42,000+ industry professionals with our safety-focused e-newsletter+
- Get year-long visibility with your content on ForConstructionPros.com.

Rates (4 color)

PREMIER SPONSOR (Full-Page Ad) CONTENT MARKETING Submit a safety feature article (with editorial approval) to appear adjacent to your ad	$8,600
HALF-PAGE AD	$5,600
QUARTER-PAGE AD	$3,600

IPAF Elevating Safety™

August/September 2016

Promote your lifting equipment and safety solutions. Capitalize on this opportunity to support the International Powered Access Federation (IPAF), the world's leading powered access safety organization, and help IPAF raise awareness of aerial safety in the North American market.

Print

Reach 97,000 in these markets:

- 77,005 via *Equipment Today**
- 20,000 via *Rental****

Digital

- Reach 30,000+ e-subscribers via the publications' digital editions+
- Get continued visibility with the quarterly *IPAF Elevating Safety* e-newsletter

Rates (4 color)

FULL-PAGE AD	$8,600
HALF-PAGE AD	$5,600
QUARTER-PAGE AD	$3,600

Power Rental™

April/May 2016

Spotlight your company and products by sponsoring *Power Rental*, our annual supplement focused on rental trends and usage for power generation equipment, providing readers with information on how to capitalize on the need for these products to grow their businesses.

Power Rental is mailed with *Rental* magazine, **reaching 20,000 subscribers**.*** Three levels of sponsorships are available, each offering additional reach to our digital subscribers.

Rates (4 color)

TIER ONE / PLATINUM	$9,400
TIER TWO / GOLD	$3,600
TIER THREE / SILVER	$2,300

**Equipment Today BPA Brand Report December 2015*
***Concrete Contractor BPA Brand Report December 2015*
****Rental BPA Brand Report December 2015*
+Publisher's own data

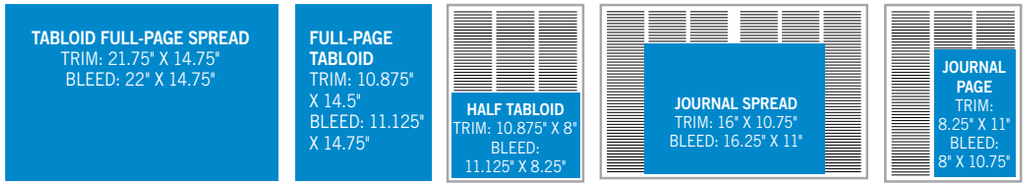
Ad Sizes & Specs

	BLEED	TRIM
Equipment Today		
Tabloid Spread*	22" x 14.75"	21.75" x 14.5"
Tabloid Page*	11.125" x 14.75"	10.875" x 14.5"
1/2 Tabloid*	11.125" x 8.25"	10.875" x 8"
Journal Spread*	16.25" x 11"	16" x 10.75"
Journal Page*	8.25" x 11"	8" x 10.75"
Asphalt Contractor, Concrete Contractor, Pavement Maintenance & Reconstruction, Rental & Sustainable Construction		
Full Page Spread*	16" x 11"	15.75" x 10.75"
Full Page*	8.125" x 11"	7.875" x 10.75"

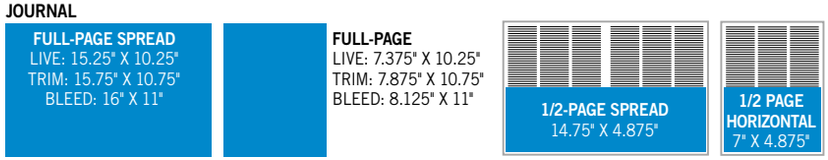
	TRIM
ALL publications	
2/3 Page	4.5625" x 10"
1/2 Page Standard	4.5625" x 7.375"
1/2 Page Horizontal	7" x 4.875"
1/2 Page Vertical	3.375" x 10"
1/3 Page Standard	4.5625" x 4.875"
1/3 Page Vertical	2.1875" x 10"
1/4 Page	3.375" x 4.875"

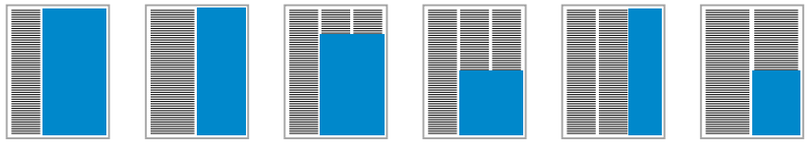
***LIVE AREA: All logos and type must be .25" (1/4") away from the trim**

TABLOID



JOURNAL





2/3 PAGE	1/2 PAGE VERTICAL	1/2 PAGE STANDARD	1/3 PAGE STANDARD	1/3 PAGE VERTICAL	1/4 PAGE
4.5625" X 10"	3.375" X 10"	4.5625" X 7.375"	4.5625" X 4.875"	2.1875" X 10"	3.375" X 4.875"

How to create your files: Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high-resolution PDFs. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

Where to send materials:

Email files to the assigned Ad Production Manager. For files larger than 10MB, follow these steps:

1. Go to www.hightail.com/u/acbm
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."

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Terms and conditions:

Contract and copy conditions
Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

Payment and commissions
Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

Protective clauses
Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

Contract cancellation
Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to $500 for remake of the page. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

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