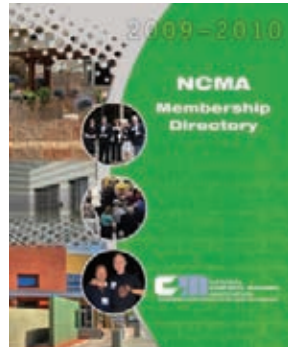


# 2010 NCMA Media Planner



# 2010

# NCMA Media Planner

Established:  
1918

Members:  
30,000+ Individuals  
900 Companies

Representing:  
Concrete Masonry  
and Hardscape  
Manufacturers and  
Related Industries

Frequency:  
Bi-Monthly

Distribution:  
10,000

**BONUS:**  
Issues are posted  
on-line for lasting  
exposure

97% Review all  
or most issues.

78% Store each issue  
or pass it on.

82% Are company  
owners, upper  
management, or  
executives.

72% Read the  
classified ads.

98% Are looking  
for new products or  
services. Most are  
"likely" or "very likely"  
to look further into  
business opportunities,  
based on information  
in the magazine.

## About NCMA

The National Concrete Masonry Association (NCMA) is the largest national trade association



representing the concrete masonry and hardscape industry. The association is involved in a broad range of technical, research, marketing, product testing, government relations, and communications activities. NCMA is a valuable resource for information, peer networking, research, and studies that the masonry industry requires. Its members are the producers of concrete masonry and hardscape products, and suppliers of products and services related to the industry—making NCMA's publications and electronic news brief, advertising, sponsorships, and events a prime choice of vendors and suppliers to showcase their products and services to the decision makers of the industry. NCMA conducts a comprehensive communications program to reach many constituencies within the concrete products and building materials industries and throughout the design and engineering professions.



## Concrete Masonry Designs

*Concrete Masonry Designs (CMD)*—a magazine covering commercial, hardscape, and residential themes each month—showcases design techniques using standard and architectural concrete masonry and hardscape products. Each full-color issue offers AIA/CES credit. Columns appearing in each issue include Association and Industry News, Education and Training Opportunities, Technical Resources, Safety Focus, Washington Wire, and Workforce Development. It's 10,000 + subscribers are association members, select non-members, trade press, architects, contractors, designers, industry executives, specifiers, and other specialists in the building and construction industries. Special advertising sections call attention to specific goods and services.

## Display Ads

Display ads are available in a number of prime placements to make sure your message is relayed to the audience you desire.

## Product Spotlight

The Product Spotlight is the perfect location to highlight a new product, or a product related to the editorial theme of the issue.

## Green Scene

Advertise your green product or service in this highly anticipated new section.

## Marketplace

Marketplace provides the perfect venue for advertisers looking to reach the production and manufacturing market in a classified ad format.

**FOR MORE INFORMATION, Contact Heidi Weiss**  
[hweiss@ncma.org](mailto:hweiss@ncma.org), 703-713-1900 phone, 703-713-1910 fax

# 2010 NCMA Media Planner

## Concrete Masonry Designs Editorial Calendar

### January

**Commercial: Retail & National Chains**

Residential: Multi-Material Homes

Hardscape: Accessorizing Outdoor Living Spaces

Feature: Vision 2020 and Government Affairs outlook for 2010

PRODUCT SPOTLIGHT: Specialty Blocks (Glass, Architectural, Half-high)

### March

**Residential: The Beauty of Concrete Masonry Homes**

Hardscape: ACBs

Commercial: Entertainment Venues

Feature: Industry Research

PRODUCT SPOTLIGHT: Dry Stack/Mortarless Block Systems and Accessories

### May

**GREEN ISSUE**

**Hardscape: Environmentally Friendly Hardscapes**

Commercial: Building Re-Use

Residential: Green Homes

Feature: Concrete Masonry and LEED

PRODUCT SPOTLIGHT: Green Hardscape Products (Permeable Pavers, ACBs, Plantable SRW units, Grass-friendly Pavers)

### July

**Commercial: Award Winning Commercial Designs**

Residential: Passive Heating and Cooling

Hardscape: Backyard Challenge Winners

Feature: Student Block Design Competitions

PRODUCT SPOTLIGHT: Insulation Products, Integral Colorants, Rebar

### September

**FIRE PREVENTION ISSUE**

**Residential: Multifamily**

Hardscape: Public Spaces

Commercial: Rec Centers

Feature: Balanced Design

PRODUCT SPOTLIGHT: Special Use Blocks (Acoustic, Glass, Glazed, Energy Efficient) and Fire Rated Accessories



### November

**Hardscape: The Many Faces of SRWs**

Commercial: Office and Warehouse Space

Residential: Storm Resistant Homebuilding Techniques

Feature: Block Innovators

PRODUCT SPOTLIGHT: Hardscape Accessories (Tie-downs, Connectors, Hurricane Clips, Geo-grids)

### DUE DATES

#### JANUARY

Space Reservation Due:

November 1, 2009

Ad Materials Due:

December 1, 2009

#### MARCH

Space Reservation Due:

January 1, 2010

Ad Materials Due:

February 1, 2010

#### MAY

Space Reservation Due:

March 1, 2010

Ad Materials Due:

April 1, 2010

#### JULY

Space Reservation Due:

May 1, 2010

Ad Materials Due:

June 1, 2010

#### SEPTEMBER

Space Reservation Due:

July 1, 2010

Ad Materials Due:

August 1, 2010

#### NOVEMBER

Space Reservation Due:

September 1, 2010

Ad Materials Due:

October 1, 2010

REMEMBER: EVERY ISSUE OFFERS AIA/CES CREDIT!



### Information

ADVERTISING, Contact Heidi Weiss, [hweiss@ncma.org](mailto:hweiss@ncma.org)

EDITORIAL, Contact Mary Terrell, [mterrell@ncma.org](mailto:mterrell@ncma.org)

703-713-1900 phone, 703-713-1910 fax

# 2010 NCMA Media Planner



## *e-news Brief*

*e-news Brief*—an electronic newsletter—is delivered every week to nearly 10,000 inboxes of NCMA members, trade press, allied industry partners, and other leaders in the concrete masonry and hardscape industry.

Frequency:  
Weekly

Distribution:  
10,000 and  
Growing

Most Copies  
Forwarded.



## *Membership Directory*

NCMA Membership Directory—is a year-long resource book featuring 250-plus pages. Nearly 5,000 copies are mailed to association members and industry partners who keep this book close-at-hand in order to utilize the breadth of valuable information and contacts it contains.

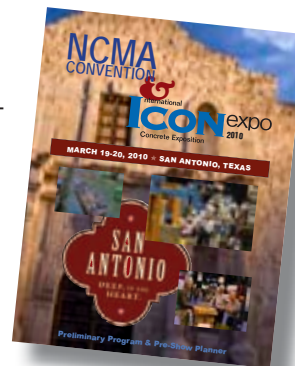
For publication dates, deadlines, and rates contact Heidi Weiss at [hweiss@ncma.org](mailto:hweiss@ncma.org) or 703-713-1900.

Distribution:  
5,000

Copies Kept  
at Hand Year-  
Round by NCMA  
Members and  
Industry Partners.

## *Icon Expo Show Guide*

The International Concrete Exposition (Icon Expo) Official Show Guide includes everything about the event—its exhibitors, meetings, programs, and sponsors—in a thick, slick, magazine-style booklet. This guide is a resource long after the show is over! Icon Expo exhibitors have the opportunity to reserve premium ad space in the 2010 Show Guide—back cover, inside covers, centerfold, etc. These premium selections are reserved on a first-come, first-served basis, faxed into 703-713-1910. All OTHER advertising not to include premium placement may be faxed in at your earliest convenience to the above number. Insertions will be accepted until February 5, 2010. Deadline for artwork is February 15, 2010. Reserve now—either send new material in by the February deadline, or let us know if you prefer for us to pick up the same ad you ran in the 2009 edition of the Show Guide. **Reminder: This is a 2010 budget item. You will be billed for the 2010 Show Guide advertising at the end of March 2010.**



Distribution:  
All Icon Expo  
Attendees

Long Shelf Life

Show Attendees  
are "Buyers" and  
"Decision Makers"

Exhibitors at 2009  
show reported that  
attendees were  
highly qualified and  
ready to buy.

**FOR MORE INFORMATION, Contact Heidi Weiss**  
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## Display Ads

Size	Location	Color			Black & White		
		6 x rate	3 x rate	1 x rate	6 x rate	3 x rate	1 x rate
2 Page Spread		\$3,000	\$3,150	\$3,300	n/a	n/a	n/a
Full Page	Cover 2	\$2,100	\$2,205	\$2,310	n/a	n/a	n/a
Special Placement	(inside front cover)						
Full Page	Cover 3	\$1,950	\$2,048	\$2,145	n/a	n/a	n/a
Special Placement	(inside back cover)						
Full Page w/bleed	8.5 x 10.75"	\$1,800	\$1,890	\$1,980	\$1,400	\$1,470	\$1,540
w/o bleed	8.25 x 10.5"						
Half Page	Cover 4	\$1,600	\$1,680	\$1,760	n/a	n/a	n/a
Special Placement	(back cover)						
Half Page	6.75 x 4.25"	\$1,350	\$1,418	\$1,485	\$950	\$998	\$1,045

## Marketplace Ads (Classified)

Size	Dimensions	Color			Black & White		
		6 x rate	3 x rate	1 x rate	6 x rate	3 x rate	1 x rate
One third	v 2.75 x 9.5" H 5.5 x 4.75"	\$300	\$315	\$330	\$265	\$278	\$292
One fourth	3.375 x 4.75"	\$260	\$273	\$286	\$225	\$236	\$248
One sixth	2.75 x 4.75"	\$125	\$131	\$138	\$100	\$105	\$110



## Green Scene Ads

Size	Dimensions	Color		
		6 x rate	3 x rate	1 x rate
One half	6.75 x 4.25"	\$450	\$473	\$495
One third	v 2.75 x 9.5" H 5.5 x 4.75"	\$350	\$368	\$385
One fourth	3.75 x 4.75"	\$300	\$315	\$330

## Product Spotlight

Product Spotlight Placement averages 1/4 of a page Product Spotlight includes a product photo, 50-75 word product description, and company contact information. Design/Layout is included in the price.	6 x rate	\$550
	3 x rate	\$578
	1 x rate	\$605



## e-news Brief

### e-news Brief Ads

Size	Dimensions	4 x rate	12 x rate	24 x rate	52 x rate
Single	120 x 200 pixels	\$200	\$560	\$1,440	\$2,080
Double	120 x 400 pixels	\$250	\$720	\$1,920	\$3,120
Banner (top)	530 x 125 pixels	\$560	\$1,040	\$2,880	\$5,200
Banner (other)	530 x 125 pixels	\$440	\$800	\$2,160	\$3,640

\* Rates are net. Non-members add 15% to published CMD and e-news rates.

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[hweiss@ncma.org](mailto:hweiss@ncma.org), 703-713-1900 phone, 703-713-1910 fax

## Contracts

Advertisers must submit a signed contract, agreeing to every provision of this policy. The signed contract must be in NCMA's office by the space reservation closing date. Ads are non-cancelable after the space reservation closing date. To receive frequency discounts, a signed contract must be on file with NCMA, and the advertisers must meet payment terms as specified below. Advertisers failing to fulfill the contract are invoiced without agency discount. A contract governs a number of insertions within a calendar year. No conditions printed or otherwise—appearing on contracts, orders, or copy instructions—that conflict with the provisions of this Media Planner are binding to NCMA.

## Rates

Contract rates are based on the total number of insertions ordered at the time NCMA receives the contract. Changes in size, frequency, color, or position voids a contract, and a new contract with current rates is created. Advertisers voiding a contract are invoiced the appropriate rate.

## Closing dates

Materials and insertion orders must be received by the closing dates indicated in the editorial calendar. If space is ordered and new materials are not received by the deadline, NCMA reserves the right to run a previous ad of equal size. No cancellations are accepted after the space reservation closing date for each issue. Advertisers are responsible for payment of ads unsuccessfully cancelled.

## Premium positions

Covers and premium positions are non-cancelable. NCMA reserves the right to give a better (farther forward or higher price) position than specified at no increase in rate. Premium position requests are accepted on a first-come, first-served basis. However, no guarantee is made unless the preferred premium position has been specified in the contract.

## Ad submission

The editor prefers to receive all artwork and advertising in print-ready format. NCMA can not be held liable for matching digital artwork submissions without a hard copy proof submitted via fax or mail. NCMA provides minor graphic design work at \$100 an hour for basic ad creation or modification of an existing ad.

## Ad copy and position

Copy must meet the approval of the NCMA publisher. Advertisers and their agents are liable for the content of advertisements and any claims arising therefrom. NCMA shall have full positioning latitude on all advertisements other than paid guaranteed positions.

## Payment policy

All invoices must be paid within 30 days of the invoice date. Any overdue invoice may be referred to a collection agency. The expense of any collection activity shall be borne by the delinquent advertiser, and shall include court, attorney, and assignment costs and fees.

Advertisers who fail to pay an invoice within 90 days void their contract, and are invoiced for all ads at the one-time rate, with no agency discount. Advertisers have final responsibility for all payments. In the event agents (whether paid or otherwise) fail to pay the amount owed for any reason, it is the responsibility of advertisers to settle their accounts. Past due amounts have a one-half to one-percent service charge per month. For fastest delivery, use UPS or FedEx.

## Cancellations

Cancellations or order changes are not accepted after the closing date for advertising. Cancellations prior to the closing date must be received in writing, subject to a 50-percent fee.

## Agency commission

Rates are net. Agency commissions are not permitted on unpaid invoices more than 90 days. Commissions are not permitted on other charges. In the event of nonpayment, NCMA may hold advertisers and the advertisers' agency jointly and severally liable for such monies due and payable.

## Legal limitations

Advertisers understand that advertising rates have been provided in consideration for the advertisers' agreement to these terms:

1. Advertisers and their agents are solely responsible and legally liable for any damages arising from the content of advertisement.
2. Advertisers warrant that advertisements are not defamatory, harmful, or infringe on any proprietary right, including trademark and copyright, or other. Advertisers agree to indemnify and hold harmless NCMA against any claim arising from the printing and publishing of advertisements or for breach of any provision of this agreement. Advertisers specifically agree to waive any right to bring action against NCMA for any injuries to advertisers arising from publication of advertisements.
3. Should advertisements contain any material requiring permission for inclusion in advertisements, evidence of such permission is attached hereto. Permission shall be obtained at advertisers' expense from owners and delivered to NCMA within 10 days of the agreement for review. NCMA determines whether such permission is sufficient. If permission is deemed insufficient, the material is not included.
4. Advertisers agree that this contract is made in Fairfax County, Virginia, and any legal claims made pursuant to this agreement or against NCMA shall be governed by the laws of the state of Virginia and brought in Fairfax County, Virginia.
5. It is understood that nothing in this agreement is intended to create any agency relationship between advertisers and NCMA.

