



THE AUTHORITY ON EQUIPMENT & TECHNOLOGY

PIT&QUARRY 2018mediaPLANNER



PIT&QUARRY 2018mediaPLANNER

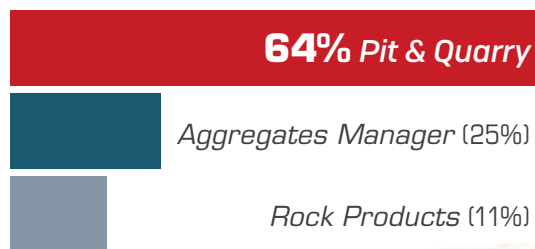
WHY PIT & QUARRY?

CONTENT

Pit & Quarry serves the \$27 billion U.S. aggregate industry and the substantial Canadian market. *Pit & Quarry* is a leading media source for aggregate producers, providing the latest in equipment and technology news and information that is essential for producers to operate productively and efficiently.

CIRCULATION/AUDIENCE ENGAGEMENT

Pit & Quarry is preferred nearly **2:1** over the competition combined.



Source: 2017 Aggregate Media Survey (blind survey)

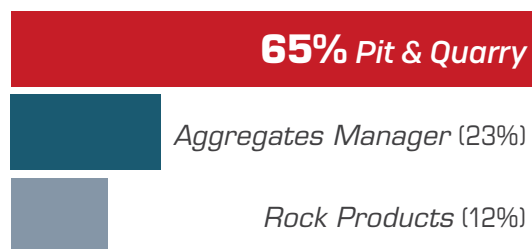
LONGEVITY

Launched in 1916, *Pit & Quarry* has been serving the aggregate industry for over 100 years.



A BRAND READERS TRUST

When asked, readers stated that they view *Pit & Quarry* as more credible/trustworthy than other industry publications.



Source: 2017 Aggregate Media Survey (blind survey)

A LEADER IN THE CANADIAN MARKET

In the Canadian market, *Pit & Quarry* is delivering 2x more copies than the closest competitor.*



VERIFIED AUDIT CIRCULATION

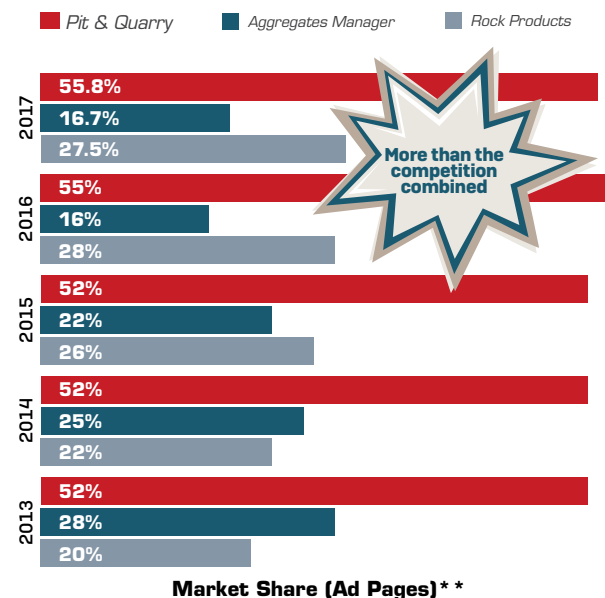
Pit & Quarry was the first in the industry to offer an integrated audience audit. Our current audit statement is an enhanced version providing an extensive summary of the *Pit & Quarry* brand of products including print, website and e-newsletters. Ask us for a copy of the audit report today.

*Source: Verified Audit Circulation Enhanced Integrated Audit Report, April 1, 2016-March 31, 2017.

**Source: MediaRadar Market Share Results January 1, 2017 - September 30, 2017

MARKET SHARE DOMINANCE

A history of market share (ad pages) leadership among the top 3 U.S. aggregates publications.



AUDIENCE PROFILE

INDUSTRY SEGMENTS

Pit & Quarry readers' operations primarily produce:

- Crushed Stone
- Sand & Gravel
- Industrial Minerals
- Ready Mix Concrete
- Recycled Concrete
- Lime
- Portland Cement
- Asphalt



SUBSCRIBERS WITH GROWING BUDGETS

Over **57%*** of *Pit & Quarry* readers are planning to see a moderate to significant increase in their operation's budgets for 2018. These budget increases give them more money to invest in capital equipment.

44% Increase Moderately

13% Increase significantly

DECISION-MAKERS WITH BUYING POWER

Sales Dept. Execs & Sales Personnel: **6.5%***

Production Execs & Technical Personnel: **7.9%***

Production Supervisors: **5.7%***

Other Personnel: **4.8%***

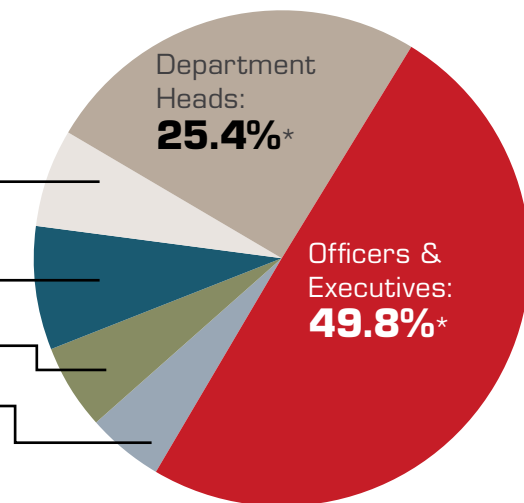
PREFERRED MAGAZINE FOR THE LATEST ON EQUIPMENT

When asked, decision-makers say they turn to *Pit & Quarry* first for information on equipment and technology

69%* *Pit & Quarry*

Aggregates Manager (18%)*

Rock Products (13%)*



*Source: 2017 Aggregate Media Survey (blind survey)

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INTEGRATED PLATFORM

Print. Online. In Person.



20,022

Monthly
Subscribers*



17,552

Average E-Newsletter
Recipients*



18,988

Average Monthly Visitors***



17,100

Quarterly Subscribers**



Exclusive, unique events with
sponsorship opportunities

8,843*

Followers
[Actual: October, 2017]

*Verified Audit Circulation Enhanced Integrated Audit Report,
April 1, 2016 – March 31, 2017

**Source: Sworn Statement of Circulation for the December 2016
issue of PP&E

***Source Google Analytics Jan. 1, 2017 – Sept. 30, 2017

PIT&QUARRY 2018 mediaPLANNER

2018 editorial CALENDAR

SPECIAL OFFER

EQUIPMENT SPOTLIGHT (MONTHLY)




Half-page and larger display advertisers in *Pit & Quarry* magazine will have their equipment and services featured in this *Pit & Quarry* Equipment Spotlight newsletter free of charge. Product spotlights are also available for purchase.



	EQUIPMENT SECTIONS	SPECIAL FEATURES	ADDITIONAL COVERAGE	BONUS DISTRIBUTION / VALUE-ADD
JANUARY 11/15 editorial 11/21 space 11/30 ad materials	DRILLING & BLASTING Drill rigs, bits, explosives, software and more FRAC SAND PROCESSING Stationary and portable equipment to process frac sand	TECHNOLOGY/PLANT AUTOMATION Software and other tools to effectively run your plant TIRES On- and off-road tires for haul trucks and other equipment EQUIPMENT SAFETY: CRUSHING & HYDRAULIC BREAKING Insights on keeping employees safe around crushing equipment	Conveying & Material Handling; Drones; Portable Plants; Pumps; Scales/Weighing; Wear Parts 	<ul style="list-style-type: none"> • World of Concrete, Jan. 23-26, Las Vegas • ISEE Conference on Explosives & Blasting Technique, Jan. 28-31, San Antonio • OSSGA Operations, Health & Safety Seminar, Jan. 24
JANUARY EXTRA	SCREENING/SCREEN MEDIA PULLOUT SUPPLEMENT — A special report on screening equipment, screen media, portable plants and related equipment			
FEBRUARY 12/5 editorial 12/13 space 12/20 ad materials	EXCAVATORS/LOADERS Mobile equipment for your loading operation POWER TRANSMISSION COMPONENTS Motors, drives, bearings and related equipment	PIT & QUARRY HALL OF FAME <i>Event sponsorship opportunities available.</i> Preview of the 2018 Hall of Fame induction ceremony and the class of inductees to be enshrined in Houston. PRE-SHOW ISSUE: AGG1 AGGREGATES ACADEMY & EXPO; NSSGA ANNUAL CONVENTION A look ahead at the upcoming events in Houston EQUIPMENT SAFETY: WASHING & CLASSIFYING Insights on keeping employees safe around washing and classifying equipment	Portable Plants; Pumps; Wear Parts	<ul style="list-style-type: none"> • NSSGA Annual Convention, March 4-7, Houston • AGG1 Aggregates Academy & Expo, March 6-8, Houston <p>Full-page advertisers in February and March receive full-page advertorial in the Must See Exhibits supplement</p>




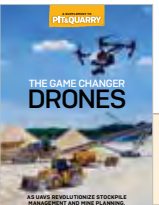
PIT&QUARRY 2018 mediaPLANNER

2018 editorial CALENDAR

	EQUIPMENT SECTIONS	SPECIAL FEATURES	ADDITIONAL COVERAGE	BONUS DISTRIBUTION / VALUE-ADD
MARCH 1/16 editorial 1/23 space 1/30 ad materials	Conveying & Material Handling; Crushing/Hydraulic Breaking; Drilling/Blasting; Drones; Excavators/Loaders; Frac Sand Processing; Haul Trucks; Maintenance Equipment; Oils/Lubricants; Portable Plants; Power Transmission Components; Pumps; Scales/Weighing; Screening/Screen Media; Tires; Washing/Classifying; Wear Parts	SHOW ISSUE: AGG1 AGGREGATES ACADEMY & EXPO ISSUE; NSSGA ANNUAL CONVENTION Advanced coverage of the industry's national trade show, as well as the National Stone, Sand & Gravel Association event MARKET INSIGHTS A quarterly, in-depth, construction materials update from George Reddin and Scott Duncan regarding mergers and acquisitions	DIGITAL EXTRA: AGG1 PREVIEW, LIVE AND BEST-OF NEWSLETTERS A total of four e-newsletters will be sent to our digital subscribers before, during and after the national show 	<ul style="list-style-type: none"> NSSGA Annual Convention, March 4-7, Houston AGG1 Aggregates Academy & Expo, March 6-8, Houston  <p>Full-page advertisers in February and March receive full-page advertorial in the Must See Exhibits supplement</p>
MARCH EXTRA	MUST SEE EXHIBITS PULLOUT SUPPLEMENT — Full-page advertorials detailing select aggregate-equipment suppliers exhibiting at AGG1 Aggregates Academy & Expo			
APRIL 2/15 editorial 2/26 space 3/5 ad materials	CONVEYING & MATERIAL HANDLING Conveyors, idlers, pulleys, belts, belt cleaners, stackers, feeders, pumps and more DRONES The latest equipment and developments in unmanned aerial vehicles (UAVs)	PIT & QUARRY HALL OF FAME INDUCTION CEREMONY <i>Event sponsorship opportunities available.</i> Coverage of the enshrinement in Houston SCREENING/SCREEN MEDIA Screening equipment, screen media, portable plants and related equipment SCALES & WEIGHING Truck scales, belt scales, onboard weighing, software and more	Frac Sand Processing; Haul Trucks; Maintenance Equipment; Pumps; Tires	
APRIL EXTRA	PIT & QUARRY ROUNDTABLE & CONFERENCE PULLOUT SUPPLEMENT — <i>Event sponsorship opportunities available.</i> A special report on P&Q's 2018 event in Bowling Green, Florida			



PIT&QUARRY 2018 mediaPLANNER

2018 editorial CALENDAR

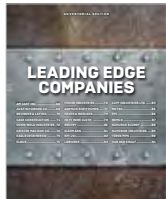
	EQUIPMENT SECTIONS	SPECIAL FEATURES	ADDITIONAL COVERAGE	BONUS DISTRIBUTION / VALUE-ADD
MAY 3/15 editorial 3/23 space 3/30 ad materials	WASHING & CLASSIFYING Classifying tanks, log washers, sand screws, cyclones, frac sand processing equipment and more	POST-SHOW ISSUE: AGG1 AGGREGATES ACADEMY; NSSGA ANNUAL CONVENTION Takeaways from the industry's national trade show and the National Stone, Sand & Gravel Association event DRILLING & BLASTING Drill rigs, bits, explosives, software and more PORTABLE PLANTS Mobile crushing and screening operations and related equipment	Frac Sand Processing; Haul Trucks; Maintenance Equipment; Power Transmission Components; Pumps	 
MAY EXTRAS	MARKET REFERENCE GUIDE 2018 — The industry's must-have business resource for the aggregate professional, including statistics, forecasts, market information and the most complete producer contact list in the United States. CRUSHING & HYDRAULIC BREAKING PULLOUT SUPPLEMENT — A special report on jaw, cone and impact crushers, portable plants, hydraulic breakers and related equipment			
JUNE 4/14 editorial 4/23 space 4/30 ad materials	SCREENING/SCREEN MEDIA Screening equipment, screen media, portable plants and related equipment WEAR PARTS Equipment to keep aggregate operations up and running	EXCAVATORS/LOADERS Mobile equipment for your loading operation MARKET INSIGHTS A quarterly, in-depth, construction materials update from George Reddin and Scott Duncan regarding mergers and acquisitions	Frac Sand Processing; Haul Trucks; Maintenance Equipment; Power Transmission Components; Pumps	
JULY 5/15 editorial 5/30 space 6/6 ad materials	TIRES On- and off-road tires for haul trucks and other equipment	CRUSHING & HYDRAULIC BREAKING Insights on jaw, cone and impact crushers, portable crushing plants and hydraulic breakers	Haul Trucks; Maintenance Equipment; Power Transmission Components; Pumps; Scales/Weighing	
AUGUST 6/15 editorial 6/21 space 6/28 ad materials	PORTABLE PLANTS Mobile crushing and screening operations and related equipment	DUST CONTROL Systems to minimize dust in aggregate operations EQUIPMENT SAFETY: CONVEYING & MATERIAL HANDLING Insights on keeping employees safe around conveying and material handling equipment	Haul Trucks; Maintenance Equipment; Scales/Weighing; Washing/Classifying	Advertising Value Study InterDrone, September 5-7, Las Vegas  Commercial UAV Expo, Fall 2018
AUGUST EXTRAS	DRONES PULLOUT SUPPLEMENT — A special report on the latest high-tech equipment and developments related to unmanned aerial vehicles (UAVs)			

PIT&QUARRY 2018mediaPLANNER

2018editorialCALENDAR

	EQUIPMENT SECTIONS	SPECIAL FEATURES	ADDITIONAL COVERAGE	BONUS DISTRIBUTION / VALUE-ADD
SEPTEMBER 7/14 editorial 8/7 space 8/10 ad materials	Conveying & Material Handling; Crushing/Hydraulic Breaking; Drilling/Blasting; Drones; Excavators/Loaders; Haul Trucks; Maintenance Equipment; Oils/Lubricants; Portable Plants; Power Transmission Components; Pumps; Scales/Weighing; Screening/Screen Media; Tires; Washing/Classifying; Wear Parts	2018/2019 BUYERS' GUIDE In addition to our regular features and columns, <i>Pit & Quarry</i> publishes the industry's most-complete equipment reference in print and online, including suppliers by equipment category; brand name index; supplier contact information; and equipment distributors FRAC SAND PROCESSING Stationary and portable equipment for the processing of frac sand MARKET INSIGHTS A quarterly, in-depth, construction materials update from George Reddin and Scott Duncan regarding mergers and acquisitions		Free bold listing for advertisers Full-page advertisers receive 1/3-page four-color ad in directory
OCTOBER 8/15 editorial 8/31 space 9/10 ad materials	POWER TRANSMISSION COMPONENTS Motors, drives, bearings and related equipment PUMPS Pumps and related equipment for a variety of applications	TECHNOLOGY/PLANT AUTOMATION Software and other tools to effectively run your plant INVENTORY MANAGEMENT Insights on how aggregate producers are effectively managing their various products. EQUIPMENT SAFETY: DRILLING & BLASTING Insights on keeping employees safe around drilling and blasting equipment	Excavators/Loaders; Wear Parts 	North Coast Media will donate a portion of October proceeds to cancer charities
OCTOBER EXTRAS	CONVEYING & MATERIAL HANDLING SUPPLEMENT — A special report on conveyors, idlers, pulleys, belts, belt cleaners, stackers, feeders and pumps			
NOVEMBER 9/15 editorial 9/24 space 10/1 ad materials	CRUSHING & HYDRAULIC BREAKING Jaw, cone and impact crushers, portable plants, hydraulic breakers and related equipment SCALES & WEIGHING Truck scales, belt scales, onboard weighing, software and more	WASHING & CLASSIFYING Classifying tanks, log washers, sand screws, cyclones, frac-sand processing equipment and more WHEEL WASHING Systems that clean truck tires when leaving sites EQUIPMENT SAFETY: SCREENING Tips and insights on keeping employees safe around screening equipment	Drones; Excavators/Loaders; Portable Plants; Tires; Wear Parts	

PIT&QUARRY 2018mediaPLANNER

	EQUIPMENT SECTIONS	SPECIAL FEATURES	ADDITIONAL COVERAGE	BONUS DISTRIBUTION / VALUE-ADD
DECEMBER 10/16 editorial 10/22 space 10/29 ad materials	HAUL TRUCKS On- and off-highway rigid and articulated haul trucks, and related equipment MAINTENANCE EQUIP Wear parts, tires, tools, oils and lubes, and more	STATE OF THE INDUSTRY REPORT An analysis of the construction materials market and economic forecasts for the years to come. CONVEYING & MATERIAL HANDLING Insights on conveyors, idlers, pulleys, belts, belt cleaners, stackers, feeders, pumps and more MARKET INSIGHTS A quarterly, in-depth, construction materials update from George Reddin and Scott Duncan regarding mergers and acquisitions	Drones; Excavators/ Loaders; Frac Sand Processing; Portable Plants; Tires; Wear Parts	Full-page advertisers receive free page in "Leading-Edge Companies" section 



PIT&QUARRY 2018mediaPLANNER

WEBSITE

RETARGETING

Retargeting uses a simple code to anonymously follow your audience all over the web. With this you can advertise to your website visitors as they browse other sites on the Internet.



- 1 Web surfer browses our page or your page
- 2 Web surfer visits other popular websites
- 3 Web surfer sees your ad
- 4 Web surfer clicks your ad and returns to your website



PITANDQUARRY.COM

First launched in 1996, *Pit & Quarry's* website has become the leading online information source for aggregate producers. Using the latest technology – including mobile responsive design – it provides visitors the most current and comprehensive information possible.

Ad Types & Sizes

- 1 Clickable Wallpaper [1,280 x800]
- 2 Super Leaderboard [970x90]
- 3 Interstitial Roadblock [640x480]
- 4 Filmstrip [300x600]
- 5 Medium Rectangle [300x250]
- 6 Video
 - Portrait [300x1050]
 - Mobile Medium Rectangle [300x250]
 - Mobile Banner [320x50]

PIT & QUARRY WEBINARS

Webinars are a highly effective way to communicate educational information, generate leads, build awareness of your company's technical expertise

or showcase customer case studies. Sponsoring a webinar with *Pit & Quarry* provides an opportunity to establish your company as an industry thought-leader. Contact your account manager for more information about how a *Pit & Quarry* webinar can help you build your brand.



E-NEWSLETTERS

WEEKLY REPORT

Pit & Quarry Weekly Report newsletter is optimized across Web browsers and scales to mobile devices. All ads are clickable on desktop computers, laptops, smartphones and tablets. *Pit & Quarry* newsletters are NOT auto-generated by a content management system – like the competition's enews. All

Pit & Quarry newsletters are created by editors and feature unique, hand-picked content, with catchy headlines and images, for optimal reader engagement and advertising ROI.

Ad Types and Sizes:

- 1 Top Leaderboard (728x90)
- 2 Top Rectangle (300x250)
- 3 Equipment Focus
- 4 Text Ad

- Bottom Leaderboard (728x90)
- Medium Rectangle (300x250)
- Microbar (88x31)



EQUIPMENT SPOTLIGHT (MONTHLY)

Half-page and larger display advertisers in *Pit & Quarry* magazine will have their equipment and services featured in this *Pit & Quarry* Equipment Spotlight newsletter free of charge. Product spotlights are also available for purchase.

Ad Types and Sizes:

- Featured Gold Product Listing
- Gold Product Listing
- Product Listing

CUSTOM EBLASTS

Pit & Quarry's custom eblasts are a great way to enhance your campaign. These fully customizable HTML documents offer highly targeted digital promotions for special offers, programs and new product launches.

Ask your account manager to discuss pricing and anticipated metrics.



CREATIVE & CONSULTATIVE SERVICES

We understand not all of our partners have the in-house capability to create comprehensive digital campaigns or to design digital or print advertisements, custom eblasts or other marketing collateral. Take advantage of our award-winning designers – and get ready to see increased campaign results! Please contact your account manager for more information.

EVENTS

PIT & QUARRY HALL OF FAME

www.pitandquarryhalloffame.com

Pit & Quarry, with the support of the NSSGA, holds an annual Hall of Fame event to honor industry pioneers and leaders at an exclusive black-tie ceremony.

Aggregate producers, manufacturers, suppliers, dealers, associates and allied trade representatives are all eligible for induction.

The 2018 Hall of Fame induction ceremony will be held in Houston, immediately following NSSGA's Chairman's Welcome Reception on March 6.

Is your company interested in sponsoring the Hall of Fame? Contact *Pit & Quarry* Publisher Rob Fulop.



PIT & QUARRY ROUNDTABLE & CONFERENCE

www.pitandquarryroundtable.com

Each year, *Pit & Quarry* hosts the annual *Pit & Quarry* Roundtable & Conference. The event is a one-of-a-kind opportunity to network with aggregate producers and other industry professionals – while enjoying golf, a cocktail reception and more. The 2018 *Pit & Quarry* Roundtable will take place Jan. 30-31.



Multiple levels of sponsorships available, please contact your account manager for details.

BUYERS' GUIDE

NEW FOR 2018! DIGITAL ENHANCEMENTS WITH PURCHASE OF PLATINUM & GOLD PACKAGES

ONLINE

The online Buyers' Guide – found at www.PitAndQuarryBuyersGuide.com is your best bet for year-round online visibility. A basic listing is completely free, and there are a wide variety of upgrade packages available to maximize your online presence.

LISTING LEVEL INCLUDES	FREE \$0	Gold \$750	Platinum \$1,150
Product Categories	4	8	10
Branches	5	5	5
Key Contact Info	✓	✓	✓
Brands (Mfg.-Specific)	✓	✓	✓
Where to Buy		✓	✓
Online Logo		✓	✓
Spotlight Display		✓	✓
Bold Online Listing		✓	✓
Logo in Print Guide*		✓	✓
Social Media Links		4	4
Company Description		500 Characters	700 Characters
Bold Text in Print Guide			✓
Unlimited \$199 Logo in Eqpt. Section			✓
Media Uploads			5
Digital Leaderboard (1 month)			✓
Digital Medium Rectangle (1 month)		✓	

DIGITAL ADS

- Leaderboard: \$500/month**
- 1st Medium Rectangle: \$375/month**
- 2nd Medium Rectangle: \$350/month**
- 3rd Medium Rectangle: \$300/month**

Questions?

CONTACT:

Raeann Johnson
Buyers' Guide Rep &
Classified Account
Manager at:
rjohnson@
northcoastmedia.net
216.363.7938

**Must purchase gold or platinum package by June 1 to be eligible for logo inclusion in the print guide.*

***Monthly rates shown are for 12-month agreement. Contact Raeann Johnson for expanded pricing and packages.*

IN PRINT

The industry's most complete equipment reference guide is also featured in the September issue of *Pit & Quarry*.

Kept by readers for quick desktop reference throughout the year, the massive Buyers' Guide issue includes:

- Equipment by category
- A brand name index
- Distributors by state
- Supplier contact information and more



PURCHASE A GOLD OR PLATINUM PACKAGE LISTING BY JUNE 1 & GET A FREE LOGO IN THE PRINT GUIDE

PORTABLE PLANTS & EQUIPMENT

A SISTER PUBLICATION

Portable Plants & Equipment (PP&E), a *Pit & Quarry* sister publication, meets the needs of mobile operators in the aggregate industry, as well as the asphalt and concrete recycling industries. The magazine and website (www.portableplants.com) continue their steady growth. The brand includes an enewsletter, *Portable Plants & Equipment News*. In print and online, *Portable Plants & Equipment* continues to add quality, original content with new monthly columns and features, enlisting experts in the field such as operators, contractors, suppliers and consultants.

PortablePlants.com



Monthly E-Newsletter



NEW! INCREASED CIRCULATION IN KEY MARKETS FOR 2018

Portable Plants & Equipment has refocused its audience to include more of your prospects and customers. Portable plant manufacturers can now reach more aggregate producers, more concrete/ready-mix contractors and more asphalt contractors/recyclers! This new emphasis gives your message a greater reach, one that will be seen by more companies that are in search of the industry's latest equipment and technology offerings.

Audience Profile:

- Heavy Construction (Highways/Bridges)
- Wrecking/Demolition/Excavation
- Construction & Demolition Recycler
- Aggregate Producers/Contractors
- Concrete/Asphalt Contractors
- Paving Contractors

Ask us about advertising opportunities to help you reach these targeted mobile markets!

AD SUBMISSIONS

PRINT MATERIAL SUBMISSIONS

All material must be submitted via the portal: northcoastmedia.sendmyad.com.

View a brief tutorial video: SendMyAd.Demo.com

Acceptable file formats: PDFs should conform to the PDF/X-1a specification.

No Crop Marks or Color Bars—If you must have them on for a client, be sure they are at least 18 Points OFFSET—then upon upload into the portal, click on REPOSITION AD and use the Trim & Save Tool to remove them BEFORE approving the ad. *(If file has been trimmed correctly you will only see from the BLUE BLEED RULE inward, the approved file should not have anything visible outside of the BLUE BLEED RULE.)*

Total Ink Density cannot exceed 300%—for all page elements, text, photos, artwork, etc.

CMYK only—No RGB, LAB or PMS colors (unless you are actually printing a PMS color).

Image Resolution of at least 300 dpi—Low resolution images may not print as sharply as intended. If the images in your file were originally high resolution, and are being flagged low resolution in the ad portal, check your PDF settings to make sure the images are not being downsampled when converting to a PDF.

Build file to correct size—you can download an InDesign template from the Ad Portal.

Bleed—If your full page or spread ad is to bleed, please be sure to include an EXTRA 0.125" of color or image on all sides of the ad that is to bleed. (Full page ads bleed on all 4 sides regardless of binding method).

For fractional bleed ads please contact production for ad specifications.

All fonts must be embedded.

Error and Warning Messages—Once your file has finished processing you will see a list of errors and warnings on the right hand side. Place your cursor over these messages and it will highlight the area of the file in question. Click on messages that will explain how to fix the issues.

For help in using the Ad portal—please contact the Production Manager:

Terri Johnstone
tjohnstone@northcoastmedia.net
 216-978-9622

Print Ad Sizes

Ad Size	Width	Height
Full Page Spread (Trim)	15-1/2"	10-1/2"
Full Page (Trim)	7-3/4"	10-1/2"
2/3 Page Vertical	4-3/8"	9-3/4"
1/2 Page Horizontal	6-3/4"	4-5/8"
1/2 Page Vertical	3-1/4"	9-3/4"
1/2 Page Island	4-3/8"	7-1/8"
1/3 Page Vertical	2-1/16"	9-3/4"
1/3 Page Square	4-3/8"	4-5/8"
1/4 Page Square	3-1/4"	4-5/8"
1/6 Page Vertical	2-1/8"	4-5/8"
1/6 Page Horizontal	4-3/8"	2-1/4"

WEBSITE MATERIAL SUBMISSIONS

1. Naming Conventions: When submitting materials to Ad Manager, use the following naming conventions within the subject line: ADVERTISER NAME, SITE, LIVE DATE

2. Material Deadlines: Five (5) days prior to campaign start date

3. File Formats: JPG, PNG, GIF (static or animated) HTML/HTML5 and other rich media formats. Please note we no longer accept Flash (SWF) ads.

4. Rich Media: Rich media is available on our websites. Please call for current rich media specs.

5. Animation is Accepted: Animation is limited to one playback loop. Any creative that is considered annoying or hampers the user experience (i.e. big bright, flashing colors) will not be accepted.

6. Third-Party Ad Tags Are Accepted. The click URL must be received separately from any third-party tag, even if it's embedded in the code. Please contact your advertising representative for more details.

Send All Digital Ad Materials To:

All ad material must be submitted via the ad portal: <https://northcoastmedia.sendmyad.com> and/or email 5 business days in advance of placement.

NEWSLETTER MATERIAL SUBMISSIONS

1. Naming Conventions: When submitting materials to Ad Manager, use the following naming conventions within the subject line: ADVERTISER NAME, EMAIL NAME, LAUNCH DATE

2. Material Deadlines: Five (5) days prior to campaign start date. Please note: late materials may not be included in Enewsletter and cannot be placed after send.

3. File Formats: JPG, PNG or GIF (static)

4. Rich Media: Not available on Enewsletters. (Rich media is supported on our websites.)

5. Animation is Not Accepted: Any creative that is considered annoying or hampers the user experience (i.e. big bright, flashing colors) will not be accepted.

6. Third-Party Ad Tags Are Not Accepted. Clicktracking URLs may be submitted with your ad to facilitate your internal reporting. Please contact your advertising representative for more details.

Send All Digital Ad Materials To:

All ad material must be submitted via the ad portal: <https://northcoastmedia.sendmyad.com> and/or email 5 business days in advance of publication.

LIST RENTAL

Brahm Schenkman, The Information Refinery, Inc
 800-529-9020 • bschenkman@info refinery.com

REPRINTS

Brett Petillo, Wright's Media
 887-652-5295 • bpetillo@wrightsmedia.com

PRODUCTION SERVICES

Terri Johnstone, Production Services Manager
 216-978-9622 • tjohnstone@northcoastmedia.net

PIT&QUARRY 2018mediaPLANNER

EDITORIAL

**KEVIN YANIK**

Editor-in-Chief
216-706-3724
kyanik@northcoastmedia.net

**JOE MCCARTHY**

Associate Editor
216-363-7930
jmccarthy@northcoastmedia.net

**ALLISON BARWACZ**

Digital Content Editor
216-706-3796
abarwacz@northcoastmedia.net

**GEORGE REDDIN**

Contributing Editor
greddin@fminet.com

**DR. DAVID CHEREB**

david.chereb@sc-marketanalytics.com

**BILL DORAN**

Legal & Safety Columnist
william.doran@ogletree.com

**MARGO LOPEZ**

Legal & Safety Columnist
margaret.lopez@ogletree.com

BUSINESS

**ROB FULOP**

Group Publisher
216-706-3741
rfulop@northcoastmedia.net

**DINO VITANZA**

Associate Publisher
216-706-3744
dvitanza@northcoastmedia.net

**RAEANN JOHNSON**

Buyers Guide Rep &
Classified Account Manager
216-363-7938
rjohnson@northcoastmedia.net

**KEVIN STOLTMAN**

President & CEO
216-706-3740
kstoltman@northcoastmedia.net

**TERRI JOHNSTONE**

Manager,
Production Services
216-978-9622
tjohnstone@northcoastmedia.net

**ANGELA GIBIAN**

Marketing & Event Manager
216.363.7936
agibian@northcoastmedia.net

**PETE SELTZER**

VP, Graphic Design
& Production
216-706-3737
pseltzer@northcoastmedia.net

**KIM TRAUM**

Art Director
216-706-3779
ktraum@northcoastmedia.net