

# concrete DECOR Reseller

RESELLERS GUIDE  
FOR DECORATIVE  
CONCRETE

*The industry's most comprehensive resource guide for finding decorative concrete products, tools, equipment and services*

**DECORATIVE CONCRETE RESELLERS DEPEND ON IT ALL YEAR LONG**

## **Brought to You by the Industry Experts**

*Concrete Decor Reseller* is brought to you by the industry's leading journal of decorative concrete, *Concrete Decor* magazine. *Concrete Decor* magazine is your trusted resource dedicated to delivering the latest news about trends, products and techniques in decorative concrete.

## **Reach 8,000 Stores Nationwide**

Advertising in *Concrete Decor Reseller* aligns your marketing with the industry's leading source of information — delivering your message directly to influential resellers who are stocking and selling decorative concrete products. The guide is also distributed at industry events such as the Concrete Decor Show and the Concrete Decor Road Show.

## **Increase Your Distribution Footprint**

*Concrete Decor Reseller* readers help contractors make important product decisions every day and they are eager to learn more about your products and services. They are the business owners and decision makers. They are the very people you want to reach.

### **2016 *Concrete Decor Reseller* features:**

- Product and Reseller news
- Store profiles
- Special promotion opportunities
- Training opportunities
- Articles of interest to resellers

## **STRENGTHEN YOUR IMPACT THROUGH CROSS PROMOTION**

**Concrete Decor Print, Online and Show Promotion Connects You with Both Direct and Indirect Sales Channels**

concrete  
THE JOURNAL OF DECORATIVE  
CONCRETE  
**DECOR**

[concretedecor.net](http://concretedecor.net)

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ROADSHOW  
**DECOR**

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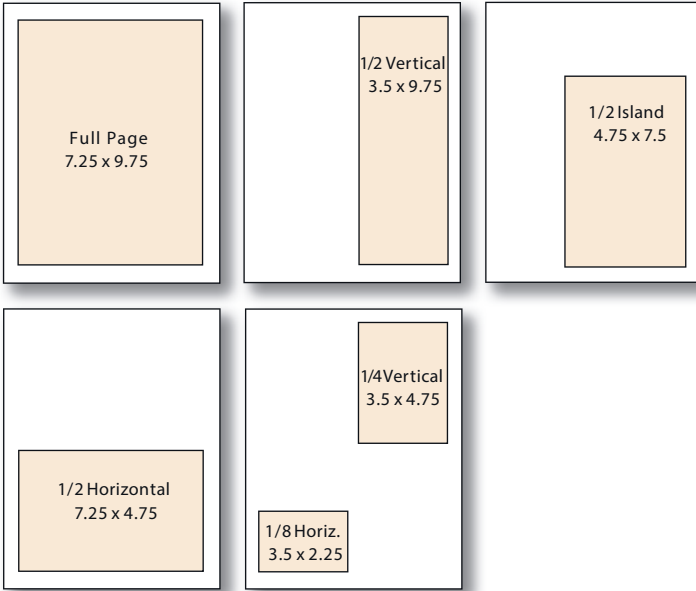
concrete 2016  
**DECOR SHOW**  
SAN DIEGO

[concretedecorshow.com](http://concretedecorshow.com)

## 2016 Concrete Decor Reseller Print Ad Rates

PREMIER PLACEMENT		STANDARD SIZES	
Inside Front Cover	\$2,750	Full Page	\$2,350
Page One	\$2,650	1/2 Island	\$1,925
Inside Back Cover	\$2,650	1/2 Horiz./Vertical	\$1,650
Back Cover	\$2,750	1/4 Vertical	\$975
		1/8 Horiz. (Marketplace)	\$350

- Ad artwork is due May 27, 2016.
- All rates listed are net and do not reflect 15% agency commission.
- Ad design services are available at \$80 per hour.
- Our preferred format is PDF/X-1a with all spot colors converted to process CMYK.
- Images must be at least 300 dpi at print size.
- Upload artwork at [protradepubinc.com/PTP](http://protradepubinc.com/PTP) with the password: **uploadthis**



Full Page with Bleed: 8.875" x 11.125" (Trim: 8.625" x 10.875")

### Concrete Marketplace

Marketplace ads in *Concrete Decor Reseller* are great for those advertisers with smaller budgets or as an add-on to increase the power of your display advertising.

Ad size: 1/8 page (3.5" x 2.25").

Includes reader service number. Cost: \$350.



# MASTER THE ART OF CONCRETE

concrete 2016  
**DECOR SHOW**  
SAN DIEGO

TRAINING: SEP. 25-29  
EXHIBITS: SEP. 27-29

Exhibit at the Concrete Decor Show, the largest annual gathering of decorative concrete professionals. Connect with the decision makers who are ready to learn, experience and buy from exhibitors like you. Don't miss this important event!

Sign up to exhibit today at [ConcreteDecorShow.com](http://ConcreteDecorShow.com)



**To advertise in Concrete Decor Reseller, contact:**

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