27 years as the information authority for asphalt producers and contractors

Partner with *Asphalt Contractor* and your message reaches valued, industry decision-makers who turn to us as their credible source for accurate, in-depth information about the entire life cycle of asphalt and paving. **We know the industry** by regularly engaging contractors in on-going discussions, attending trade events and visiting jobsites.

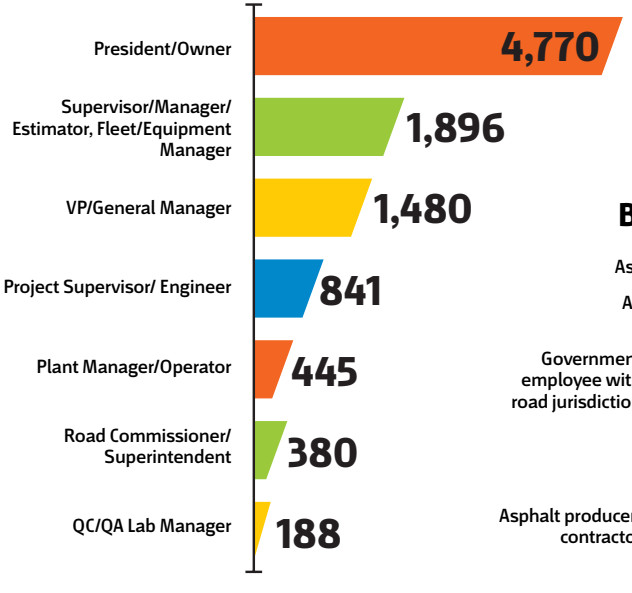
Asphalt Contractor reaches materials producers, highway contractors and public works officials with critical "how-to" information on the asphalt industry's three "Ps" — production, paving and preservation — and delivers the latest insight and updates on equipment and technology for this industry.

10,000* asphalt professionals **subscribe** to our print publication

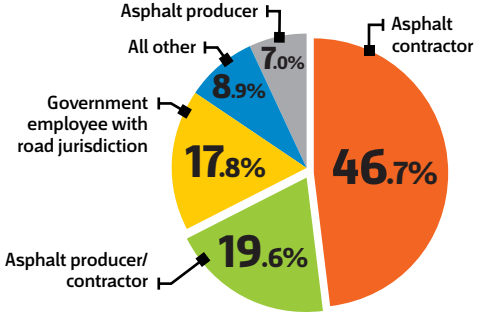
87.5% of surveyed subscribers** report they have **authority** to recommend, purchase or specify equipment

Audience Profile:

By job title*



By business and industry*



BPA WORLDWIDE

*Based on December 2012 BPA Statement
**Publisher's own data

2013 Editorial Calendar

Asphalt Contractor

	JANUARY	FEBRUARY	MARCH/ APRIL	MAY	JUNE/ JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad close	12-5-2012	1-9-2013	2-4-2013	4-8-2013	5-14-2013	7-3-2013	8-6-2013	9-4-2013	10-2-2013	10-30-2013
Materials due	12-10-2012	1-14-2013	2-7-2013	4-11-2013	5-17-2013	7-9-2013	8-9-2013	9-9-2013	10-7-2013	11-4-2013
Special Reports *Throughout 2013, watch for special reports on sustainable construction*			**WORLD OF ASPHALT** Show Report		**QUALITY CONTROL TECHNOLOGY GUIDE:** Improve the quality of asphalt you produce, lay and preserve	**SHOWCASE AND BUYERS' GUIDE:** Comprehensive listing of equipment and technology offerings for asphalt contractors and producers	**ASPHALT RECYCLING AND CRUSHING PLANTS:** Insider's look at the latest trends and technologies	**TRAINING REVIEW AND SCHEDULE:** Leading suppliers' list of training opportunities	**TECHNOLOGY — GPS AND OTHER JOBSITE TOOLS:** Products to improve productivity on the jobsite	**2014 INDUSTRY FORECAST:** Industry experts predict the year ahead
Plant Matters	*Innovative, how-to solutions to maximize production capabilities*									
Paving Innovations	*Project profiles address specification and logistical challenges*									
Pavement Preservation	*Meet the growing demand to maintain the country's aging infrastructure by focusing on techniques and equipment to extend the life cycle of good roads*									
New Products	*The latest equipment and technology unveiled to the asphalt industry*									
Bonus/Show Distribution	NPE, WOC, ARA	ARRA/ AEMA/ ISSA, ATSSA	WOA			APWA				AED
Trade Shows & Supplements	NATIONAL PAVEMENT EXPO 2013		ASPHALT & PAVEMENT INDUSTRY DIRECTORY				Sustainable CONSTRUCTION Fall 2013			
Advertising Specials								Submit a training schedule and purchase a full-page ad to get the facing page 50% off!		

Dates and topics are subject to change without notice.

2013 Display ad rates

	1X	4X	6X	8X	12X
Full Page Spread	$4,900	$4,650	$4,330	$4,105	$3,730
Full Page	2,865	2,730	2,530	2,410	2,195
2/3 Page	2,565	2,445	2,320	2,170	1,985
1/2 Page Standard	2,435	2,350	2,155	2,050	1,875
1/2 Page	2,160	2,035	1,900	1,800	1,655
1/3 Page	2,015	1,915	1,775	1,675	1,535
1/4 Page	1,735	1,645	1,520	1,445	1,325

Color Rates: Four-color process $1,275

Ad Sizes & Specifications

Located on **page 14** or on our marketing and advertising resource center at **ForConstructionPros.com/Advertise**.

Amy Schwandt, Publisher

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