From production
to paving to preservation

Asphalt Contractor is the **only** industry source providing cutting-edge information on the entire life cycle of asphalt pavements – from production to paving to preservation – in EVERY issue. When you partner with *Asphalt Contractor*, your message reaches valued industry decision-makers who turn to us as the credible source for accurate, in-depth information about the entire life cycle of asphalt.

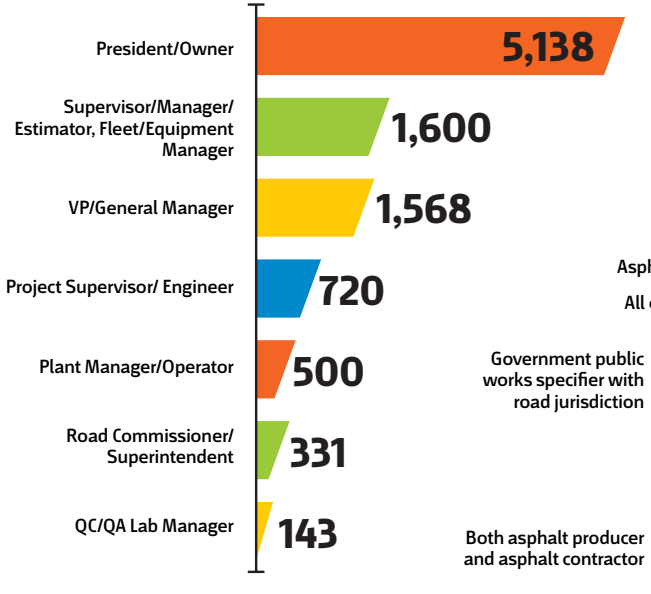
Choose *Asphalt Contractor* to reach decision-makers! 100% of our circulation is qualified by name and title or function* with 67.1% listed as presidents, owners, vice president or general manager.*

As you plan your 2014 ad package, be sure to include our **Buyers Guide** and **Special Reports** issues on quality control, CONEXPO-CON/AGG coverage, training, technology, products and equipment, and industry forecasts.

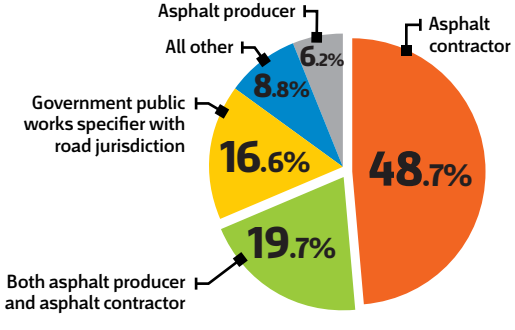
10,000* asphalt professionals **subscribe** to our print publication

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 CLICK TO VIEW

*Based on December 2013 BPA Brand Report
**Publishers own data

2014 Editorial Calendar

Asphalt Contractor

	JANUARY	FEBRUARY	MARCH/ APRIL	MAY	JUNE/ JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad close	12-6-2013	1-14-2014	2-19-2014	4-9-2014	5-15-2014	7-9-2014	8-8-2014	9-9-2014	10-7-2014	11-4-2014
Materials due	12-11-2013	1-17-2014	2-24-2014	4-14-2014	5-20-2014	7-14-2014	8-13-2014	9-12-2014	10-10-2014	11-7-2014
Special Reports	CONEXPO-CON/AGG PRE-SHOW REPORT	CONEXPO-CON/AGG 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	**2015 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	CONEXPO-CON/AGG & IFPE, NAPA, ARRA/ AEMA/ ISSA, ATSSA		***ASPHALT CONTRACTOR & PAVEMENT* ONLINE INDUSTRY DIRECTORY** *Launches in May*		APWA				AED
Trade Shows & Supplements	NATIONAL PAVEMENT EXPO 2014						Sustainable CONSTRUCTION Fall 2014			
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.

2014 Display ad rates

	1X	4X	6X	8X	12X
Full Page Spread	$4,975	$4,720	$4,395	$4,165	$3,790
Full Page	2,905	2,770	2,565	2,445	2,225
2/3 Page	2,610	2,480	2,355	2,200	2,015
1/2 Page Standard	2,475	2,385	2,185	2,080	1,900
1/2 Page	2,190	2,065	1,930	1,825	1,680
1/3 Page	2,045	1,945	1,800	1,700	1,555
1/4 Page	1,760	1,670	1,540	1,435	1,345

Color Rates: Four-color process $1,275

Ad Sizes & Specifications

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

Amy Schwandt, Publisher

Amy.Schwandt@Cygnus.com

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Ad Sizes & Specifications

	SIZE	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, 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"
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

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 Media Production Rep.
For files larger than 10MB send via FTP:
http://webftp.cygnuspub.com

Equipment TODAY · Rental · Asphalt Contractor

Patti Brown, Media Production Rep
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CONCRETE CONTRACTOR · Sustainable CONSTRUCTION

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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.

Covers and special position requests

Guaranteed position is available for an additional charge. Back cover (4) is an additional charge of 25%. Covers 2 and 3 are an additional charge of 20% of earned rate. All other guaranteed positions will incur a 15% surcharge. We will not be bound by conditions or terms appearing in ad order when such conditions conflict with our stated policies.

Inserts

Contact your integrated media consultant for specifications.

Terms 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. Publisher will not be bound by conditions, printed or otherwise, appearing in ad order or copy instructions when such conditions conflict with Publisher's stated policies. 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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28 print magazines **30 websites**
27 digital editions **16 trade shows**
1.3+ million print circulation

Publisher's own data

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