Pavement contractors’ how-to profitability resource

When you partner with *Pavement Maintenance & Reconstruction*®, your message reaches contractors in the paving, sealcoating, pavement marking and sweeping industries. Contractors who make a living from paving and pavement maintenance rely on *Pavement* for “how-to” information to run their businesses more effectively and profitably. We keep contractors abreast of industry trends, technological developments in materials and equipment, and on-the-job techniques that can improve productivity and add to their bottom line.

- We’re the only BPA-audited magazine covering this industry, so you KNOW your message is delivered to the right audience.
- Our editorial coverage addresses the entire life cycle of pavement.
- With our sister publication, *Asphalt Contractor*, we sponsor the industry’s foremost trade show, *National Pavement Expo*, giving you a premium opportunity to meet your clients and prospects face to face.

**Audience Profile:**

By business and industry*

<table>
<thead>
<tr>
<th>Industry</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paving/pavement maintenance</td>
<td>12,149</td>
</tr>
<tr>
<td>Government</td>
<td>2,132</td>
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<tr>
<td>Pavement maintenance only</td>
<td>1,707</td>
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<tr>
<td>Other contractor</td>
<td>1,242</td>
</tr>
<tr>
<td>Dealer/distributor</td>
<td>703</td>
</tr>
<tr>
<td>Paving/producer</td>
<td>509</td>
</tr>
<tr>
<td>HMA producer</td>
<td>58</td>
</tr>
</tbody>
</table>

*By job title*

100% qualified circulation by individual name and title or function

- Corporate management: 72.7%
- Operations personnel: 19.8%
- Supervisory management: 7.5%

---

18,500* pavement professionals subscribe to our print publication

72.7% of subscribers are in corporate management*
2015 Editorial Calendar

<table>
<thead>
<tr>
<th></th>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH/ APRIL</th>
<th>MAY</th>
<th>JUNE/ JULY</th>
<th>JUNE/ SEPTEMBER</th>
<th>OCTOBER/ NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
</table>

**Best Practices Focus**
- MANAGING A CONTRACTING BUSINESS
  - Industry trends
  - “How to” feature
  - Management tips
  - Profiles of cutting-edge contractors
  - Problem-solving case studies
  - Articles by NPE speakers

- PAVEMENT PRESERVATION
  - Profiles of cutting-edge contractors
  - Preservation trends
  - Problem-solving case studies
  - Preservation technology update

- SEALCOATING
  - “How to” technical article
  - Profiles of cutting-edge contractors
  - Problem-solving case studies

- STRIPING
  - “How to” technical article
  - Profiles of cutting-edge contractors
  - Problem-solving case studies

- 2015 TOP CONTRACTOR LISTINGS
  - Paving 100
  - Sealcoating 100
  - Striping 100
  - Sweeping 100
  - Pave & Compaction
  - “How to” technical article
  - Profiles of cutting-edge contractors
  - Problem-solving case studies

- CONTRACT SWEEPING
  - “How to” technical article
  - Profiles of cutting-edge contractors
  - Problem-solving case studies

**Special Reports**
- NATIONAL PAVEMENT EXPO SHOW COVERAGE
- ONLINE INDUSTRY DIRECTORY
- STATE OF THE INDUSTRY
- SPECIAL FOCUS: North American Power Sweeping Assoc.
- SPECIAL FOCUS: World Sweeping Assoc.

**Pavement Features:**
- CONSTRUCTION: Paving, milling, compaction
- MAINTENANCE: Sealcoating, striping, cracksealing
- REPAIR: Infrared, pothole repair, patching
- PRESERVATION: Slurry seal, microsurfacing, chip seal, fog seal, cape seal
- SWEEPING: Construction, street, parking lots & special events

**In Every Issue:**
- HOT MIX: News
- THIS JUST IN: Select products and upgrades
- CONTRACTORS’ CHOICE: Equipment analysis
- YOUR BUSINESS MATTERS: Management Tips
- TAILGATE TALK: Insights

**Bonus/Show Distribution**
- NPE, WOC, NAPA Annual Meeting
- ARRA/AEMA/ISSA
- WOA
- APWA Show

**Trade Shows & Supplements**
- NATIONAL PAVEMENT EXPO 2015

**2015 Display ad rates**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>4X</th>
<th>6X</th>
<th>8X</th>
<th>12X</th>
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<tbody>
<tr>
<td>Full Page Spread</td>
<td>$8,720</td>
<td>$8,495</td>
<td>$8,255</td>
<td>$8,030</td>
<td>$7,780</td>
</tr>
<tr>
<td>Full Page</td>
<td>6,995</td>
<td>4,860</td>
<td>4,720</td>
<td>4,595</td>
<td>4,465</td>
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<tr>
<td>2/3 Page</td>
<td>4,025</td>
<td>3,910</td>
<td>3,790</td>
<td>3,690</td>
<td>3,585</td>
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<tr>
<td>1/2 Page Standard</td>
<td>3,480</td>
<td>3,390</td>
<td>3,310</td>
<td>3,205</td>
<td>3,120</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3,115</td>
<td>3,020</td>
<td>2,950</td>
<td>2,860</td>
<td>2,765</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2,520</td>
<td>2,430</td>
<td>2,380</td>
<td>2,305</td>
<td>2,175</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2,115</td>
<td>2,065</td>
<td>2,005</td>
<td>1,945</td>
<td>1,895</td>
</tr>
</tbody>
</table>

Color Rates: Four-color process $1,275
Essential to the mix

“Publishers—and their advertisers—have been finding that print continues to stand out in an increasingly crowded digital landscape.”

Source: CrainsNewYork.com March 28, 2014

Print is in ... billionaires are buying up print media

- Jeff Bezos of Amazon buys the Washington Post for $250 million.
- John Henry buys the Boston Globe for $70 million.
- Warren Buffett invests in a series of small regional newspapers.
- Chris Hughes of Facebook takes on the New Republic.
- Carlos Slim, Mexico’s wealthiest man, helps float the New York Times.
- The Los Angeles Times looks likely to be bought by a consortium of LA moguls.

Source: Finance.yahoo.com March 4, 2014

Magazine options

Stand out with advertising that grabs attention!

Consider one of our many print options:

- Display ads (full-page spread, full-page ad, fractional-page ad)
- Cover treatments: Wrap, belly band, false cover, gatefold, barn door, corner snipe, sticky note
- Insert or ride-along
- Polybag your print piece with our magazine
- Special supplement
- Native advertising opportunities
- Advertorial
- Regional distribution
- Article reprints

Source: CrainsNewYork.com March 28, 2014
Construction Zone Safety™
August/September 2015

As a sponsor for this annual safety supplement, you promote the safe and proper use of your products.

Print
Reach 124,000 in three markets:
- 77,000 commercial construction professionals via Equipment Today
- 27,000 concrete contractors via Concrete Contractor
- 20,000 equipment rental professionals via Rental

Digital
- Reach 30,000+ industry professionals with our safety-focused e-newsletter
- Get year-long visibility with your content on ForConstructionPros.com

Premier Sponsor Bonus:
FREE Advertorial
With your full-page, four-color ad, you may submit a safety feature article (with our editorial staff approval) to appear adjacent to your ad.

IPAF Elevating Safety™
August/September 2015

Promote your lifting equipment and safety solutions. Capitalize on this opportunity to support the International Powered Access Federation (IPAF), the world’s leading powered access safety organization, and help IPAF raise awareness of aerial safety in the North American market.

Print
Reach 97,000 in these markets:
- 77,000 commercial construction professionals via Equipment Today
- 20,000 equipment rental professionals via Rental

Digital
- Reach 30,000+ e-subscribers via the publications’ digital editions
- E-Product Showcase featuring your product to our 41,000+ e-subscribers (with a ½-page ad or larger)
- Get year-long visibility with the IPAF Elevating Safety digital edition on ForConstructionPros.com

Safety is one of the most-viewed topics on ForConstructionsPros.com.

Power Rental™
April/May 2015

Spotlight your company and products by sponsoring Power Rental, our annual supplement that promotes the safe and proper use of power generation equipment. Jenny Lescohier, editor of Rental magazine will discuss the rental trends and usage for these products with experts in the industry and inform our readers how to capitalize on the need for power generation equipment to grow their businesses. The issue will lead off with a new product section featuring the latest portable and towable generators and compressors.

Power Rental is mailed with Rental magazine, reaching 20,000 subscribers. Three levels of sponsorships are available, each offering additional reach to our digital subscribers.
**Ad Sizes & Specs**

<table>
<thead>
<tr>
<th>Equipment Today</th>
<th>SIZE</th>
<th>BLEED</th>
<th>TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabloid Spread*</td>
<td>22” x 14.75”</td>
<td>21.75” x 14.5”</td>
<td></td>
</tr>
<tr>
<td>Tabloid Page*</td>
<td>11.125” x 14.75”</td>
<td>10.875” x 14.5”</td>
<td></td>
</tr>
<tr>
<td>1/2 Tabloid*</td>
<td>11.125” x 8.25”</td>
<td>10.875” x 8”</td>
<td></td>
</tr>
<tr>
<td>Journal Spread*</td>
<td>16.25” x 11”</td>
<td>16” x 10.75”</td>
<td></td>
</tr>
<tr>
<td>Journal Page*</td>
<td>8.25” x 11”</td>
<td>8” x 10.75”</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Asphalt Contractor, Concrete Contractor, Pavement, Rental &amp; Sustainable Construction</th>
<th>SIZE</th>
<th>BLEED</th>
<th>TRIM</th>
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<tbody>
<tr>
<td>Full Page Spread*</td>
<td>16” x 11”</td>
<td>15.75” x 10.75”</td>
<td></td>
</tr>
<tr>
<td>Full Page*</td>
<td>8.125” x 11”</td>
<td>7.875” x 10.75”</td>
<td></td>
</tr>
</tbody>
</table>

*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 Ad Production Manager. For files larger than 10MB, follow these steps:
1. Go to http://ge.tt/
2. Click on the Upload files button
3. Select file to be uploaded; click the Open button
4. Type the email address in the box under “Share this album”
5. Click the Send button

**Patti Brown**, Ad Production Manager
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800.538.5544 x1224
pbrown@ACBusinessMedia.com

**Cindy Rusch**, Ad Production Manager
201 N. Main Street
Fort Atkinson, WI 53538
800.538.5544 x1240
crusch@ACBusinessMedia.com

**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.
800.538.5544
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