

# OHIO ASPHALT

THE JOURNAL OF OHIO'S ASPHALT PROFESSIONALS

THE OFFICIAL PUBLICATION OF FLEXIBLE PAVEMENTS OF OHIO  
ADVERTISING RATES 2015



## DISPLAY ADVERTISING

For display ad information, call Mark Wolf at 866-679-9340, fax: 614.846.8763 or email: [mwolf@triad-inc.com](mailto:mwolf@triad-inc.com).

FULL COLOR AD SIZE:	1-2X	3-5X
Back Cover	\$ 2,790	\$ 2,567
Inside Front or Inside Back Cover	2,650	2,439
Full Page	2,309	2,102
Two-thirds Page	1,760	1,608
One Half Island	1,530	1,409
Half Page	1,430	1,316
One-third Page	890	785
One-fourth Page	754	695
One-sixth Page	550	506
One-eighth Page	435	402

BLACK & WHITE AD SIZE:	1-2X	3-5X
Full Page	\$ 1,471	\$ 1,353
Two-thirds Page	1,183	1,060
One Half Island	1,024	943
Half Page	922	848
One-third Page	678	605
One-fourth Page	520	477
One-sixth Page	386	355
One-eighth Page	317	290

### ACCEPTANCE:

*Ohio Asphalt* reserves the right to reject any advertising or to require that the word “advertisement” appear in any ad. The publication shall further be held harmless from any loss or expense resulting from claims or suits for any reason.

### DUE DATE:

Materials are due at the close of business on the fifth business day following the space deadline. Ads must be to specifications – requiring NO alterations at that time.

### SEND ART TO:

[mwolf@triad-inc.com](mailto:mwolf@triad-inc.com) via email or  
mail to OA 371 County Line Road West, Suite 150, Westerville, OH 43082

### SEND PAYMENTS TO:

Flexible Pavements of Ohio  
6205 Emerald Parkway, Suite B  
Dublin, OH 43016

**SAME RATES APPLY FOR FLEXIBLE PAVEMENTS OF OHIO  
ANNUAL DIRECTORY CONTACT US FOR MORE INFORMATION**

# OHIO ASPHALT

THE JOURNAL OF OHIO'S ASPHALT PROFESSIONALS

## THE OFFICIAL PUBLICATION OF FLEXIBLE PAVEMENTS OF OHIO ADVERTISING RATES 2015

### MECHANICAL SPECIFICATIONS

**TRIM SIZE:** 8.5" x 11"

**LIVE MATTER:** All type and other copy should fall within dimensions specified, but must remain a minimum of 3/8" clear of top, bottom and outside-edge trim lines.

**BLEEDS:** Available at no additional cost in full-page sizes only. Ads with bleed require 1/4" bleed allowance past trim size.

**FILE SUBMISSIONS:** All ad submissions must be 300 dpi with colors built in CMYK, Spot PMS or Grayscale.

Press PDFs are the preferred submission format for all advertising files.

**OTHER ACCEPTABLE FILES:** TIFF and JPEG at 300 dpi.

**ACCEPTABLE APPLICATIONS:** Adobe InDesign, Photoshop or Illustrator (version CS5 or lower), QuarkXPress (version 7 or lower). We cannot guarantee correct output from any other application (such as PageMaker or any word processing applications), and ads built and submitted in such programs are subject to refusal.

**BLACK & WHITE COVERS:** Available only when four-color ads are not sold. Black & white ads will be moved to interior pages at prevailing rates.

**PRODUCTION:** *Ohio Asphalt* offers expert assistance in preparing or altering ads for nominal charges. Minimum charge of \$25.

**SPECIAL POSITION:** To guarantee position, add a 10% premium to applicable rate. All position requests are subject to approval.

**INSERTS:** Advertising inserts can also be placed in *Ohio Asphalt*. Costs for inserts are provided upon request.

**DISCOUNTS:** Advertising placed through an agency will receive a 15% discount if the account is paid within 30 days of the invoice date. Agency discounts are applicable only if the signed *OA* space contract lists an agency. In-house agencies are not eligible for the discount unless they have at least three other active commercial clients and submit a mailing list of those clients with the *OA* contract.

**CANCELLATIONS:** Ads canceled after space reservation deadlines will be billed at 100%.

Full Page Bleed

Bleed: 9" x 11 1/2"  
Trim: 8 1/2" x 11"  
Live: 7 3/4" x 10 1/4"

Back Cover  
7 1/4" x 9"

2/3 Page Horizontal  
7 1/4" x 7"

2/3 Page Vertical  
4 3/4" x 10"

1/2 Page Horizontal  
7 1/4" x 5"

1/2 Page Vertical  
3 1/2" x 10"

1/2 Page Island  
4 3/4" x 6 1/2"

1/3 Page Square  
4 5/8" x 4 5/8"

1/3 Page Horizontal  
7 1/4" x 3 1/4"

1/3 Page Vertical  
2 3/8" x 10"

1/6 Page Horizontal  
4 5/8" x 2 1/8"

1/4 Page Horizontal  
7 1/4" x 2 1/2"

1/4 Page Vertical  
3 1/2" x 4 3/4"

1/6 Page Vertical  
2 1/8" x 4 5/8"

1/8 Page Horizontal  
3 3/8" x 2 1/8"

1/8 Page Vertical  
2 1/8" x 3 1/8"



# Flexible Pavements

of Ohio

THE OFFICIAL PUBLICATION OF FLEXIBLE PAVEMENTS OF OHIO  
 DIRECTORY ADVERTISING RATES 2015-2016

## DISPLAY ADVERTISING

For display ad information, call 866.679.9340, fax: 614.846.8763 or email: [mwolf@triad-inc.com](mailto:mwolf@triad-inc.com).

### FULL COLOR AD SIZE:

Back Cover	\$ 2,791
Inside Front or Inside Back Cover	2,651
Full Page	2,309
Half Page	1,430
One-fourth Page	753

### BLACK & WHITE AD SIZE:

Full Page	\$ 1,471
Half Page	922
One-fourth Page	520

## SEND ART TO:

[mwolf@triad-inc.com](mailto:mwolf@triad-inc.com) via email or  
 mail to O4 371 County Line Road West, Suite 150, Westerville, OH 43082

## SEND PAYMENTS TO:

Flexible Pavements of Ohio  
 6205 Emerald Parkway, Suite B  
 Dublin, OH 43016

## MECHANICAL SPECIFICATIONS

**FILE SUBMISSIONS:** All ad submissions must be 300 dpi with colors built in CMYK, Spot PMS or Grayscale.

Press PDFs are the preferred submission format for all advertising files.

**OTHER ACCEPTABLE FILES:** TIFF and JPEG at 300 dpi.

**ACCEPTABLE APPLICATIONS:** Adobe InDesign, Photoshop or Illustrator (version CS5 or lower), QuarkXPress (version 7 or lower). We cannot guarantee correct output from any other application (such as PageMaker or any word processing applications), and ads built and submitted in such programs are subject to refusal.

**PRODUCTION:** *Flexible Pavements Directory* offers expert assistance in preparing or altering ads for nominal charges. Minimum charge of \$25.

**SPECIAL POSITION:** To guarantee position, add a 10% premium to applicable rate. All position requests are subject to approval.

**CANCELLATIONS:** Ads canceled after space reservation deadlines will be billed at 100%.

**ACCEPTANCE:** *Flexible Pavements Directory* reserves the right to reject any advertiser or to require that the word "advertisement" appear in any ad. The publication shall further be held harmless from any loss or expense resulting from claims or suits for any reason.

Front/Back Cover

Bleed: 6 ¼" x 8 ¾"  
 Trim: 6" x 8 ½"  
 Live: 5" x 7 ½"

Index Tab or  
 Full Page  
 (no bleed)  
 4 ¾" x 8"

½ Page  
 4 ¾" x 3 ¾"

¼ Page  
 Vertical  
 2 ½" x 3 ¾"

# OHIO ASPHALT

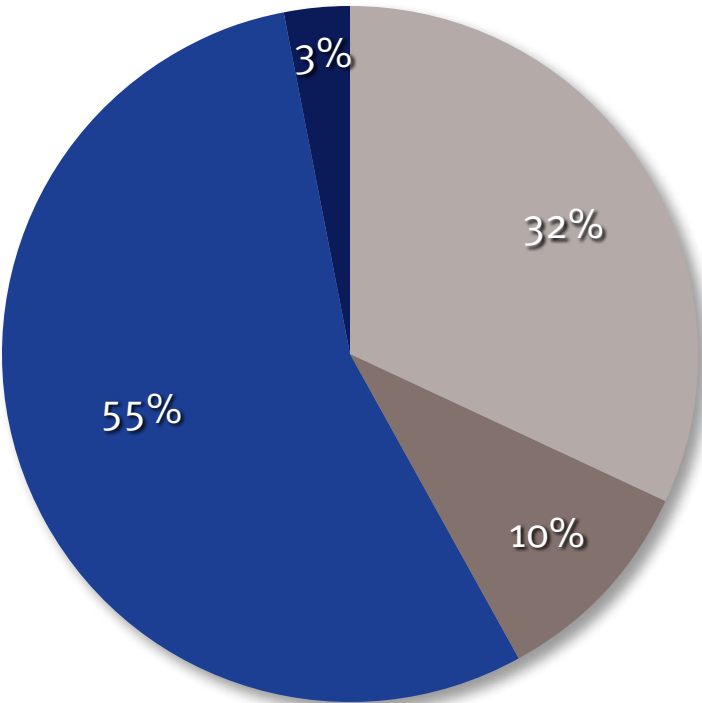
THE JOURNAL OF OHIO'S ASPHALT PROFESSIONALS

## CIRCULATION DEMOGRAPHICS: TOTAL CIRCULATION 2,600

*Ohio Asphalt* is circulated to Flexible Pavements of Ohio Association Members (Producers and Non-Producers), Industry Consultants, Civil Engineers and Survey Firms, City/County/Township Public Officials and Engineers, Highway Superintendents.

**TOTAL READERSHIP 7,800**

- Private/Publicly Held Companies
- Affiliated/Industry Related Associations
- Government Officials/Entities
- Higher Education/Institutes



*Ohio Asphalt* is the official publication of Flexible Pavements of Ohio (FPO) and is published quarterly. *Ohio Asphalt* is circulated statewide to a large yet select list of subscribers, which includes FPO members, government officials like ODOT, Engineers, County Road Superintendents, Mayors, Purchasing Agents, Legislature etc., Educational Institutions, Development Organizations and more. Top business owners are also kept informed through *Ohio Asphalt*.

*Ohio Asphalt* contains valuable news and articles regarding the most up-to-date information in respect to the construction industry and related areas of interest as well as FPO members, company news and FPO events.

The editorial content of *Ohio Asphalt* showcases the concerns of the construction and asphalt pavement industry. Advancement of the highway flexible pavements industry through the works of FPO is the primary purpose of *Ohio Asphalt*. Another goal is to provide a voice to political and private-sector decision makers that shape the future of the flexible pavements industry, as well as advancing the interests of FPO and its members by providing positive construction related content across a broad spectrum of industry topics.

**FOR MORE INFORMATION ABOUT OHIO ASPHALT**

Mark Wolf, Advertising Sales Representative  
 mwolf@triad-inc.com  
 866-679-9340 • fax: 614.846.8763