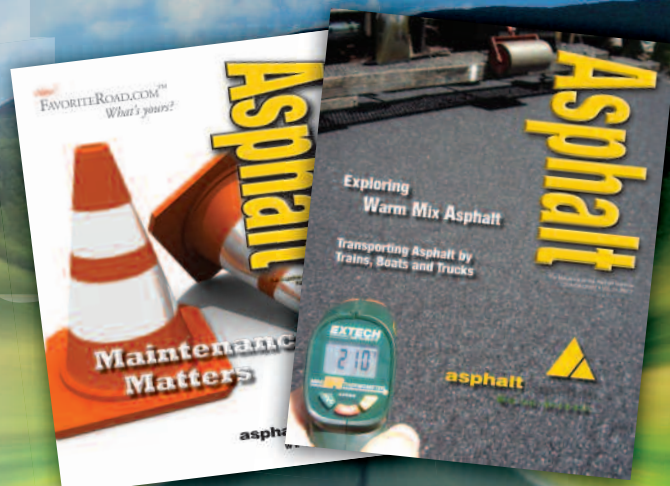


# Asphalt

**Asphalt** magazine

## 2010 Advertising Rates & Details



### In Every Issue:

- President's Message
- Asphalt News
- Lab Corner
- Calendar of Events

### 2010 article topics will include:

- Intelligent compaction
- Equipment innovations
- HMA plants
- Soils and drainage
- Binder testing
- Repairing asphalt distresses
- Warm mix asphalt
- DSR temperature equilibration
- Asphalt in railbeds
- Pavement preservation

*"BP advertises in Asphalt magazine because it is an effective way to engage our customers with our message and brand."*

-JACQUELINE B. TAVITAS  
Asphalt Marketing Manager  
BP Asphalt

*"ARR-MAZ advertises in Asphalt magazine because it gets our message to the right people."*

-PAT LAVIN  
Vice President  
ARR-MAZ Custom Chemicals, Inc.

### Display Rates (Publication Trim Size: 8 1/2" x 10 7/8")

<p><b>Full Page</b> No Bleed 7 1/2" x 9 7/8"</p>	<p><b>Full Page</b> With Bleed 8 3/4" x 11 1/8"</p> <p><b>1/2 Page Horizontal</b> 7 1/2" x 4 3/4"</p>	<p><b>Business Card Size Classified</b></p> <p>3 1/2" x 2"</p> <p><b>1/4 Page Vertical</b> 3 1/2" x 4 3/4"</p> <p><b>1/2 Page Vertical</b> 3 1/2" x 9 7/8"</p>
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**Member Discount:** 20% off

### Magazine Deadlines:

Issue	Space Close	Materials Due
Feb. 15, 2010	Jan. 1	Jan. 15
Jun. 15, 2010	May 1	May 15
Oct. 15, 2010	Sept. 1	Sept. 15

### Contacts:

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Standard Sizes (1 or 2 color)	Live Area	1X Rate (\$)	3X Rate (\$)
<b>Inside Front Cover</b> 8 3/4" x 11 1/8"	7 1/2" x 9 7/8"	3500	3000
<b>Inside Back Cover</b> 8 3/4" x 11 1/8"	7 1/2" x 9 7/8"	3500	3000
<b>Full Page (with Bleed)</b> 8 3/4" x 11 1/8"	7 1/2" x 9 7/8"	3200	2860
<b>Full Page (no Bleed)</b>	7 1/2" x 9 7/8"	3200	2860
<b>1/2 Page Vertical</b>	3 1/2" x 9 7/8"	2100	1875
<b>1/2 Page Horizontal</b>	7 1/2" x 4 3/4"	2100	1875
<b>1/4 Page Vertical</b>	3 1/2" x 4 3/4"	1350	1225
<b>Business Card</b>	3 1/2" x 2"	600	500