

ASPHALT MAGAZINE

Since 1949

Our magazine is well-known internationally for covering topics surrounding the asphalt industry, including in-depth articles on trends in technology. Additionally, we highlight a variety of projects throughout the world in both paving and roofing.

MEDIA RATES 2026

Ad Size	Specs	Live Area	3X	1X
full page (bleed)	8.25" x 10.75"	6.75" x 9"	\$2,999	\$3,450
full page (no bleed)	6.75" x 9"	6.75" x 9"	\$2,999	\$3,450
half page (horizontal)	6.75" x 4.4167"	6.75" x 4.4167"	\$2,075	\$2,325
half page (vertical)	3.2197" x 9"	3.2197" x 9"	\$2,075	\$2,325
quarter page	3.2197" x 4.4167"	3.2197" x 4.4167"	\$1,300	\$1,500

all prices are net

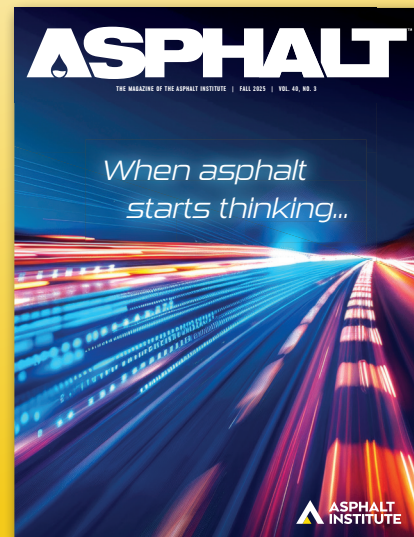
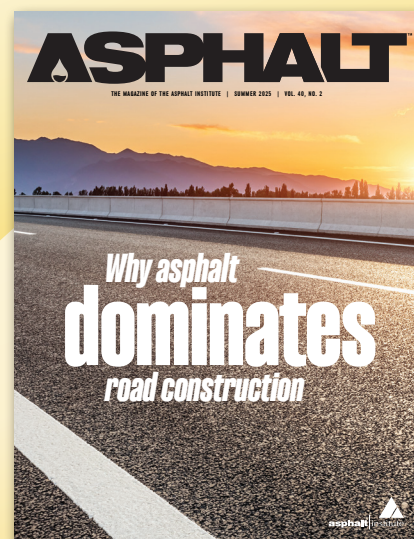
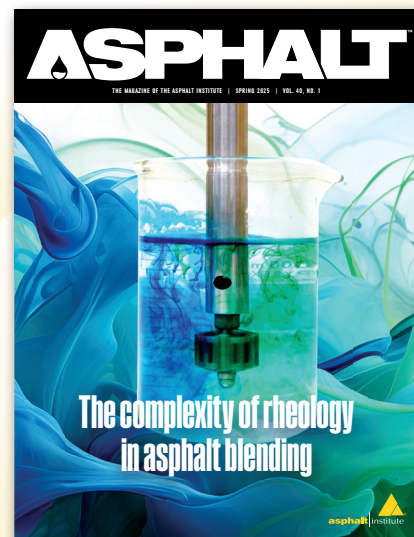
Any three-time print magazine contract advertisers received complimentary ads on Asphaltmagazine.com and in monthly email blasts. Web ad sizes are 120x120 pixels, 300x250 pixels, 728x90 pixels and 970x250 pixels. Asphaltmagazine.com has 55,285 users annually and 102,101 page views annually.

Issue*	Space Closes	Ad Materials Due
February 16, 2026	January 5, 2026	January 16, 2026
June 15, 2026	May 4, 2026	May 18, 2026
October 15, 2026	September 2, 2026	September 16, 2026

** issue date is scheduled to date to begin the mailing process*

CIRCULATION

- ▶ **16,200** mailed copies in all 50 U.S. states, Canada and Mexico
- ▶ Dynamic digital version with live ad links (**14,127** active users annually)
- ▶ Monthly email blast to **6,500** subscribers



CONTACT Kendal Butler | kbutler@asphaltinstitute.org | 859-288-4985

www.asphaltmagazine.com