



FP2.ORG

# FOR PAVEMENT PRESERVATION MEDIA GUIDE

*Pavement Preservation Journal*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



## FP<sup>2</sup> AND THE INDUSTRY

### \$42 B

Reconstruction and additions to existing roads and highways is a nearly \$42 billion per year industry.\*

### \$14 B

The industry for road and highway maintenance is expected to grow \$14 billion in the next five years.

### REACH

*Pavement Preservation Journal* reaches city, county, state and federal department of transportation (DOT) and related government agencies.

### PLUS

Our magazine is also distributed to contractor members of AEMA, ARRA, ISSA, IGGA.

Our digital edition is also sent out to members of the National Asphalt Pavement Association (NAPA).

## WHAT READERS ARE BUYING

Our members are always looking to make sure they are working with the best products and services providers. Our members are in the market for:

- Asphalt, Additives & Modifiers
- Asphalt Emulsions & Emulsifying Agents
- Equipment - pavers, pavement repair, recycling, sealcoating, spreaders, bond coat, etc.
- Pavement Preservation Materials & Supplies
- Pavement Management Software
- Testing
- And more!

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***Pavement Preservation Journal***  
print & digital magazine

\*Source: IBISWorld Report 23731A



# 2019 EDITORIAL CALENDAR

ISSUE	FEATURES	DEADLINE	SHIP DATE
Spring 2019	<b>THEME: Research in Pavement Preservation</b> <ul style="list-style-type: none"><li>• NCHRP reports and research syntheses</li><li>• Report from Midwest Pavement Preservation Partnership</li><li>• Advanced emulsion formulations</li><li>• Ultra-thin bonded overlays</li></ul>	1/24/19	March 2019
Summer 2019	<b>THEME: Integrating Pavement Management with Preservation</b> <ul style="list-style-type: none"><li>• Asset management</li><li>• World of Asphalt 2019 Report</li></ul>	4/9/19	May 2019
Fall 2019	<b>THEME: Environmental Sustainable Pavement Preservation</b> <ul style="list-style-type: none"><li>• Recycled materials</li></ul>	7/19/2019	September 2019
Winter 2019	<b>THEME: Innovations in Surface Treatments</b> <ul style="list-style-type: none"><li>• Materials and placements</li></ul>	10/4/2019	November 2019

*\*Editorial Calendar is tentative and subject to change.*

## IN EVERY ISSUE:

- Pavement Preservation Research at NCAT and MnROAD
- D.C. Update
- Grad Student Profile
- Aspects of a World-Class Preservation Program



# PAVEMENT PRESERVATION JOURNAL

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	1-2x	3-4x
Double Page Spread	\$ 3,369.50	\$ 3,129.50
Outside Back Cover	\$ 3,019.50	\$ 2,849.50
Inside Front or Inside Back Cover	\$ 2,839.50	\$ 2,669.50
Full Page	\$ 2,489.50	\$ 2,319.50
2/3 Page	\$ 1,869.50	\$ 1,739.50
1/2-Page Island	\$ 1,589.50	\$ 1,479.50
1/2 Page	\$ 1,389.50	\$ 1,289.50
1/3 Page	\$ 1,049.50	\$ 979.50
1/4 Page	\$ 789.50	\$ 729.50
1/6 Page	\$ 619.50	\$ 579.50
1/8 Page	\$ 449.50	\$ 419.50

Black-and-White Rates	1-2x	3-4x
Full Page	\$ 1,459.50	\$ 1,359.50
2/3 Page	\$ 1,179.50	\$ 1,099.50
1/2-Page Island	\$ 899.50	\$ 839.50
1/2 Page	\$ 849.50	\$ 789.50
1/3 Page	\$ 699.50	\$ 649.50
1/4 Page	\$ 509.50	\$ 469.50
1/6 Page	\$ 409.50	\$ 379.50
1/8 Page	\$ 309.50	\$ 289.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

- HTML5 Ad | \$850
- Rectangle | \$650
- Top TOC Banner | \$600
- Leaderboard | \$800
- 2nd TOC Banner | \$500
- Large Insert | \$600
- Small Insert | \$500
- Digital Video | \$200

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

# PAVEMENT PRESERVATION JOURNAL

## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

PPJ is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



**Mobile & Desktop Responsive HTML Reading View**



### 1 **Leaderboard (all views) | \$800**

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 **Rectangle (all views) | \$650**

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### **TOC Mobile Banners (HTML reading view)**

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 5<sup>th</sup> article.

### 3 **Top TOC Mobile Banner | \$600**

### 4 **2<sup>nd</sup> TOC Mobile Banner | \$500**

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 Ad | \$850

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$200

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

#### • Large Insert | \$600

#### • Medium Insert | \$500

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For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)





# PAVEMENT PRESERVATION JOURNAL

## INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- Aftermarket Parts for Plants
- Aggregates, Stone, Sand
- Air Compressors
- Air Emissions Testing
- Air Pollution Control Equipment
- Appraisals, Equipment
- Asphalt
- Asphalt Additives & Modifiers
- Asphalt Cement & Products
- Asphalt Emulsions or Emulsifying Agents
- Asphalt Equipment Supplies
- Asphalt Pavers
- Asphalt Plant Products
- Asphalt Processing Equipment
- Asphalt Release Agents
- Asphalt Testing
- Auctioneers
- Backup Alarms
- Baghouses
- Bins & Silos
- Brooms/Sweepers
- Burners, Controls & Equipment
- Classifiers, Sand
- Cleaning Equipment & Supplies
- Compaction Equipment
- Compactors, Tampers & Rollers
- Computer Consultants
- Computer Hardware & Software
- Confined Space Solutions
- Construction Wear Parts
- Consultants
- Control Systems
- Conveyers & Feeder Equipment
- Cranes
- Crushers
- Decorative Paving Products
- Drum Mixers / Dryer Shells
- Dust Suppressant Agents
- Earth-Moving Equipment
- Elevators
- Energy Recovery Systems & Engineering
- Equipment Sales, Service, Rentals
- Fabrics / Interlayers / Geotextiles
- Fibers
- Filler Dust Systems
- Fuels
- Heat Transfer Fluids
- Heaters
- Industrial Polymers
- Industry Publications
- Insulation
- Insurance & Surety Bond Services
- Laydown Contractors
- Laydown Equipment / Parts
- Laydown Tools
- Legal Services
- Lights & Lighting Equipment
- Lime Silos Blenders & Slurry Systems
- Liners, Dump Trucks/Trailers
- Loaders
- Lubricants
- Maintenance & Repair Services
- Manhole, Catch Basin, Valve Box Extensions
- Manufacturing Facilities, Repair & Modification
- Mergers & Acquisitions
- Paints, Striping Services & Equipment
- Patching
- Pavement Breakers, Cutters
- Pavement Management Systems
- Paving Equipment Manufacturers
- Pollution Control
- Processing Equipment
- Recycling Equipment
- Refractory
- Release Agents
- Rental Equipment
- Safety Equipment
- Scales
- Services
- Soil-Stabilizing Equipment
- Specialty Paints
- Spreaders - Stone, Sand & Chip
- Steel - Alloy Abrasive & Corrosion Resistant
- System Design Engineers
- Tanks, Bulk Storage/Transport
- Tarps
- Testing Equipment, Materials & Measurement
- Traffic Control Equipment
- Trailers/Trucks
- Washers
- Waterproofing & Damp-Proofing Materials
- Wire Products
- Workers' Compensation
- Other: \_\_\_\_\_

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20 = \$ \_\_\_\_\_

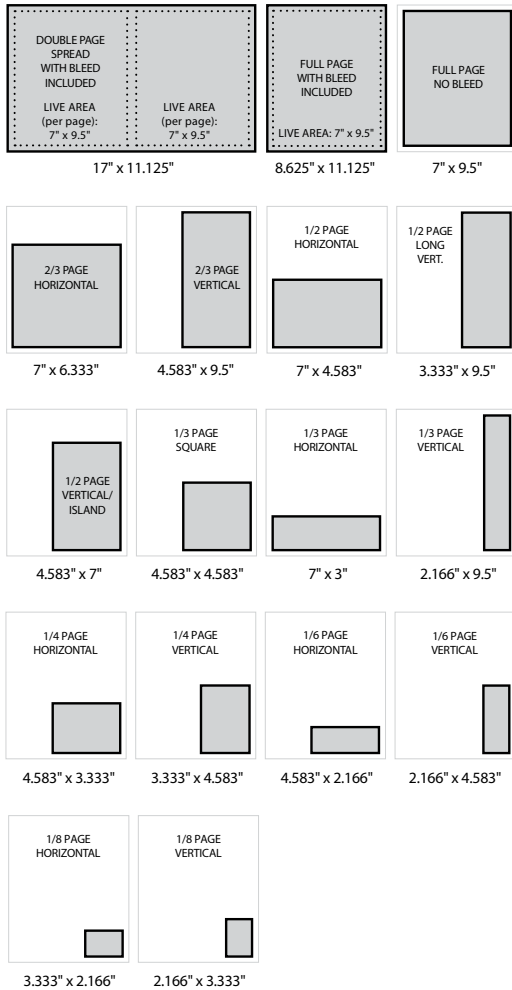
Initial: \_\_\_\_\_ Date: \_\_\_\_\_



# PRINT ADVERTISING SPECIFICATIONS

## PAVEMENT PRESERVATION JOURNAL

Magazine Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flysheets: 8.5" x 11"

### Digital Edition

For the latest online specs, please visit [www.naylor.com/onlinepecs](http://www.naylor.com/onlinepecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.