

PAVEMENT

Maintenance & Reconstruction

Classified Advertising

REACH **18,500*** pavement contractors

Pavement Maintenance & Reconstruction is the industry-recognized "how-to" resource for contractors who make a living from paving, sealcoating, striping, sweeping, crack repair and pavement repair. When you partner with us, your message reaches valued industry decision makers through our integrated, multi-platform channels.

Classified advertising:
Circulation 18,500 BPA Audited.
Published 8 times annually: January, February, March/April, May, June/July, August/September, October/November, December (Showcase)



Small investment.

BIG RETURN.

Pavement Classified Ad Rates 2012

	1X	4X	8X	10X
Full page Color	\$1,900	\$1,860	\$1,820	\$1,740
Full Page B&W	1,800	1,760	1,720	1,640
1/2 Page Color	1,000	980	960	920
1/2 Page B&W	900	880	860	820
1/4 Page Color	550	540	530	510
1/4 Page B&W	450	440	430	410
2 Column Inch Color	350	340	330	310
2 Column Inch B&W	300	290	280	260
1 Column Inch Color	200	195	190	180
1 Column Inch B&W	150	145	140	130

For more information:
Barb Levin
Phone-800-538-5544 / Fax: 847-831-2097
Barb.Levin@Cygnus.com

Payment conditions:
All rates listed are net rates per insertion.
All Special Section advertising is pre-paid prior to closing. MasterCard, Visa, American Express accepted.

Pre-Payment Mailing Address:
Cygnus Business Media
1233 Janesville Avenue
Fort Atkinson, WI 53538

Print advertising price net per issue

Print + web/email classified advertising packages also available

*Based on June 2011 BPA statement