


2013 Editorial Calendar

	JANUARY	FEBRUARY	MARCH/ APRIL	MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	12-5-2012	1-11-2013	2-15-2013	4-10-2013	5-21-2013	7-18-2013	9-20-2013	11-8-2013
Materials due	12-10-2012	1-16-2013	2-21-2013	4-15-2013	5-24-2013	7-23-2013	9-25-2013	11-14-2013
Best Practices Focus  Throughout 2013, watch for special reports on sustainable construction	MANAGING A CONTRACTING BUSINESS Industry trends Contractor profiles Job stories Articles by NPE speakers	PAVEMENT PRESERVATION Contractor profiles Job stories Technology update	SEALCOATING "How to" feature Contractor profiles Job stories	STRIPING "How to" feature Contractor profiles Job stories	2013 TOP CONTRACTOR RANKINGS Paving Sealcoating Striping Sweeping	PAVING & COMPACTION "How to" feature Contractor profiles Job stories	CONTRACT SWEEPING "How to" feature Contractor profiles Job stories	ANNUAL PRODUCT SHOWCASE
Special Reports			NATIONAL PAVEMENT EXPO show coverage		STATE OF THE INDUSTRY		SPECIAL NAPSA FOCUS	
PAVEMENT Features: These topics covered regularly in our 2013 issues	<ul style="list-style-type: none"> ▶ CONSTRUCTION: Paving, milling, compaction ▶ MAINTENANCE: Sealcoating, striping, cracksealing ▶ REPAIR: Infrared, pothole repair, patching ▶ PRESERVATION: Slurry seal, microsurfacing, chip seal, fog seal, cape seal ▶ SWEEPING: Construction, street, parking lots & special events 							
Hot Mix	News							
This Just In	Select products and upgrades							
Your Business Matters	Management Tips							
Tailgate Talk	Insights							
Bonus/Show Distribution	NPE, WOC, ARA, NAPA Annual Meeting	ARRA/AEMA/ISSA, ATSSA Traffic Expo	WOA			APWA Congress		AED Summit & CONDEX
Trade Shows & Supplements	NATIONAL PAVEMENT EXPO 2013			ASPHALT & PAVEMENT INDUSTRY DIRECTORY				

Dates and topics are subject to change without notice.

2013 Display ad rates

	1X	4X	6X	8X	12X
Full Page Spread	\$8,720	\$8,495	\$8,255	\$8,030	\$7,780
Full Page	4,995	4,860	4,720	4,595	4,465
2/3 Page	4,025	3,910	3,790	3,690	3,585
1/2 Page Standard	3,480	3,390	3,310	3,205	3,120
1/2 Page	3,115	3,020	2,950	2,860	2,765
1/3 Page	2,520	2,430	2,380	2,305	2,175
1/4 Page	2,115	2,065	2,005	1,945	1,895

Color Rates: Four-color process \$1,275

Ad Sizes & Specifications

Located on **page 14** or on our marketing and advertising resource center at ForConstructionPros.com/Advertise.

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