

# PAVEMENT

## MAINTENANCE & RECONSTRUCTION

www.ForConstructionPros.com/Pavement



# Pavement contractors' how-to profitability resource



When you partner with *Pavement Maintenance & Reconstruction*, your message reaches contractors in the paving, sealcoating, pavement marking and sweeping industries. Paving and pavement maintenance contractors rely on *Pavement* for how-to information to run their businesses more effectively and profitably. We keep contractors abreast of industry trends, technological developments in materials and equipment, and on-the-job techniques that can improve productivity and add to their bottom line.

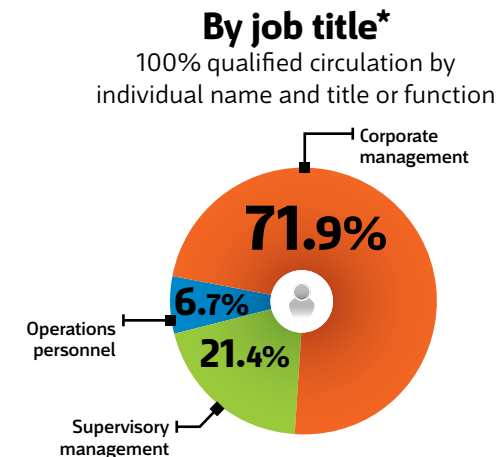
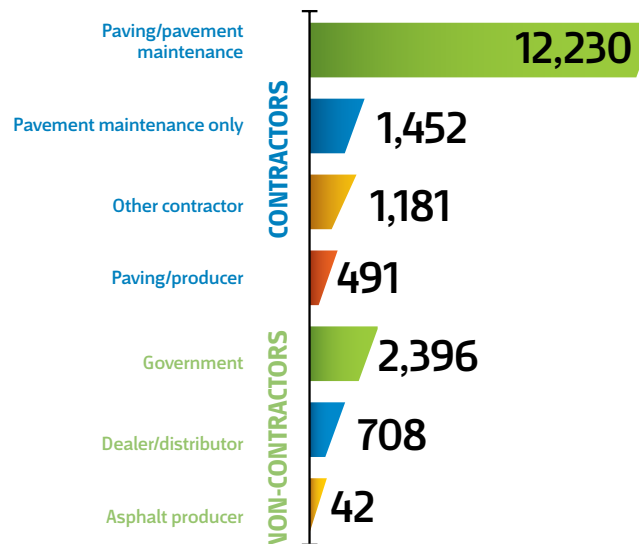
- We're the only BPA-audited magazine covering this industry, so you KNOW your message is delivered to the right audience.
- Our editorial coverage addresses the entire **life cycle of pavement**.
- With our sister publication, *Asphalt Contractor*, we sponsor the industry's foremost trade show, **National Pavement Expo**, giving you a premium opportunity to meet your clients and prospects face to face.

**18,500\*** pavement professionals **subscribe** to our print publication

**15,193\*\*** subscribe to *Blacktop Update*, our monthly e-newsletter

**72.4%** of subscribers are in **corporate management\***

## Audience Profile: By business and industry\*



**BPA**  
WORLDWIDE

\*BPA Brand Report December 2015  
Total Qualified Circulation 18,500  
\*\*Publisher's own data

# 2016 Editorial Calendar

	JANUARY	FEBRUARY	MARCH/ APRIL	MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER	
<b>Ad close</b>	12-4-2015	1-6-2016	2-8-2016	4-8-2016	5-12-2016	7-11-2016	9-6-2016	10-28-2016	
<b>Materials due</b>	12-9-2015	1-11-2016	2-11-2016	4-13-2016	5-17-2016	7-14-2016	9-9-2016	11-2-2016	
<b>Best Practices Focus</b>	<b>MANAGING A PAVING &amp; PAVEMENT MAINTENANCE BUSINESS</b> Industry trends How-to management tips Profiles of cutting-edge contractors Problem-solving case studies Articles by NPE speakers	<b>PAVEMENT AWARDS</b> Contractor of the Year Sweeper of the Year Hall of Fame Alan Curtis Industry Service Parking Lot Paving Paving Award (Non-Parking Lot) Sealcoating & Striping (Large Job) Sealcoating & Striping (Small Job) Good Neighbor 	<b>SEALCOATING</b> How-to technical article Profiles of cutting-edge contractors Problem-solving case studies	<b>STRIPING</b> How-to technical article Profiles of cutting-edge contractors Problem-solving case studies	<b>2016 TOP CONTRACTOR</b> Paving 100 Sealcoating 100 Striping 100 Sweeping 100 Pavement repair 100 	<b>PAVING &amp; COMPACTION</b> How-to technical article Profiles of cutting-edge contractors Problem-solving case studies	<b>CONTRACT SWEEPING</b> How-to technical article Profiles of cutting-edge contractors Problem-solving case studies  <b>30TH ANNIVERSARY ISSUE</b>	<b>ANNUAL PRODUCT SHOWCASE</b>  Comprehensive pictorial guide featuring equipment, products and technology for paving and paving maintenance contractors	
<b>Special Reports</b>		PAVEMENT PRESERVATION 2016	NATIONAL PAVEMENT EXPO SHOW COVERAGE	ONLINE 	STATE OF THE INDUSTRY UPDATE		<b>SPECIAL FOCUS:</b> North American Power Sweeping Assoc.  <b>SPECIAL FOCUS:</b> World Sweeping Assoc.		
<b>Pavement Features:</b> These topics covered regularly in our 2015 issues	<ul style="list-style-type: none"> <li>■ <b>PAVEMENT CONSTRUCTION:</b> Paving, milling, compaction, dirt work</li> <li>■ <b>PAVEMENT MAINTENANCE:</b> Sealcoating, striping, cracksealing</li> <li>■ <b>PAVEMENT REPAIR:</b> Infrared, pothole repair, patching</li> <li>■ <b>PAVEMENT PRESERVATION:</b> Slurry seal, microsurfacing, chip seal, fog seal, cape seal</li> <li>■ <b>PAVEMENT SWEEPING:</b> Construction, street, parking lots &amp; special events</li> </ul>								
<b>In Every Issue:</b>	<ul style="list-style-type: none"> <li>■ <b>HOT MIX:</b> News</li> <li>■ <b>THIS JUST IN:</b> Select products and upgrades</li> <li>■ <b>CONTRACTORS' CHOICE:</b> Equipment analysis</li> <li>■ <b>YOUR BUSINESS MATTERS:</b> Management Tips</li> <li>■ <b>TAILGATE TALK:</b> Insights</li> <li>■ <b>PAVEMENT TECHNOLOGY UPDATES:</b> News in technology</li> </ul>								
<b>Bonus/Show Distribution</b>	NPE, WOC, NAPA Annual Meeting, ATSSA Traffic Expo	ARRA/AEMA/ISSA	WOA			APWA Show			
<b>Marketing Specials</b>				<b>Spring Special:</b> Place a full-page ad and receive a spotlight promotion for the equipment/products you displayed at NPE!	<b>Top Contractor Special:</b> Sponsor a Top Contractor and receive 50% off your ad rate!		<b>CASE STUDY:</b> Submit a full-page ad and receive the opposing page free to highlight a case study!		
<b>Trade Shows &amp; Supplements</b>	NATIONAL <b>PAVEMENT EXPO 2016</b>								

Dates and topics are subject to change without notice.

## 2016 Display ad rates

	1X	4X	6X	8X
<b>Full page spread</b>	\$8,720	\$8,495	\$8,255	\$8,030
<b>Full Page</b>	\$4,995	\$4,860	\$4,720	\$4,595
<b>2/3 Page</b>	\$4,025	\$3,910	\$3,790	\$3,690
<b>1/2 Page</b>	\$3,300	\$3,200	\$3,100	\$2,995
<b>1/3 Page</b>	\$2,520	\$2,430	\$2,380	\$2,305
<b>1/4 Page</b>	\$2,115	\$2,065	\$2,005	\$1,945

Back cover is an additional 25%; inside front and back covers are an additional 20%  
 All other guaranteed positions will incur a 15% surcharge  
 Color rates: Four color process \$1,275

## Ad Sizes & Specifications

CLICK HERE or visit our marketing resource center at [ForConstructionPros.com/Advertise](http://ForConstructionPros.com/Advertise).

**Amy Schwandt, Group Publisher**

[aschwandt@ACBusinessMedia.com](mailto:aschwandt@ACBusinessMedia.com)

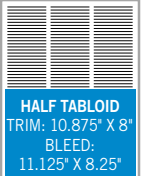
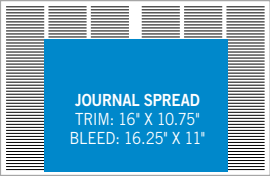
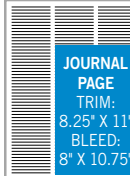
800.538.5544 ext. 1243

# Ad Sizes & Specs

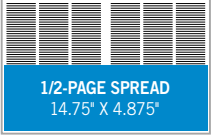


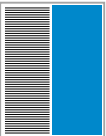


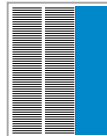

	BLEED	TRIM
<b>Equipment Today</b>		
<b>Tabloid Spread*</b>	22" x 14.75"	21.75" x 14.5"
<b>Tabloid Page*</b>	11.125" x 14.75"	10.875" x 14.5"
<b>1/2 Tabloid*</b>	11.125" x 8.25"	10.875" x 8"
<b>Journal Spread*</b>	16.25" x 11"	16" x 10.75"
<b>Journal Page*</b>	8.25" x 11"	8" x 10.75"

<b>Asphalt Contractor, Concrete Contractor, Pavement Maintenance &amp; Reconstruction, Rental &amp; Sustainable Construction</b>		
<b>Full Page Spread*</b>	16" x 11"	15.75" x 10.75"
<b>Full Page*</b>	8.125" x 11"	7.875" x 10.75"

## TABLOID

<b>TABLOID FULL-PAGE SPREAD</b> TRIM: 21.75" X 14.75" BLEED: 22" X 14.75"	<b>FULL-PAGE TABLOID</b> TRIM: 10.875" X 14.5" BLEED: 11.125" X 14.75"	 <b>HALF TABLOID</b> TRIM: 10.875" X 8" BLEED: 11.125" X 8.25"	 <b>JOURNAL SPREAD</b> TRIM: 16" X 10.75" BLEED: 16.25" X 11"	 <b>JOURNAL PAGE</b> TRIM: 8.25" X 11" BLEED: 8" X 10.75"
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## JOURNAL

<b>FULL-PAGE SPREAD</b> LIVE: 15.25" X 10.25" TRIM: 15.75" X 10.75" BLEED: 16" X 11"	<b>FULL-PAGE</b> LIVE: 7.375" X 10.25" TRIM: 7.875" X 10.75" BLEED: 8.125" X 11"	 <b>1/2-PAGE SPREAD</b> 14.75" X 4.875"	 <b>1/2 PAGE HORIZONTAL</b> 7" X 4.875"		
 <b>2/3 PAGE</b> 4.5625" X 10"	 <b>1/2 PAGE VERTICAL</b> 3.375" X 10"	 <b>1/2 PAGE STANDARD</b> 4.5625" X 7.375"	 <b>1/3 PAGE STANDARD</b> 4.5625" X 4.875"	 <b>1/3 PAGE VERTICAL</b> 2.1875" X 10"	 <b>1/4 PAGE</b> 3.375" X 4.875"

	TRIM
<b>ALL publications</b>	
<b>2/3 Page</b>	4.5625" x 10"
<b>1/2 Page Standard</b>	4.5625" x 7.375"
<b>1/2 Page Horizontal</b>	7" x 4.875"
<b>1/2 Page Vertical</b>	3.375" x 10"
<b>1/3 Page Standard</b>	4.5625" x 4.875"
<b>1/3 Page Vertical</b>	2.1875" x 10"
<b>1/4 Page</b>	3.375" x 4.875"

\*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

## Where to send materials:

Email files to the assigned Ad Production Manager. For files larger than 10MB, follow these steps:

1. Go to [www.hightail.com/u/acbm](http://www.hightail.com/u/acbm)
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."

**Equipment TODAY** **Asphalt Contractor** **PAVEMENT MAINTENANCE & RECONSTRUCTION**

**Patti Brown**, Ad Production Manager  
 201 N. Main Street  
 Fort Atkinson, WI 53538  
 800.538.5544 x1224  
[pbrown@ACBusinessMedia.com](mailto:pbrown@ACBusinessMedia.com)

**Rental CONSTRUCTION** **CONCRETE CONTRACTOR**  
**FOR Construction PROS.com** **Sustainable CONSTRUCTION**

**Cindy Rusch**, Ad Production Manager  
 201 N. Main Street  
 Fort Atkinson, WI 53538  
 800.538.5544 x1240  
[crusch@ACBusinessMedia.com](mailto:crusch@ACBusinessMedia.com)

## Terms and conditions:

### Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

### Payment and commissions

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

### Protective clauses

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

### Contract cancellation

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

## How to create your files: Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high-resolution PDFs. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

# NATIONAL PAVEMENT EXPO

**PAVEMENT** Asphalt  
MAINTENANCE & RECONSTRUCTION Contractor™

## NATIONAL **PAVEMENT** **EXPO** 2017™

**SAVE THE DATE**

February 1-4, 2017

Music City Center | Nashville, TN

*Nashville*  
MUSIC CITY



**MAXIMIZE  
YOUR BUSINESS.**

## EXHIBIT AT NPE 2017

Join us as an exhibitor on Feb. 1-4, 2017, for National Pavement Expo, the largest event specifically dedicated to paving and pavement maintenance professionals. For 2017, we're returning to our roots ... Nashville, Tennessee, the birthplace of NPE.

Meet face-to-face with contractors who make their living from asphalt and concrete paving, sealcoating, striping, sweeping, cracksealing, pavement repair and snow removal.

NPE is equal parts education, networking and buying. Our goal? To help you and attendees maximize profits and success!

Contact Amy Schwandt, NPE Show Manager, for exhibiting information: 800-538-5544, ext. 1243 or [aschwandt@ACBusinessMedia.com](mailto:aschwandt@ACBusinessMedia.com).

### ATTENDEE PURCHASING POWER

**82%** of attendees purchased at the show or plan to purchase within 12 months

### SHOW FLOOR SELLING FAST

**71%** of 2017 show floor sold as of February 2016

### ATTENDEES FROM EVERY STATE AND 15 COUNTRIES IN 2016

**94%** of 2016 attendees plan to attend in 2017

## SALES



### SEAN DUNPHY

Group Publisher, *Equipment Today*,  
*Sustainable Construction*,  
*OEM Off-Highway*  
[sdunphy@ACBusinessMedia.com](mailto:sdunphy@ACBusinessMedia.com)  
Ext. 1252



### AMY SCHWANDT

Group Publisher, *Asphalt Contractor*,  
*Pavement Maintenance &  
Reconstruction*; Show Manager for  
National Pavement Expo  
[aschwandt@ACBusinessMedia.com](mailto:aschwandt@ACBusinessMedia.com)  
Ext. 1243



### ERIC SERVAIS

Publisher, *Rental*  
[eservais@ACBusinessMedia.com](mailto:eservais@ACBusinessMedia.com)  
Ext. 1244



### VAUGHN ROCKHOLD

Publisher, *Concrete Contractor/  
Polishing Contractor*  
[vrockhold@ACBusinessMedia.com](mailto:vrockhold@ACBusinessMedia.com)  
Ext. 1248



### JILL DRAEGER

Associate Publisher, *Equipment Today*  
[jdraeger@ACBusinessMedia.com](mailto:jdraeger@ACBusinessMedia.com)  
Ext. 1228



### ERICA FINGER

Sales Associate  
[efinger@ACBusinessMedia.com](mailto:efinger@ACBusinessMedia.com)  
Ext. 1230



### DENISE SINGSIME

Sales Associate  
[dsingsime@ACBusinessMedia.com](mailto:dsingsime@ACBusinessMedia.com)  
Ext. 1245



### STACY ROBERTS

Sales Associate  
[sroberts@ACBusinessMedia.com](mailto:sroberts@ACBusinessMedia.com)  
Ext. 1239



### PAUL GILLEN

Sales Account Manager  
[pgillen@ACBusinessMedia.com](mailto:pgillen@ACBusinessMedia.com)  
Ext. 1257



### TOM LUTZKE

National Automotive  
and Truck Manager  
[tlutzke@ACBusinessMedia.com](mailto:tlutzke@ACBusinessMedia.com)  
630.484.8040

# 800.538.5544

## EDITORIAL



### LARRY STEWART

Editor, *ForConstructionPros.com*  
[lstewart@ACBusinessMedia.com](mailto:lstewart@ACBusinessMedia.com)  
Ext. 1309



### KIMBERLY HEGEMAN

Managing Editor,  
*ForConstructionPros.com*  
[khegeman@ACBusinessMedia.com](mailto:khegeman@ACBusinessMedia.com)  
Ext. 1233



### BECKY SCHULTZ

Editor, *Equipment Today*; Editorial  
Director, *Sustainable Construction*  
[bschultz@ACBusinessMedia.com](mailto:bschultz@ACBusinessMedia.com)  
Ext. 1253



### CURT BENNINK

Senior Field Editor, *Equipment Today*  
[cbennink@ACBusinessMedia.com](mailto:cbennink@ACBusinessMedia.com)  
Ext. 1298



### JENNY LESCOHIER

Editor, *Rental*  
[jlescohier@ACBusinessMedia.com](mailto:jlescohier@ACBusinessMedia.com)  
Ext. 1237



### ALLAN HEYDORN

Editor, *Pavement Maintenance  
& Reconstruction*, *Conference Manager  
for National Pavement Expo*  
[aheydorn@ACBusinessMedia.com](mailto:aheydorn@ACBusinessMedia.com)  
Ext. 1302



### RYAN OLSON

Editor, *Concrete Contractor/  
Polishing Contractor*; *Conference  
Manager for International Concrete  
Polishing & Staining Conference  
and Expo*  
[rolson@ACBusinessMedia.com](mailto:rolson@ACBusinessMedia.com)  
Ext. 1306



### LISA CLEAVER

Editor, *Asphalt Contractor*  
[lcleaver@ACBusinessMedia.com](mailto:lcleaver@ACBusinessMedia.com)  
Ext. 1226



### JESSICA STOIKES

Editor, *Sustainable Construction*  
[jstoikes@ACBusinessMedia.com](mailto:jstoikes@ACBusinessMedia.com)  
Ext. 1247

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## CORPORATE



### KRIS FLITCROFT

Executive Vice President  
[kflitcroft@ACBusinessMedia.com](mailto:kflitcroft@ACBusinessMedia.com)  
Ext. 1231



### DEBBIE GEORGE

Vice President, Marketing  
[dgeorge@ACBusinessMedia.com](mailto:dgeorge@ACBusinessMedia.com)  
Ext. 1300



### GREG UDELHOFEN

Vice President, Content  
[gudelhofen@ACBusinessMedia.com](mailto:gudelhofen@ACBusinessMedia.com)  
Ext. 1249



### MONIQUE TERRAZAS

Digital Sales Manager  
[mterrazas@ACBusinessMedia.com](mailto:mterrazas@ACBusinessMedia.com)  
Ext. 1256

## PRODUCTION



### CINDY RUSCH

Ad Production Manager  
[crusch@ACBusinessMedia.com](mailto:crusch@ACBusinessMedia.com)  
Ext. 1240



### PATTI BROWN

Ad Production Manager  
[pbrown@ACBusinessMedia.com](mailto:pbrown@ACBusinessMedia.com)  
Ext. 1224



201 N. Main Street  
Fort Atkinson, WI 53538  
[ACBusinessMedia.com](http://ACBusinessMedia.com)



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