



# 2023 RATE CARD

[OHIOASPHALTMAGAZINE.COM](http://OHIOASPHALTMAGAZINE.COM)

SERVING FLEXIBLE PAVEMENTS OF OHIO SINCE 1962



# OHIO ASPHALT

The Journal of Ohio's Asphalt Professionals

## Advertising Rates 2023

The official publication of  
Flexible Pavements of Ohio

*Ohio Asphalt Serving  
Flexible Pavements of  
Ohio Since 1962*



### DISPLAY ADVERTISING

For display ad information, call Dan Nase at 866-679-9340 or email: [dnase@triad-inc.com](mailto:dnase@triad-inc.com).

FULL COLOR AD SIZE: (PER Ad)	1-2X	3-5X
Back Cover	\$ 3,050	\$ 2,806
Inside Front or Inside Back Cover	2,898	2,666
Full Page	2,879	2,299
Two-thirds Page	1,924	1,758
One Half Island	1,672	1,540
Half Page	1,567	1,438
One-third Page	973	857
One-fourth Page	822	759
One-sixth Page	602	553
One-eighth Page	474	438

### ACCEPTANCE:

*Ohio Asphalt* reserves the right to reject any advertising or to require that the word "advertisement" appear in any ad. The publication shall further be held harmless from any loss or expense resulting from claims or suits for any reason.

### DUE DATE:

Materials are due at the close of business on the fifth business day following the space deadline. Ads must be to specifications – requiring NO alterations at that time.

### SEND ART TO:

[dnase@triad-inc.com](mailto:dnase@triad-inc.com) via email or mail to *OA* at  
371 County Line Road West, Suite 150, Westerville, OH 43082

### SEND PAYMENTS TO:

Flexible Pavements of Ohio  
6205 Emerald Parkway, Suite B  
Dublin, OH 43016

BLACK & WHITE AD SIZE: (PER Ad)	1-2X	3-5X
Full Page	\$ 1,608	\$ 1,479
Two-thirds Page	1,293	1,283
One Half Island	1,120	1,028
Half Page	1,005	925
One-third Page	739	662
One-fourth Page	568	522
One-sixth Page	422	388
One-eighth Page	347	317

**SAME RATES APPLY FOR FLEXIBLE PAVEMENTS OF OHIO  
ANNUAL DIRECTORY CONTACT US FOR MORE INFORMATION**

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### MECHANICAL SPECIFICATIONS

**TRIM SIZE:** 8.5" x 11"

**LIVE MATTER:** All type and other copy should fall within dimensions specified, but must remain a minimum of 3/8" clear of top, bottom and outside-edge trim lines.

**BLEEDS:** Available at no additional cost in full-page sizes only. Ads with bleed require 1/4" bleed allowance past trim size.

**FILE SUBMISSIONS:** All ad submissions must be 300 dpi with colors built in CMYK, Spot PMS or Grayscale.

Press PDFs are the preferred submission format for all advertising files.

**OTHER ACCEPTABLE FILES:** TIFF and JPEG at 300 dpi.

**ACCEPTABLE APPLICATIONS:** Adobe InDesign, Photoshop or Illustrator (version CC or lower). We cannot guarantee correct output from any other application (such as PageMaker, Publisher, QuarkXPress or any word processing applications), and ads built and submitted in such programs are subject to refusal.

**BLACK & WHITE COVERS:** Available only when four-color ads are not sold. Black & white ads will be moved to interior pages at prevailing rates.

**PRODUCTION:** *Ohio Asphalt* offers expert assistance in preparing or altering ads for nominal charges. Minimum charge of \$65.

**SPECIAL POSITION:** For full page annual contract customers, to guarantee position, add a 10% premium to applicable rate. All position requests are subject to approval.

**INSERTS:** Advertising inserts can also be placed in *Ohio Asphalt*. Costs for inserts are provided upon request.

**DISCOUNTS:** Advertising placed through an agency will receive a 15% discount if the account is paid within 30 days of the invoice date. Agency discounts are applicable only if the signed *OA* space contract lists an agency. In-house agencies are not eligible for the discount unless they have at least three other active commercial clients and submit a mailing list of those clients with the *OA* contract.

**CANCELLATIONS:** Ads canceled after space reservation deadlines will be billed at 100%.

<p>Full Page Bleed</p> <p>Bleed: 9" x 11 1/2"</p> <p>Trim: 8 1/2" x 11"</p> <p>Live: 7 3/4" x 10 1/4"</p>	<p><b>BACK COVER</b></p> <p>Full Page Bleed</p> <p>Bleed: 9" x 11 1/2"</p> <p>Trim: 8 1/2" x 11"</p> <p>Live: 7 3/4" x 10 1/4"</p>	<p>2/3 Page Horizontal</p> <p>7 1/4" x 7"</p>	<p>2/3 Page Vertical</p> <p>4 3/4" x 10"</p>	<p>1/2 Page Horizontal</p> <p>7 1/4" x 5"</p>
<p>1/2 Page Vertical</p> <p>3 1/2" x 10"</p> <p>1/2 Page Island</p> <p>4 3/4" x 6 1/2"</p>	<p>1/3 Page Square</p> <p>4 5/8" x 4 5/8"</p> <p>1/3 Page Horizontal</p> <p>7 1/4" x 3 1/4"</p>	<p>1/3 Page Vertical</p> <p>2 3/8" x 10"</p> <p>1/6 Page Horizontal</p> <p>4 5/8" x 2 1/8"</p>	<p>1/4 Page Horizontal</p> <p>7 1/4" x 2 1/2"</p> <p>1/4 Page Vertical</p> <p>3 1/2" x 4 3/4"</p>	<p>1/6 Page Vertical</p> <p>2 1/8" x 4 5/8"</p> <p>1/8 Page Horizontal</p> <p>3 3/8" x 2 1/8"</p> <p>1/6 Page Vertical</p> <p>2 1/8" x 3 1/8"</p>

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## Circulation Demographics

The official publication of  
Flexible Pavements of Ohio

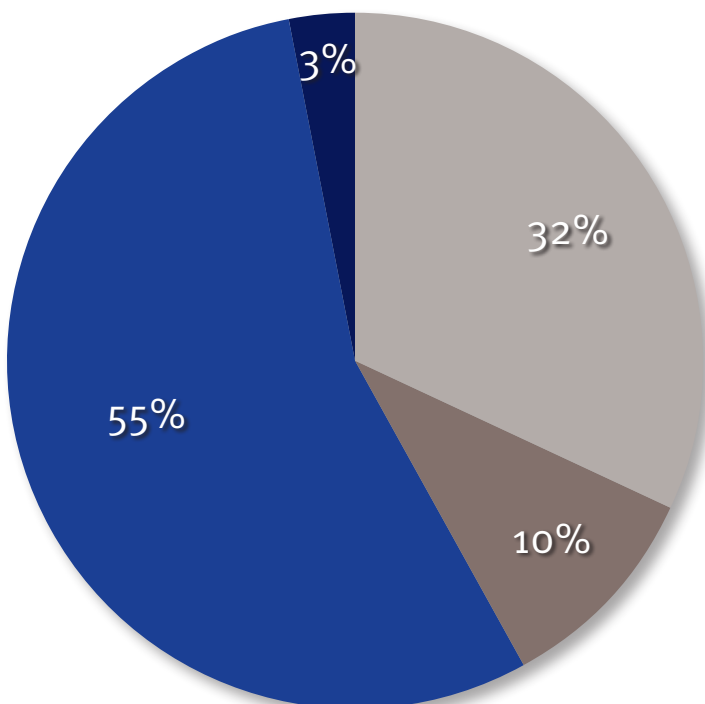
*Ohio Asphalt Serving Flexible  
Pavements of  
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### CIRCULATION DEMOGRAPHICS: TOTAL CIRCULATION 2,600

*Ohio Asphalt* is circulated to Flexible Pavements of Ohio Association Members (Producers and Non-Producers), Industry Consultants, Civil Engineers and Survey Firms, City/County/Township Public Officials and Engineers, Highway Superintendents.

#### TOTAL READERSHIP 7,800

- Private/Publicly Held Companies
- Affiliated/Industry Related Associations
- Government Officials/Entities
- Higher Education/Institutes



*Ohio Asphalt* is the official publication of Flexible Pavements of Ohio (FPO) and is published quarterly. *Ohio Asphalt* is circulated statewide to a large yet select list of subscribers, which includes FPO members, government officials like ODOT, Engineers, County Road Superintendents, Mayors, Purchasing Agents, Legislature etc., Educational Institutions, Development Organizations and more. Top business owners are also kept informed through *Ohio Asphalt*.

*Ohio Asphalt* contains valuable news and articles regarding the most up-to-date information in respect to the construction industry and related areas of interest as well as FPO members, company news and FPO events.

The editorial content of *Ohio Asphalt* showcases the concerns of the construction and asphalt pavement industry. Advancement of the highway flexible pavements industry through the works of FPO is the primary purpose of *Ohio Asphalt*. Another goal is to provide a voice to political and private-sector decision makers that shape the future of the flexible pavements industry, as well as advancing the interests of FPO and its members by providing positive construction related content across a broad spectrum of industry topics.

#### FOR MORE INFORMATION ABOUT OHIO ASPHALT

Dan Nase Advertising Sales Manager  
dnase@triad-inc.com  
866-679-9340