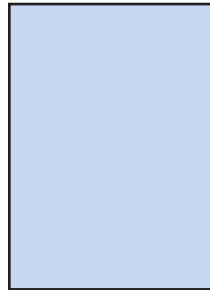




AMERICAN CONCRETE PAVEMENT ASSOCIATION

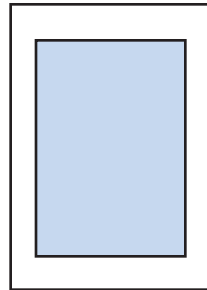
Trim Size:
8 1/2" x 11"

2010 *Surface Transportation* Mechanical Specifications



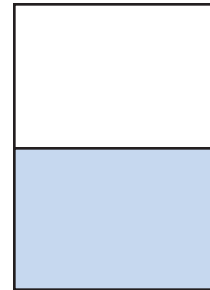
**Full Page
Bleed**

8 3/4" x 11 1/4"



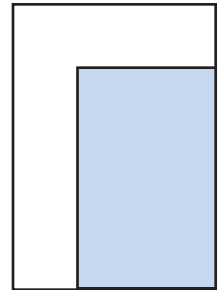
**Full Page
Non-Bleed**

7 3/8" x 10"



**Half Page
Horizontal**

7 3/8" x 4 3/4"



**Half
Island**

4 3/4" x 7 1/2"

Preferred Materials:

Digital pre-flighted files supplied on CDs, DVDs, or via e-mail. All files must include all linked scans, artwork, and fonts used in the file. Files can be supplied in the following programs: Adobe InDesign CS3 or 4, Illustrator, PhotoShop or Press Quality PDF files. Press Quality PDF files are preferred.

File Formats:

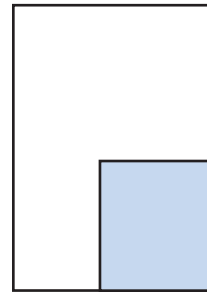
Encapsulated PostScript (EPS), TIFF and JPEG.
Compression: Files may be compressed.

Resolution:

Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%. If the ad is not provided as a press-quality PDF, a PDF of the ad must be provided by e-mail, FAX, or mail so we can ensure the ad is outputting correctly. If a PDF proof is not supplied, we cannot be held responsible for the ad appearing as you intended.

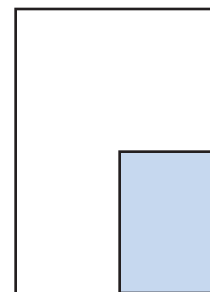
Send Advertising Materials To:

Victoria Lonergan
WH&L Associates LLC., 15754 Widewater Drive
Dumfries, VA 22026
Phone: 703.897.4414 Fax: 703.878.7314
Email: victoria@whlassociates.org



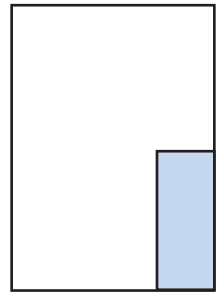
**One Third
Square**

4 3/4" x 4 3/4"



**Quarter Page
Vertical**

3 1/2" x 4 3/4"



**One Sixth
Vertical**

2 1/4" x 4 3/4"

Advertising Artwork Deadlines

Surface Transportation 1st Quarter 2010 Issue..... February 22, 2010
Surface Transportation 2nd Quarter 2010 Issue May 21, 2010
ACPA Membership Directory April 19, 2010
Surface Transportation 3rd Quarter 2010 Issue July 22, 2010
Surface Transportation 4th Quarter 2010 Issue October 22, 2010

Please direct all questions concerning advertising requirements or specifications to
Victoria Lonergan at WH&L Associates LLC. Call 703.897.4414 or email victoria@whlassociates.org