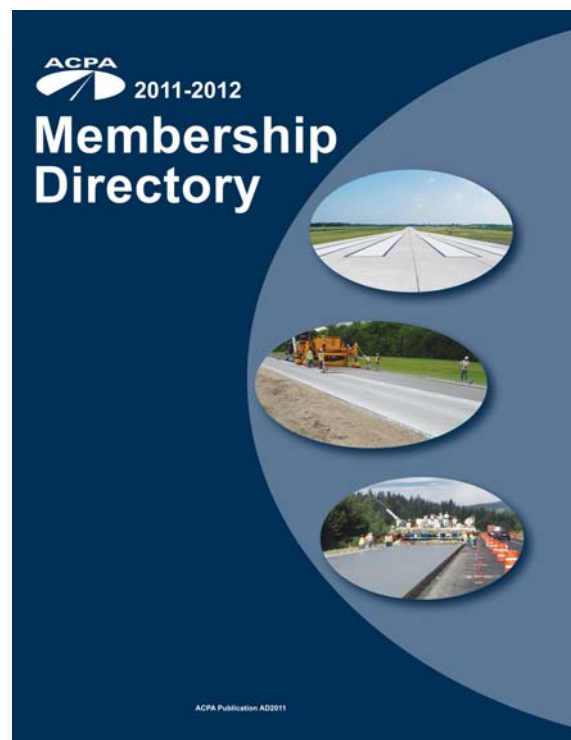


2011-2012 Media Kit and Planning Guide



Your customers are here.

Your customers are here, and while they are waiting to hear what you have to say, they are reading, downloading information, and learning all about the constantly evolving and emerging concrete pavement industry.

Sure, your customers are in a lot of other places, too, but nowhere can you reach them in a way more focused on concrete pavements than the printed and web-based communications of the American Concrete Pavement Association.

And, when they are here, they're usually searching for technical leadership, best practices, troubleshooting advice, and ways to build, preserve, and rehab concrete pavements.

While they're here, they don't have to cut through the clutter or filter through pages of irrelevant and unrelated information. When they're here, they know they've come to a place where they can get straightforward information they need when they need it most.

The American Concrete Pavement Association offers two options to help you reach your customers in the concrete pavement industry.

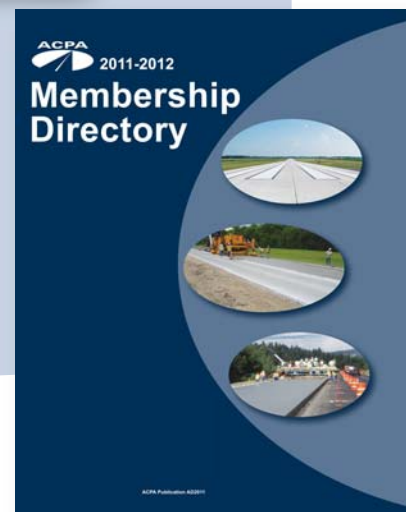
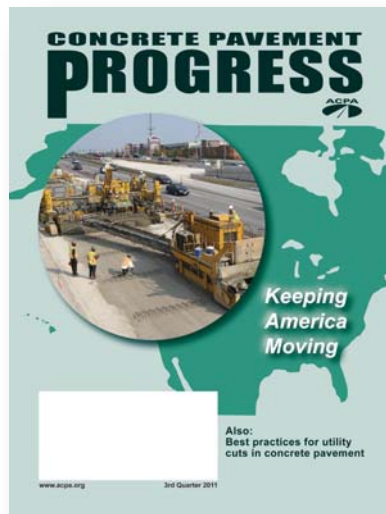
CONCRETE PAVEMENT PROGRESS magazine has been refocused on the projects, products and services that represent the very best of the concrete pavement industry.

Being seen in CONCRETE PAVEMENT PROGRESS means that you're seen by 4,000 readers, roughly 60% of whom are business

owners and senior executives. The rest of our readers are federal, state, and local transportation leaders. But that's only part of the story, because CONCRETE PAVEMENT PROGRESS is also on the web, where it's read by thousands more people ... and that figure is growing.

The second option to be seen by your customer exists with the annual ACPA Membership Directory.

There's no question that you have found the right place to reach people who are serious about concrete pavements. Are you ready to show them what they want to see?



This is a guide to articles planned for CONCRETE PAVEMENT PROGRESS. It is intended only as a guide, as we often adjust our line-up to accommodate new developments, emerging technologies, milestones, and other news.

<p>4th Quarter 2011</p> <ul style="list-style-type: none"> • The 22nd Annual Excellence in Concrete Pavement Award Recipients • Software and Concrete Paving: Meeting the Demands of the 21st Century 	<p>Bonus distribution: ACPA Annual Meeting</p> <p>Bonus distribution: World of Concrete 2012</p>
<p>1st Quarter 2012</p> <ul style="list-style-type: none"> • Company Profile: Look Who's Turning 100! • Fabrics and Geotextiles • ACPA Distinguished Service Award Recipients 	<p>Bonus distribution: ACPA Chapter/State Workshops</p>
<p>2nd Quarter 2012</p> <ul style="list-style-type: none"> • Project Profile: The Iowa Experience • Understanding Life-Cycle Cost Analysis 	<p>Bonus distribution: ACPA Chapter/State Workshops</p>
<p>The 2012-13 ACPA Membership Directory</p> <ul style="list-style-type: none"> • An all new edition of ACPA's popular directory of membership information. 	
<p>3rd Quarter 2012</p> <ul style="list-style-type: none"> • Standards and Specifications • Concrete Pavement Smoothness 	
<p>4th Quarter 2012</p> <ul style="list-style-type: none"> • 24th Annual Excellence in Concrete Pavement Award Recipients • Stringless Paving Technology 	<p>Bonus distribution: ACPA's 49th Annual Meeting</p>

Advertising Contact:

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Advertising Director, Association Vision
937 Bel Marin Keys Blvd.
Novato, CA 94949
415.883.7555 phone
mderda@associationvision.com email

Questions or topic suggestions? Contact:

Bill Davenport
American Concrete Pavement Association
847.423.8703 | phone
bdavenport@acpa.org | email

Ad Rates for ACPA Members (Non-ACPA Members Add 20%)

Premium Position Rates (Color Only)			
	1X	3X	5X
Outside Back Cover	2700	2600	2500
Inside Front Cover	2525	2420	2300
Inside BC	2525	2420	2300
Opp. Inside FC	2320	2220	2100
Opp. TOC	2320	2220	2100

Interior Rates (Color)			
	1X	3X	5X
Full Page	1950	1850	1750
1/2 Page	1160	1100	1050
1/3 Page	825	800	750
1/4 Page	670	620	560
1/6 Page	520	460	440
Business Card*	(See special insert for rates & sizes)		

Interior Rates (Black & White)			
	1X	3X	5X
Full Page	1440	1390	1290
1/2 Page	925	875	825
1/3 Page	700	650	620
1/4 Page	540	515	460
1/6 Page	435	410	390
Business Card*	(See special insert for rates & sizes)		

* Business card ads are available only to consultants and consulting firms.

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- | | |
|---|---|
| <input type="checkbox"/> 4th Quarter 2011
Ad Deadline Oct. 12
Materials Due Oct. 21 | <input type="checkbox"/> 2012-13 ACPA
Membership Directory
Ad Deadline Apr. 13
Materials Due Apr. 25 |
| <input type="checkbox"/> 1st Quarter 2012
Ad Deadline Jan. 13
Materials Due Jan. 25 | <input type="checkbox"/> 3rd Quarter 2012
Ad Deadline July 13
Materials Due July 25 |
| <input type="checkbox"/> 2nd Quarter 2012
Ad Deadline Apr. 13
Materials Due Apr. 25 | <input type="checkbox"/> 4th Quarter 2012
Ad Deadline Oct. 12
Materials Due Oct. 24 |

Advertising rates guaranteed only through December 2012. Special incentives apply to advertisers who contract for 2012 ads prior to December 31, 2011.

**5% Discount for Prepayment Received by
Ad Closing Date**

Payment

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Name on Card _____

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Prepayment (Deduct 5% discount from rate)

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Advertising Cost

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Materials to be delivered on _____

Sending New Ad _____

Pickup Ad from issue _____

Please return this form to Mike Derda
 mderda@associationvision.com | email
 415-883-7455 | fax

This page includes available ad configurations and other mechanical specifications for CONCRETE PAVEMENT PROGRESS. In case of questions, please contact Al Rickard at 703.402.9713 or arickard@associationvision.com.

Magazine Final Trim Size

8-1/2 inches x 11 inches

(Add 1/4 inch in all directions for bleeds)

Preferred Materials

- Press quality PDF files are preferred.
- Pre-flighted, digital files may be supplied on CDs, DVDs, or via e-mail. All files must include all linked scans, artwork, and fonts used in the file.
- Very large files can also be uploaded to sites such as www.yousendit.com or www.sendbigfiles.com.

Software Programs

We recommend files to be prepared using the following software programs: Adobe CS 4 or later in InDesign, Illustrator, or PhotoShop.

File Format Information

- 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%.

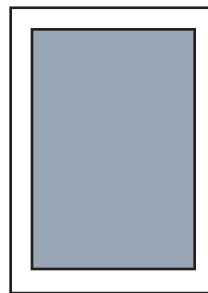
No Ad? No Worries!

If you don't have an ad, we can create one for you. Contact Al Rickard at 703-402-9713 or arickard@associationvision.com.

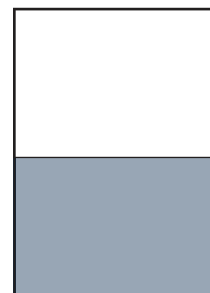
Available Ad Configurations



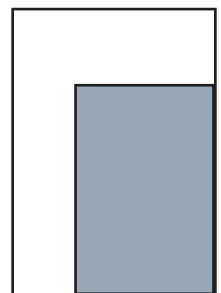
Full page
(bleed)
8-3/4" x 11-1/4"



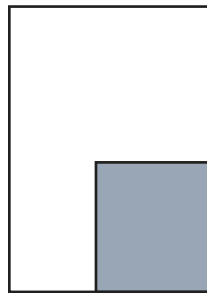
Full page
(non-bleed)
7-3/8" x 10"



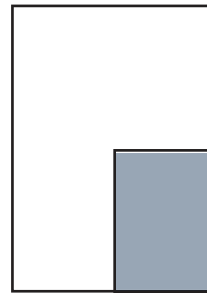
Half Page
Horizontal
7-3/8" x 4-3/4"



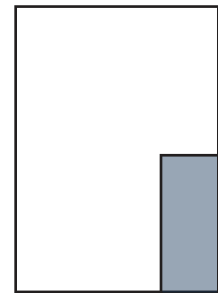
Half
Island
4 3/4" x 7 1/2"



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"

Please send advertising materials to:

Al Rickard, Association Vision
4501 Hazelnut Court, Chantilly, VA 20151
Phone: 703.402.9713
Fax: 703.783.5501
Email: arickard@associationvision.com