

# ASPHALT MAGAZINE

Since 1949

Our magazine is well-known internationally for covering topics surrounding the asphalt industry, including in-depth articles on trends in technology. Additionally, we highlight a variety of projects throughout the world in both paving and roofing.

## MEDIA RATES 2021

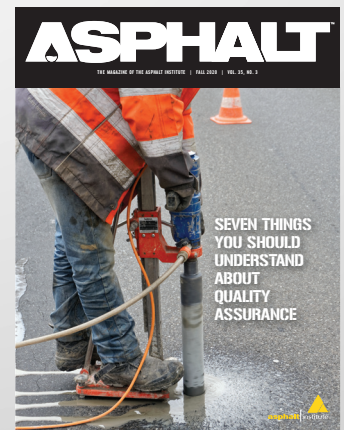
Ad Size	Specs	Live Area	3X	1X
full page (bleed)	8.25" x 10.75"	6.75" x 9"	\$2,999	\$3,450
full page (no bleed)	6.75" x 9"	6.75" x 9"	\$2,999	\$3,450
half page (horizontal)	6.75" x 4.4167"	6.75" x 4.4167"	\$2,075	\$2,325
half page (vertical)	3.2197" x 9"	3.2197" x 9"	\$2,075	\$2,325
quarter page	3.2197" x 4.4167"	3.2197" x 4.4167"	\$1,300	\$1,500

*all prices are net*

Any three-time print magazine contract advertisers receive a complimentary 120x120 cube ad in the monthly email newsletter, twelve times per year and 12-month ad placement on Asphaltmagazine.com.

- Copy may change quarterly
- Custom URL may change quarterly
- Art due by the 20th of the month prior to email distribution

Issue	Space Closes	Ad Materials Due
February 15, 2021	January 3, 2021	January 15, 2021
June 15, 2021	May 1, 2021	May 15, 2021
October 15, 2021	September 1, 2021	September 15, 2021



**CONTACT** Kendal Butler / [kbutler@asphaltinstitute.org](mailto:kbutler@asphaltinstitute.org) / 859-288-4985 /// [www.asphaltmagazine.com](http://www.asphaltmagazine.com)

### Print Distribution:

18,000 mailed copies three times a year in all 50 states and 114 countries

### Asphaltmagazine.com users:

168,741 annually

### Digital Version page views:

141,322 annually

### Monthly email distribution:

8,750 recipients monthly

### Audience

- Project-decision makers
- Asphalt industry thought and opinion leaders
- Government and regulatory leaders
- Engineers and educators in the asphalt industry

### Audience snapshot by category

Government <b>8,345</b>	Liquid Asphalt Producer <b>448</b>
Engineers/Consultants <b>1,728</b>	Education <b>422</b>
Construction <b>1,052</b>	Research Centers <b>403</b>
Airport <b>681</b>	Testing Labs <b>342</b>
Materials Supplier <b>501</b>	