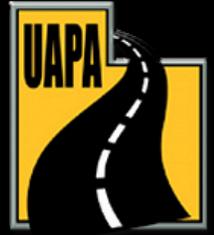
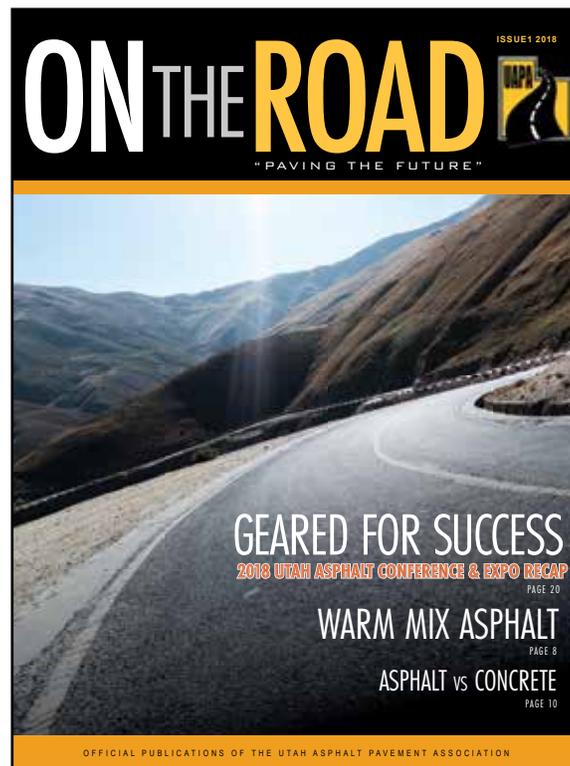


ON THE ROAD



“ P A V I N G T H E F U T U R E ”



Advertisement Opportunity!

Business-to-Business Marketing That Moves Products and Services

The Utah Asphalt Pavement Association (UAPA) is committed to being the unified voice of the asphalt industry to promote the quality and use of asphalt pavements in Utah. UAPA is well-positioned to be on the cutting edge of this industry. As the official trade journal of the Utah Asphalt Pavement Association, *On The Road* reflects the industry's highest standards and reinforces the organization's sterling professional image.

Cutting-edge editorial content:

Asphalt has always been and continues to be the pavement of choice for America. At present, 94 percent of the roads in America are surfaced with asphalt and for those who know the benefits of asphalt, there is no substitute. Additionally, the asphalt industry reuses and recycles nearly 100 million tons of its own product every year, making it America's number one recycler. As transportation technology increases, infrastructure projects involving asphalt will continue to be a source of focus and interest. *On The Road* offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately in their professional lives. With content written by the most authoritative executives and leaders in the asphalt paving industry, *On The Road* covers a broad range of subjects, including the following:

- Promotion of the use of asphalt as the premier material for road construction and maintenance within the local industry
- Education, monitoring and lobbying regarding asphalt and its benefits to the community
- Updating members of UAPA's work as a unified voice with the Utah Department of Transportation and local government agencies throughout Utah in the areas of quality, specifications, and project development
- Updates on association events and education opportunities
- ROI methodologies
- Industry standards, best practices and new product updates
- HR concerns
- Updates on local road projects
- Industry award winners
- Leadership & employee development

| 2018-19 Advertising Rates - Full Color | |
|---|---------------------|
| Size Price | Per Term (4 issues) |
| Full Page | \$2,255 |
| 1/2 Page | \$1,691 |
| 1/4 Page | \$1,269 |
| Page #3 Right-Hand Read | \$2,755 |
| Inside Front/Back Covers | \$2,505 |
| Outside Back Cover | \$2,755 |
| Centerfold space available, call for rates. | |

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

*Ad Design Available, \$250.

- Ad rates are net.
- All color is process color.
- Per issue rates are available upon request.

Readers want competitive advantage:

On The Road serves the membership and prospective members of UAPA. *On The Road* is published quarterly with a circulation of roughly 600 each issue.

The asphalt pavement industry is made up of asphalt plant managers, administrators, road crews, researchers, and an army of support personnel – all of whom play critical roles in building and maintaining the roads we use every day. Jobs in the asphalt pavement industry are not limited to road work. Many civil engineers, technologists, and researchers with advanced degrees are necessary to ensure the quality and safety of our road system. Our readers represent companies of all sizes within the local asphalt industry, and are professionals that continuously update their education within the industry through training opportunities and other resources that can help them improve their performance, increase business for their respective companies, and compete in the marketplace. Our research shows that the UAPA's magazine is read cover-to-cover and stored in members' libraries for future reference. All issues of *On The Road* are also archived on the UAPA website and are available to our members for future reference. This is your opportunity to reach the niche market UAPA provides.

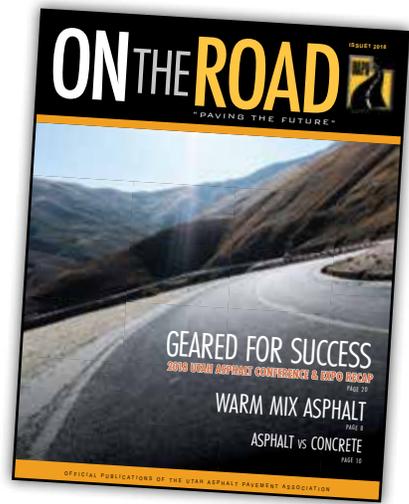
- Editorial opportunities available, guidelines apply.

| 2018-19 Publication & Advertising Schedule | | |
|--|-----------------------|--------------------|
| Issue | Editorial/Artwork Due | Mail Date |
| Spring 2018 | May 21, 2018 | June 8, 2018 |
| Summer 2018 | August 29, 2018 | September 21, 2018 |
| Fall 2018 | November 29, 2018 | December 21, 2018 |
| Winter 2019 | March 1, 2019 | March 22, 2019 |

| Ad Specifications (width x height) | |
|------------------------------------|-----------------|
| * Full Page Ads: | 8.5" x 11" |
| 1/2 Page Ads: | 7.5" x 4.625" |
| 1/4 Page Ads: | 3.625" x 4.625" |
| * Inside Front / Back Cover | 8.5" x 11" |
| * Outside Back Cover | 8.5" x 8.5" |
| *Add .125" bleed on all sides | |



QUESTIONS?
Contact Sophia at:
 (Direct) 801-676-9722
 (tf) 855-747-4003
 (c) 801-706-0599
sophie@thenewslinkgroup.com



Name _____

Company Name _____

Title _____

Phone _____

Website _____

Address _____

City _____

State _____ Zip Code _____ Country _____

Email _____

Production Contact Name _____

Production Contact Email _____

| Ad size | Cost per ad | Number of insertions | Total cost |
|---------------------------|-------------|----------------------|------------|
| Full page | | | |
| 1/2 page | | | |
| 1/4 page | | | |
| 1/8 page | | | |
| Page 3 | | | |
| Inside front / back cover | | | |
| Outside back cover | | | |

We will provide ad We will pay you to design our ad

Payment Method:

Please invoice me Credit Card: VISA MasterCard American Express

| Credit Card Authorization: | | |
|---|-----------------|----------|
| Name as it appears on credit card | | |
| Credit card number | Expiration date | CVC Code |
| Billing address of credit card | | |
| Cardholder's signature | | |
| Or call Sophia Hanson at 801-676-9722 to process payment over the phone. | | |
| I hereby authorize and agree to pay the rate and contract as shown above. | | |
| Signature: | | Date: |

- Account balance is due in full prior to publication. Ads not paid in full prior to publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Order is non-cancelable. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

Magazines Work - Still

The 64 million dollar question for any business has always been how to get the most out of their marketing investments by bringing in new customers and maintaining the loyalty of their existing clientele. That's the beginning, the middle and the end-game of good marketing.

Well, it seems that this past year was a good year for answers. Official answers. Consensus answers. Simply put, it was the year that print proved it wasn't dead. Interestingly, more print publications were launched this past year than in the past several years combined. So for those of you that bought into the "electronic is the only way to go" mantra, think again. And fast. Print, it turns out, still works, and these days, print has the credibility punch to maintain its staying power.

“In today's digital age, the synergy generated from a multi-touch, cross channel campaign positions an organization for creating maximum impact. Utilizing direct mail as one of the contact strategy elements is a proven tool for building and nurturing relationships.”

Jason Butler, Goldleaf Data Corporation

Print is Precise

The message you send, is the message your readers actually receive. According to research with the Centre for Experimental Consumer Psychology at Bangor University, it turns out that tangible materials leave a deeper footprint in the brain. Interestingly, this is not just because the physical materials stimulate both sight and touch, but also because of the actual subtraction of brain signals from the scrambled materials of outside stimuli often present with electronic distribution.

The research strongly suggests that greater emotional processing is facilitated by the physical material rather than by the virtual.

That emotional processing is important for memory and brand associations. And finally, physical materials produced more brain responses connected with internal feelings, suggesting greater "internalization."

Print Creates Relevance

According to a poll conducted by Doremus and the Financial Times, 60% of the senior executives they surveyed across North America, Europe and Asia said that when they want in-depth analysis, they turn to print. Ironically, the rate was even higher (70%), with employees of technology companies. The Doremus/Financial Times study revealed that nearly two thirds (64%) of the executives they polled said they pay more attention to print ads than online ads. Direct mail also remains a highly effective marketing strategy, with 80% of people reading or scanning promotional material they received in their mailbox. In a USA Strategies survey, new product introductions, print ads and editorial coverage were viewed as the most important advertising options by B2B.

Google, one of the world's most respected and valuable brands, doesn't rely solely on email, Internet ads and services. In fact, for its pay-per-click ad product offerings, it pours millions of dollars into traditional marketing, including direct mail.

Print is Cost Effective... After All

An Ipsos US study revealed that 67% of the online populations were driven by offline messages to perform online searches for more information on a company, service or product, 30% of those respondents then made a purchase. What's more, another USPS study from the same year determined that those who received a printed catalog from a retailer were twice as likely to buy online from that retailer as consumers who did not receive the catalog. According to the United States Postal Service, people spend an average of 25 minutes with direct mail pieces such as magazines, catalogs, "magalogs," etc. The same study showed that receiving direct mail, personalized and targeted to their

“As a lot of other marketers cut back on print marketing, there's an opportunity to stand out more. It's not perceived as clutter—nobody has a bad impression of magazines—and it can be a very useful way to drive traffic to your core property.”

Sucharita Mulpuru-Kodali, Analyst, Forrester Research

interests/needs, inspires many people to go out to the store or buy online. In fact, in a survey conducted on behalf of Pitney Bowes, nearly 94% of consumers questioned said they had taken action on promotional offers and coupons received via direct mail over the past year.

Print Plays Well with Others

Paper remains an indispensable part of business in the Web age. However, while computers are firmly entrenched as the main work tool in most offices, people continue to print out key documents for important meetings, and turn to printed sources for reliable information. In addition, many organizations will tell you that their customers respond better to print advertising than online messages. In business, paper and electronic media are not incompatible. They are the perfect complement for one another. People often like having both. Electronic media is great for skimming information; paper media is better for studying that information in depth.

Magazines are more relevant today than ever. They are getting stronger as content providers, they can have a mutually beneficial relationship with Internet websites, and they continue to be one of the most effective places to put an advertisement. Why? Because people still like paper. Which means even in today's digital world, paper makes sense.



news/LINK
GROUP

