

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	

