

ASPHALTOPICS



ONTARIO ASPHALT PAVEMENT COUNCIL

MEDIA KIT | 2019

Your connection to the Ontario
asphalt pavement industry

Asphalt.

ONTARIO RIDES ON US

ASPHALTOPICS



ASPHALTOPICS is the official publication of the Ontario Asphalt Pavement Council (OAPC) – A Council of the Ontario Road Builders' Association.

OAPC is the voice of the hot mix producers of Ontario and is dedicated to excellence in asphalt pavement.

OAPC represents hot mix producers, road builders, asphalt cement suppliers, equipment manufacturers, consulting engineers and other companies supplying products and services to the asphalt industry.

ASPHALTOPICS is the best read magazine in the industry. Published three times a year, each issue covers the latest technological innovations and projects, company profiles, industry news and views.

Please note that as of January 1, 2017, OHMPA and the Ontario Road Builders' Association (ORBA) have amalgamated. Payment for advertising in ASPHALTOPICS should be made directly to ORBA.

LOOK TO ASPHALTOPICS FOR



• The Best Distribution

More than 2,000 copies sent to key decision makers in the hot mix producing and paving industry—hot mix producers, road builders, consultants, equipment suppliers and municipal and provincial engineers. The magazine is distributed to over 1,150 subscribers across Canada, the U.S. and the globe. Additional copies are available at major trade shows and conferences for added advertising exposure.



• The Best Visibility

Readers spend more time with ASPHALTOPICS. They read it with interest and keep it for reference. And when they read the magazine, it's your ad they see. An electronic version of ASPHALTOPICS is also prominently featured on OAPC's website.



• The Best Geographic Coverage

ORBA represents virtually every hot mix producer and road builder in Ontario. ASPHALTOPICS is distributed to all regions of the province.



• The Best Value

ASPHALTOPICS ad rates are much lower than competitive magazines. And ASPHALTOPICS is produced by the industry. Your ad dollars stay at work in your industry supporting ORBA projects and programs.

The magazine is prominently featured on OAPC's website www.onasphalt.org

		NON MEMBERS		MEMBERS	
		1 TIME	3 TIMES	1 TIME	3 TIMES
FULL COLOUR RATES	FULL PAGE	2850	2450	2250	1950
	HALF PAGE	2375	1950	1775	1625
	1/3 PAGE	2025	1800	1650	1475
	1/4 PAGE	1750	1550	1450	1350
COVER RATES	BACK COVER	—	—	2825	2375
	INSIDE COVER	—	—	2650	2275

All rates are net Canadian dollars.

CONTRACT		Page Rate	
Member		Cover Rate	
Non-Member		Sub-Total per insertion	
		HST @ 13%	
<input type="checkbox"/> Single Insertion	<input type="checkbox"/> Three Insertions	Total per insertion	
<input type="checkbox"/> Two Insertions		# of issues	
Issue Date(s):		Contract Total	

PUBLICATION ISSUE	BOOKING DEADLINE	MATERIALS REQUIRED	Ad Copy	
SPRING	FEBRUARY 07	FEBRUARY 14	File Enclosed	
SUMMER	MAY 09	MAY 16	Repeat	
FALL	SEPTEMBER 26	OCTOBER 03	To Follow (date)	

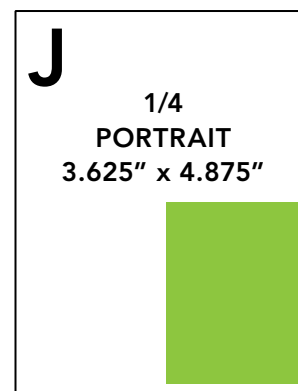
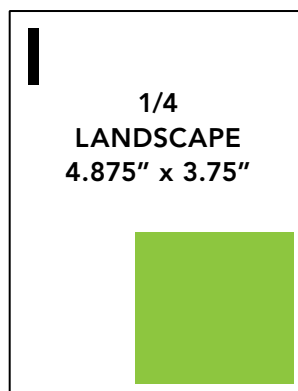
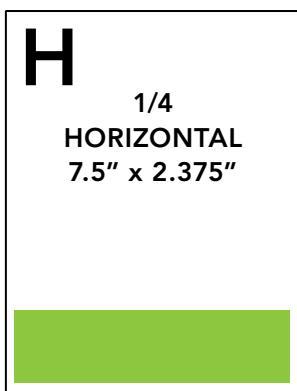
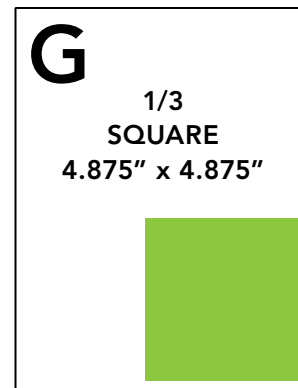
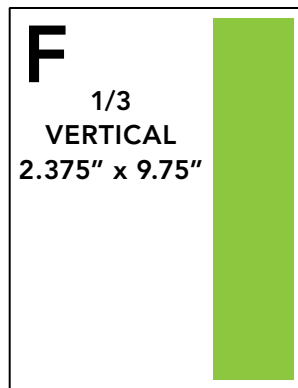
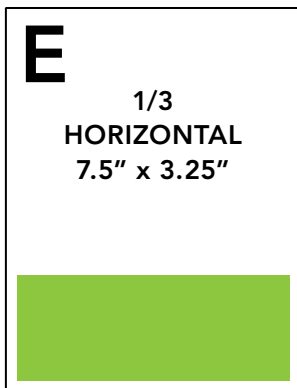
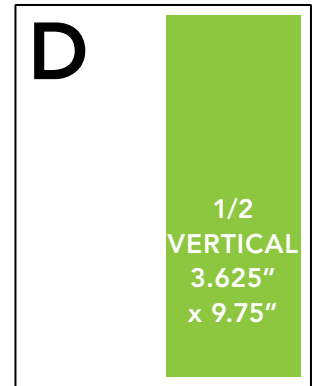
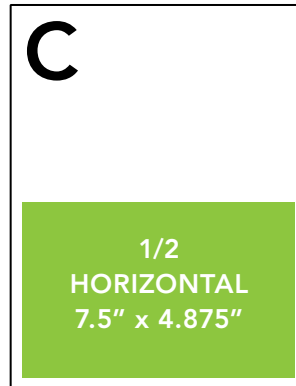
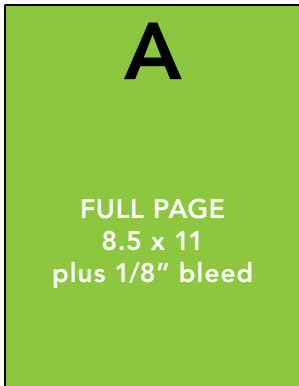
COMPANY		CONTRACT AGREEMENT	
Contact		Client	
Phone		Title	
Fax		Signature	
Address			
		Date	

We want your ad to look as good as possible. If you need help, please call the OAPC office at 905-507-3707, and we can arrange to have your ad designed by ASPHALTopics graphic designer P. Dominique Plante. From concept to the finished design, your ad will be created to ensure the highest quality and creativity that will generate results for your company.

LAYOUT AND DESIGN CHARGES	FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
COLOUR AD DESIGN	\$475	\$325	\$250	\$145

NOTE: Copy and high resolution images (300dpi) must be provided for above.

Available Advertising Sizes – please specify by letter.
See following page for detailed ad specifications.



		Width" x Height"
A	FULL PAGE	8.5 x 11 plus 1/8" bleed
B	1/2 PAGE ISLAND	4.875" x 7.5"
C	1/2 PAGE HORIZONTAL	7.5" x 4.875"
D	1/2 PAGE VERTICAL	3.625" x 9.75"
E	1/3 PAGE HORIZONTAL	7.5" x 3.25"
F	1/3 PAGE VERTICAL	2.375" x 9.75"
G	1/3 PAGE SQUARE	4.875" x 4.875"
H	1/4 PAGE HORIZONTAL	7.5" x 2.375"
I	1/4 PAGE LANDSCAPE	4.875" x 3.75"
J	1/4 PAGE PORTRAIT	3.625" x 4.875"

SUPPLIED AD SPECIFICATIONS

FILE FORMATS

Only the following digital file types are accepted, supplied via email or file transfer sites:

PREFERRED FORMAT → High Res PDF with outlined fonts and CMYK images embedded.

- Adobe Photoshop EPS or TIF at minimum 300dpi at full size.
- Adobe Illustrator EPS with outlined fonts and CMYK images embedded.
- InDesign CS6 with outlined fonts and CMYK images embedded.

PRODUCTION CHARGES WILL APPLY TO ANY FILES PROVIDED IN A FORMAT OTHER THAN THOSE MENTIONED ABOVE.

- Please export Corel Draw files to Adobe Illustrator with fonts changed to outlines.
- All ads sent electronically must also have a PDF for proofing.
- We require outlined EPS files, to avoid font issues.
- If file manipulation is required on supplied ads, a production fee will be charged.

Send digital files to Patricia Abbas | pabbas8@gmail.com

- We will be happy to arrange for the design and preparation of your advertisement if you do not have access to an experienced designer. Call the OAPC office at 905-507-3707 for details.
- Clearly mark all material for ASPHALTopics.

ASPHALTopics is not responsible for any colour or position variation if advertiser does not adhere to the above specifications.

Please note that as of January 1, 2017, OHMPA and the Ontario Road Builders' Association (ORBA) have amalgamated. Payment for advertising in ASPHALTopics should be made directly to ORBA.