

# HB

## HIGHWAY BUILDER

OFFICIAL PUBLICATION OF THE  
ASSOCIATED PENNSYLVANIA CONSTRUCTORS

### ADVERTISING RATES 2012



#### Acceptance:

*Highway Builder* reserves the right to reject any advertising or to require that the word “advertisement” appear in any ad. The publication shall further be held harmless from any loss or expense resulting from claims or suits for any reason.

#### Due Date:

Materials are due at the close of business on the fifth business day following the space deadline. Ads must be to specifications – requiring NO alterations at that time.

#### Display Advertising

For display ad information, call Mark Wolf at 866-679-9340, fax: 614.846.8763 or email: [mwolf@triad-inc.com](mailto:mwolf@triad-inc.com)

BLACK & WHITE AD SIZE:	1-2X	3-5X
Full Page	\$ 1,378	\$ 1,311
Two-thirds Page	1,199	1,135
One Half Island	1,023	960
Half Page	1018	827
One-third Page	661	628
One-fourth Page	518	507
One-sixth Page	464	441
One-eighth Page	320	305

COVERS & DOUBLE PAGE SPREAD:	1-2X	3-5X
Double Page Spread	\$ 2,423	\$ 2,291
Inside Front or Inside Back Cover	1,885	1,775
Back Cover	2,071	1,972

Four-Color Process: add \$783 to black & white rate  
1 PMS Matched Color: add \$594 to space charge

#### Send Art To:

[mwolf@triad-inc.com](mailto:mwolf@triad-inc.com) via email or mail to *HB*,  
371 County Line Road West, Suite 150, Westerville, OH 43082

#### Send Payments To:

Associated Pennsylvania Constructors  
800 North Third Street, Harrisburg, PA, 17102

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#### Full Page Bleed

Bleed: 9" x 11 1/2"  
Trim: 8 1/2" x 11"  
Live: 7 3/4" x 10 1/4"

#### Back Cover

7 1/4" x 9"

#### 2/3 Page Horizontal

7 1/4" x 7"

#### 2/3 Page Vertical

4 3/4" x 10"

#### 1/2 Page Horizontal

7 1/4" x 5"

#### 1/2 Page Vertical

3 1/2" x 10"

#### 1/2 Page Island

4 3/4" x 6 1/2"

#### 1/3 Page Square

4 5/8" x 4 5/8"

#### 1/3 Page Vertical

2 3/8" x 10"

#### 1/4 Page Horizontal

7 1/4" x 2 1/2"

#### 1/3 Page Horizontal

7 1/4" x 3 1/4"

#### 1/6 Page Horizontal

4 5/8" x 2 1/8"

#### 1/4 Page Vertical

3 1/2" x 4 3/4"

#### 1/6 Page Vertical

2 1/8" x 4 5/8"

#### 1/8 Page Horizontal

3 3/8" x 2 1/8"

#### 1/8 Page Vertical

2 1/8" x 3 1/8"

## MECHANICAL SPECIFICATIONS

### Trim Size:

8.5" x 11"

### Live Matter:

All type and other copy should fall within dimensions specified, but must remain a minimum of 3/8" clear of top, bottom and outside-edge trim lines.

### Bleeds:

Available at no additional cost in full-page sizes only. Ads with bleed require 1/4" bleed allowance past trim size.

### File Submissions:

All ad submissions must be 300 dpi with colors built in CMYK, Spot PMS or Grayscale.

### Preferred file format:

Press PDFs are the preferred submission format for all advertising files.

### Other acceptable files:

TIFF and JPEG at 300 dpi.

### Acceptable applications:

Adobe InDesign, Photoshop or Illustrator (version CS3 or lower), QuarkXPress (version 7 or lower). We cannot guarantee correct output from any other application (such as PageMaker or any word processing applications), and ads built and submitted in such programs are subject to refusal.

### Black & White Covers:

Available only when four-color ads are not sold. Black & white ads will be moved to interior pages at prevailing rates.

### Production:

*Highway Builder* offers expert assistance in preparing or altering ads for nominal charges. Minimum charge of \$25.

### Special Position:

To guarantee position, add a 10% premium to applicable rate. All position requests are subject to approval.

### Inserts:

Advertising inserts can also be placed in *Highway Builder*. Costs for inserts are provided upon request.

### Discounts:

Advertising placed through an agency will receive a 15% discount if the account is paid within 30 days of the invoice date. Agency discounts are applicable only if the signed *HB* space contract lists an agency. In-house agencies are not eligible for the discount unless they have at least three other active commercial clients and submit a mailing list of those clients with the *HB* contract.

### Cancellations:

Ads canceled after space reservation deadlines will be billed at 100%.