



2008 ADVERTISING RATES
for Ohio Asphalt and the
Flexible Pavements Website

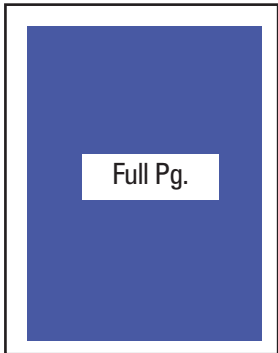
DISPLAY ADVERTISING

For display ad information, call 800.288.7423, email: sales@triad-inc.com, fax: 614.846.8763

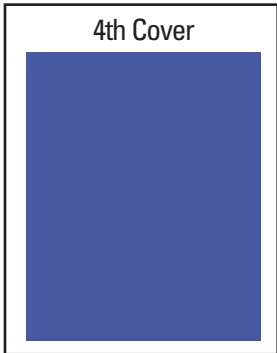
Ad Size:	1-2 times	3-5 times
Full Page	\$1,416	\$1,288
1/2 Page	947	865
1/2 Page (Island)	1,108	1,000
1/4 Page	540	487
1/8 Page	298	270
Special Position Ads:	1-2 times	3-5 times
4 th Cover	\$2,326	\$2,136
2 nd & 3 rd Cover	1,947	1,783

Web Advertising Rates www.flexiblepavements.org		
Location	Quarterly	Yearly
Home Page	\$200.00	\$750.00
2nd Hit Page	\$150.00	\$560.00
Page 3	\$90.00	\$325.00
Page 4	\$90.00	\$325.00
Page 5	\$90.00	\$325.00
Bold Links to Business Web Sites	N/A	\$50.00
Ad Size: 330 x 72 pixels		

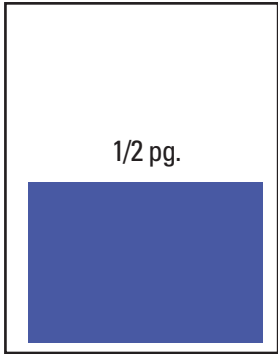
Ad Sizes:



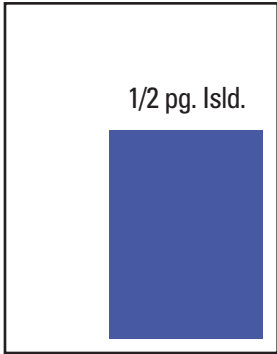
7 1/4" x 10"



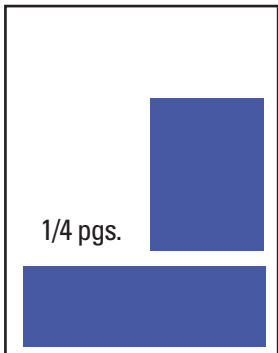
7 1/4" x 9"



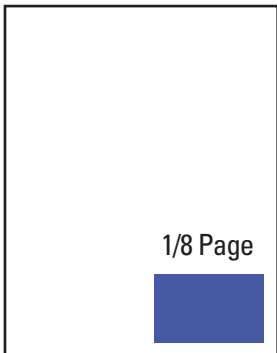
7 1/4" x 5"



4 3/4" x 6 1/2"



7 1/2" x 2 1/2" & 3 1/2" x 4 3/4"



3 3/8" x 2 1/8"

MECHANICAL SPECIFICATIONS

Color Charges:

- Process** \$400 per color
- PMS** \$550 per color
- 4 Color** \$850

- Trim Size:** 8.5" x 11"
- Bleed:** 1/8"

Graphics files are accepted in QuarkXPress, PageMaker, Illustrator or Freehand formats. (Please include all supporting files and fonts used.) High-resolution PDF, TIFF, EPS and JPEG formats are also accepted.

Bleeds: Available at no additional cost in full-page sizes only. Allow a minimum of 1/4" trim at top, bottom and outer edges.

Special Position: To guarantee position, add a 15% to space cost.

Spreads & Inserts: Costs for spreads and 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. Members of Flexible Pavements of Ohio will receive a 5% discount. If both discounts apply, the greater of the two will be credited.

Cancellations: Ads cancelled after space reservations deadline will be billed at 100%.

