

The Official Publication of The American Concrete Pavement Association

# CONCRETE PAVEMENT PROGRESS



# 2014

EDITORIAL GUIDE

ADVERTISING RATES

PUBLISHING DATES

**Concrete Pavement Progress** magazine is the official publication of the American Concrete Pavement Association (ACPA). Distributed to more than 4,000 professionals and organizations, it reaches key industry personnel and decision makers managing the projects, products and services that represent the very best of the industry.

**Concrete Pavement Progress** is the most reliable source of information and industry insights for assisting members, increasing their expertise in the field of concrete pavement. It presents an excellent means of communication, detailing industry trends and providing a forum for the industry to find a strong leadership and effective technical expertise and resources.

ACPA is pleased to announce a new partnership with MediaEdge Publishing Inc. This partnership will provide **Concrete Pavement Progress** with a fresh feel while maintaining our unwavering editorial integrity.



**MediaEdge**  
mediaedgepublishing.com





## CONSIDER THIS

Readers can gain first-hand insights into the news and trends that shape the concrete pavement industry, and which provide the greatest opportunities for professionals responsible for constructing, rehabilitating, and preserving/restoring concrete pavement highways, airports, streets/roads, and industrial facilities.

Consider this: *CONCRETE PAVEMENT PROGRESS (CPP)*:

- Reaches all ACPA member companies, including more than 200 contractor members, a record number of contractor members in the 50-year history of the Association. ACPA contractor members place approximately 60% to 70% of the square yards of apparent mainline concrete paving on highway projects in the United States, and CPP reaches key decision-makers with those and other people who influence pavement choices!
- Shows how and why concrete pavements are increasingly competitive on both first-costs and life-cycle costs, making them the best value for both the short- and long-term.
- Features evolving technologies, including roller-compacted concrete; stringless concrete paving; and two-lift concrete construction are providing more opportunities for agencies/owners.

- Showcases technology-driven solutions that place information in the hands of agencies, contractors, suppliers, consultants, and others who have a direct role in changing and influencing specs and standards.
- Features a special “5th edition, our annual directory/legacy publication, which not only includes listings of the moving forces in the concrete pavement industry, but also celebrates the milestones and award-winning accomplishments of the people, companies, and agencies that represent the best of the best in the transportation-construction industry.
- Is the only publication devoted exclusively to the art and science of concrete paving. So, if you’re serious, passionate, and have a stake in the industry, CPP is the place to be!

ACPA, working now with MediaEdge, is creating a bold new look for CPP, and at the same time, is including broader coverage, greater analysis of trends and factors affecting your business, and coverage that fits your busy schedule and the demands on your time.

**Serious about concrete pavements?  
Check out the new CPP!**

## READERSHIP

- Approximately 60 percent of *Concrete Pavement Progress* subscribers are business owners and senior executives.
- The rest of our readers are federal, state and local transportation leaders, with the addition of transportation officials throughout North America.
- Being seen in *Concrete Pavement Progress* means that you’re seen by 4,000 readers of the printed magazine, and thousands of others who read the online version at [www.acpa.org](http://www.acpa.org)
- *Concrete Pavement Progress* is also distributed at ACPA’s annual general meeting and at Chapter/State workshops.

**ACPA IS THE NATIONAL TRADE ORGANIZATION FOR CONCRETE PAVING CONTRACTORS, CEMENT AND MATERIAL PRODUCERS, EQUIPMENT MANUFACTURERS AND ANY COMPANY WITH AN INTEREST IN CONCRETE AIRPORTS, HIGHWAYS, ROADS, STREETS AND INDUSTRIAL PAVEMENTS.**



## 2014 EDITORIAL GUIDE

This is a guide to articles planned for *Concrete Pavement Progress*. It is intended only as a guide, as we often adjust our line-up to accommodate new developments, emerging technologies, milestones, and other news. In 2014, we are including some new features, plus some new approaches to publishing that are designed for busy people on the go! Topics are subject to change without notice. Topics in italics are pending review and confirmation with subject companies and people.

### 4TH QUARTER 2013

#### THEME: OVERLAYS

- Spotlight on Concrete Overlays & Open House Events
- Q&A with the 2013 Outstanding Promotion Award Winner
- Project Profiles: Paving in New York
- What's New in Dowel Alignment QA/QC?

### 1ST QUARTER 2014

#### THEME: LOOK AHEAD TO A NEW YEAR

- The State of the Association
- Industry Roundtable: Plans and Industry Predictions for 2014
- What's Going on with Life-Cycle Cost Analysis?
- Project Profiles: Airport Paving - "Innovation at Work"
- What's New in Slipform Paving Equipment & Accessories?

### 2ND QUARTER 2014

#### THEME: NEW TOOLS AND RESOURCES

- Exploring Wikipave, ACPA's newest, most comprehensive technical resource
- Understanding ACPA's IndustrialPave thickness design & analysis software
- Project Profiles: Roller-Compacted Concrete
- Q&A with the 2014 Chapter/State Association Chairman
- What's New in Cement and Materials for Concrete Paving Applications?

### 3RD QUARTER 2014

#### THEME: SUSTAINABILITY

- Roundtable: The Illinois Tollway's Sustainable Practices
- A Closer Look at Internal Curing
- The Role of Pavement Surfaces in Sustainable Construction
- Understanding Life Cycle Assessment

### 4TH QUARTER 2014

#### THEME: PAVING

- Project Profiles: Paving in North Dakota
- Project Profiles: Paving in Iowa
- An Inside Look at the Projects and Results of SPS-2 (Specific Pavement Studies)
- ACPA's Accredited Training Program

### 2015/16 ACPA ANNUAL DIRECTORY AND LEGACY PUBLICATION

Continuing the approach set in 2013, this will be a dual-purpose publication:

- Listings of ACPA member companies
- Listings of resources, including current Board, Strategic Board, Task Force Members, etc.
- Comprehensive coverage of "Excellence in Concrete Pavement Awards" projects/people.
- Recent recipients of ACPA's Association Awards and Honors.

# ADVERTISING RATES

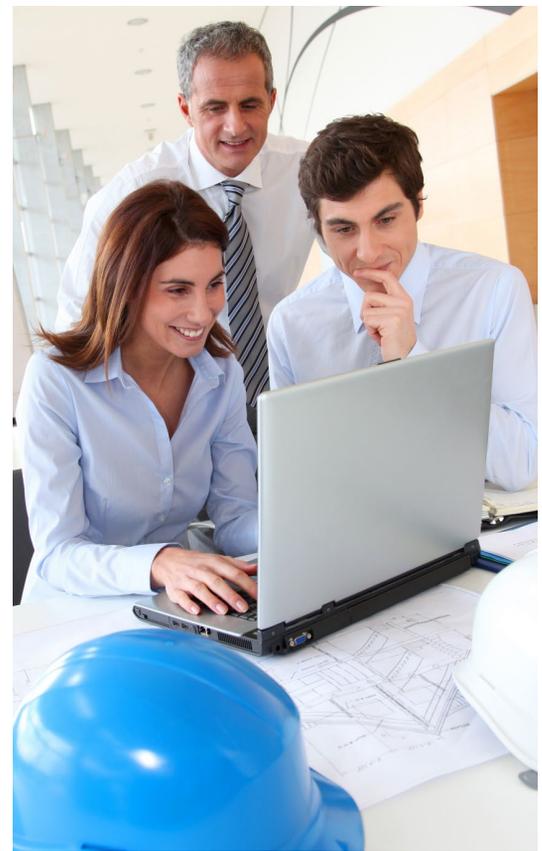
\*PLEASE NOTE THAT AD RATES ARE PRICE PER ISSUE\*

SIZE	5X RATE	3X RATE	1X RATE
Full Page	\$1,830.00	\$1,940.00	\$2,050.00
1/2 Page	\$1,100.00	\$1,150.00	\$1,220.00
1/3 Page	\$780.00	\$820.00	\$850.00
1/4 Page	\$580.00	\$650.00	\$700.00
1/6 Page	\$460.00	\$500.00	\$540.00



## COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

POSITION	5X RATE	3X RATE	1X RATE
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Inside Front Cover	\$2,400.00	\$2,540.00	\$2,650.00
Outside Back Cover	\$2,625.00	\$2,730.00	\$2,830.00
Opp. Inside front Cover	\$2,400.00	\$2,540.00	\$2,650.00
Opp. Table of Contents	\$2,400.00	\$2,540.00	\$2,650.00



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## DIGITAL EDITION ISSUE SPONSORSHIP

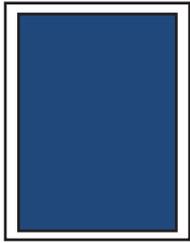
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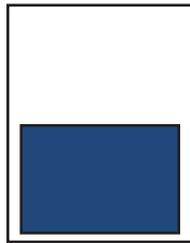
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Top Banner/Leaderboard <b>1</b>	728x90 pixels	\$1,500
Left of Cover <b>2</b>	645x465 pixels	
Video (with Ad)		\$350
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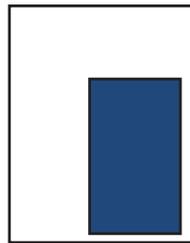
# ADVERTISING SPECIFICATIONS



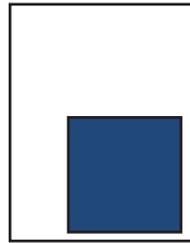
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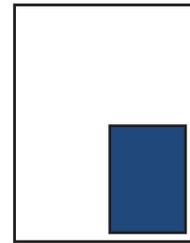
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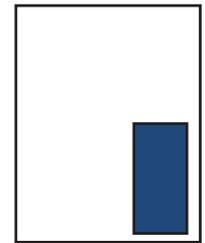
1/2 Vertical



1/3 Square



1/4 Vertical



1/6 Vertical

## ADVERTISING SIZES

SIZE	WIDTH	DEPTH
Full Page Bleed	8 5/8"	11 1/8"
Full Page	7"	9 1/2"
1/2 Horizontal	7"	4 5/8"
1/2 Vertical (Island)	4 5/8"	7"
1/3 Square	4 5/8"	4 5/8"
1/4 Vertical	3 3/8"	4 5/8"
1/6 Vertical	2 1/8"	4 5/8"

## PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

## MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH		DEPTH
Type Size	7"	x	9 1/2"
Trim Size	8 3/8"	x	10 7/8"
Bleed Size	8 5/8"	x	11 1/8"

Halftone Screen: 133 lines maximum

## PUBLISHING DATES

### 4TH QUARTER 2013

**Material Deadline:** November 1, 2013

**Publish Date:** December 20, 2013

### 1ST QUARTER 2014

**Material Deadline:** November 19, 2013

**Publish Date:** February 7, 2014

### 2ND QUARTER 2014

**Material Deadline:** March 14, 2014

**Publish Date:** May 9, 2014

### 2015/2016 ACPA MEMBERSHIP DIRECTORY/LEGACY PUBLICATION

**Material Deadline:** April 18, 2014

**Publish Date:** June 20, 2014

### 3RD QUARTER 2014

**Material Deadline:** June 20, 2014

**Publish Date:** August 8, 2014

### 4TH QUARTER 2014

**Material Deadline:** October 3, 2014

**Publish Date:** December 5, 2014

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