

Target more than 9 out of 10 of Alabama's contractors

The ARBA Advantage

- Alabama's state highway construction is a **\$1 billion** industry.
- **Alabama road builders generate \$3.5 billion in sales** for every \$1 billion spent on construction.
- ARBA is **one of the largest ARTBA chapters** in the United States with members **representing 95% of Alabama's contractors** in the road building industry.
- ARBA are the decision-makers in the road building industry including **heavy/highway and bridge contractors, engineers, architects, surveyors and site planners.**

Projects members are working on this year include:

- I-22 (Corridor X) Interchange**\$168 million**
- I-65 from CR-52 to CR-17 at Indian Springs**\$78 million**
- Additional lanes on I-20 from west of Kelly Creek (MP 147.70) in Moody to the end of the median barrier.....**\$54 million**
- Additional lanes from near CR-64 to south of SR-16.....**\$39 million**
- Concrete Pavement Rehabilitation on I-59 from south of the Attalla north city limit to the bridge over CR-276.....**\$37 million**

Target the contractors on these projects by contacting your Naylor representative today!

For more information, please contact:

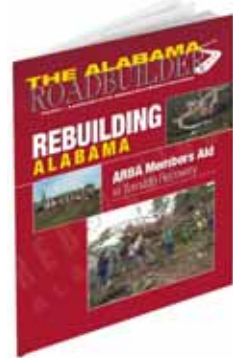
Rick Sauers
 Publication Director
 Naylor, LLC
 Toll-free: (800) 369-6220, ext. 3426
 Fax: (352) 331-3525
 rick@naylor.com



Alabama Road Builders Association
Your connection to Alabama's \$1 billion industry!

The Alabama Roadbuilder

Published four times a year, *The Alabama Roadbuilder* magazine features coverage of the latest topics, trends and regulatory updates. Alabama's road building leaders rely on the magazine to stay up-to-date about the latest products and services to hit the market.



Membership Directory & Buyers' Guide



Our "who's who guide" stays on the desks of top contacts at ARBA member companies all year long. Our key networking tool puts recipients in touch with fellow members, as well as the vendors that provide product and service solutions.

Who We Are

For more than 60 years, the Alabama Road Builders Association has been dedicated to serving the specific needs of businesses involved in Alabama's transportation construction industry. We serve contractors, material suppliers, consulting engineers and other professional service firms **who are leaders in Alabama's \$1 billion** highway construction industry.

To learn more about ARBA, visit: www.arba.org



ALABAMA ROAD BUILDERS' ASSOCIATION

INCORPORATED

630 Adams Avenue • Montgomery, AL 36104 • Telephone (334) 832-4331 • Fax (334) 265-4931



Dear Advertiser:

We invite your participation in our annual Membership Directory and 2012 issues of The Alabama Roadbuilder, official publications of the Alabama Road Builders' Association. Our members will frequently use these publications as networking, information and purchasing tools throughout the year.

As you know, the Alabama Road Builders' Association, founded in 1947 and based in Montgomery, is the only Alabama association that exclusively represents the collective interests of all sectors of Alabama's transportation construction industry. The Alabama transportation construction industry generates more than \$1 billion in Alabama economic activity annually and provides employment for more than 36,598 Alabamians.

Our publications will be circulated to our membership, elected officials, Alabama Department of Transportation personnel and friends throughout our industry. Your advertisement will have the opportunity to target those purchasers and decision-makers in one of the most rapidly growing markets in the road building industry.

We are working again with Naybr, LLC, as publisher, recognizing their more than 40 years as North America's leading media and events partner for associations. We are confident that the professionals at Naybr will provide us with another year of top-quality publications that continue to enhance the reputation of our organization.

When a representative from Naybr contacts you, please consider allocating part of your advertising budget to our publication. On behalf of the Alabama Road Builders' Association, I thank you in advance for your advertising support.

Sincerely,

Billy Norrell
Executive Director

The Alabama Roadbuilder - quarterly magazine *Membership Directory & Buyers' Guide*



2012 Editorial Calendar

Issue	Features	Ships
<i>The Alabama Roadbuilder</i> - Spring issue (ALR-Q0112)	Legislative Preview 2012	March 2012
<i>The Alabama Roadbuilder</i> - Summer issue (ALR-Q0212)	Hall of Fame 2012	June 2012
<i>The Alabama Roadbuilder</i> - Fall issue (ALR-Q0312)	ARBA Convention 2012 Highlights	September 2012
<i>The Alabama Roadbuilder</i> - Winter issue (ALR-Q0412)	Annual Luncheon Fall Golf Tournament	December 2012
<i>Membership Directory & Buyers' Guide</i> (ALR-R0012)		November 2012

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Alabama Road Builders Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of ARBA.

Alabama Barricade, Inc.
Alabama Guardrail, Inc.
Alliance Sand and Aggregates
APAC Mid-South, Inc.
Apache Construction
Atwood Fence Company, Inc.
Bama Concrete Products Co., Inc.
Blount Construction Co., Inc.
Burnett Civil Contracting, LLC
Coble Trench Safety, Inc.
Cowin Equipment
Decatur Mill Service Company c/o Levy
Company
East Alabama Paving Co., Inc.
Ergon Asphalt & Emulsions, Inc.
Flint Equipment Company
G & G, Inc.
Gerdau
Getz Recycling
Goodwyn, Mills & Cawood

Gulf Coast Asphalt Company
H & L Construction, Inc.
Hanes Geo Components
Holcim
Hosea O. Weaver & Sons, Inc.
Humboldt Mfg. Company
Iron Planet
J. Smith Lanier & Company
J.M. Wood Auction Co.
Lhoist North America
Martin Marietta Aggregates
MRS Consultants, LLC
Palomar Insurance Corporation
Peek Pavement Marking, Inc.
Pile Equipment, Inc.
Placement Central, Inc.
Protection Services, Inc.
Ready Mix USA, Inc.
Ritchie Bros. Auctioneers America
Roadtec, Inc.

Rogers Group, Inc., The
S T Bunn Construction Company
Safety Coatings, Inc.
Scott Bridge Company, Inc.
Slade Land use and Transportation
Planning LLC
Southeast Materials Corporation
Southern LINC
Stewart Lubricants & Service Co., Inc.
Stillman College
The McPherson Companies, Inc.
Thompson Engineering
Thompson Tractor
Tractor & Equipment Co.
Trinity Industries, Inc.
Turner Insurance & Bonding Company
Volkert, Inc.
Vulcan Materials Company
Warren's Construction
Warrior Tractor and Equipment

The Alabama Roadbuilder - quarterly magazine Membership Directory & Buyers' Guide



Net Advertising Rates*

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x	5x
Double Page Spread	\$3,579.50	\$3,219.50	\$2,859.50
Outside Back Cover	\$3,269.50	\$3,019.50	\$2,779.50
Inside Front or Inside Back Cover	\$2,879.50	\$2,629.50	\$2,389.50
Full Page	\$2,449.50	\$2,199.50	\$1,959.50
2/3 Page	\$2,119.50	\$1,909.50	\$1,699.50
1/2 Page	\$1,549.50	\$1,389.50	\$1,239.50
1/3 Page	\$1,199.50	\$1,079.50	\$959.50
1/4 Page	\$919.50	\$829.50	\$739.50
1/6 Page	\$729.50	\$659.50	\$579.50
1/8 Page	\$679.50	\$609.50	\$539.50

Black-and-White Rates	1x	2x	5x
Full Page	\$1,519.50	\$1,369.50	\$1,219.50
2/3 Page	\$1,309.50	\$1,179.50	\$1,049.50
1/2 Page	\$969.50	\$869.50	\$779.50
1/3 Page	\$739.50	\$669.50	\$589.50
1/4 Page	\$569.50	\$509.50	\$459.50
1/6 Page	\$449.50	\$399.50	\$359.50
1/8 Page	\$349.50	\$309.50	\$279.50

*Members receive a 10% discount off of published rates.

Maximize your investment

A successful marketing campaign involves a constant flow of information to prospective buyers. Whether you're launching a new product, promoting time-sensitive offers or striving to maintain top-of-mind awareness when a purchasing decision is made, **ARBA delivers your message to our members.**

Our members recognize the importance of doing business with the vendors that support their industry and association.

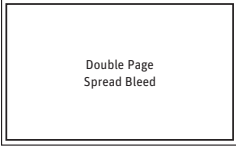

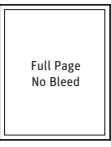
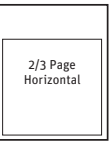
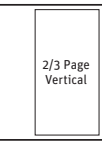
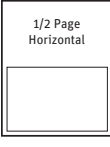
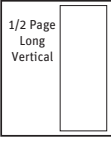

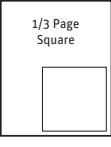
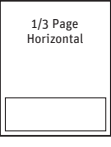
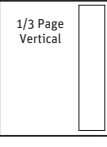
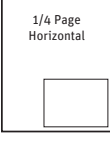
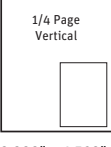
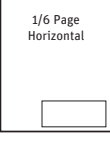
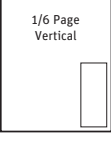
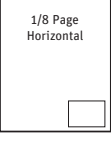
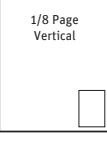
Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). ALR-Q0212 (LR ALR-Q04118/22/11)



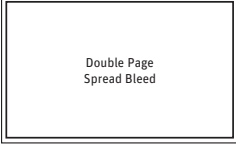

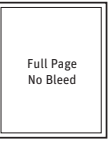
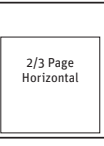
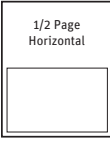
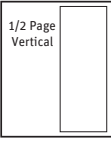
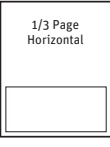
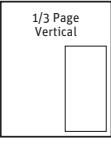
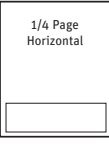
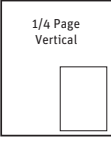
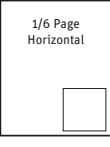
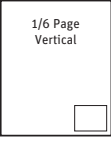
The Alabama Roadbuilder - quarterly magazine Membership Directory & Buyers' Guide

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

 Double Page Spread Bleed	 Full Page Bleed	 Full Page No Bleed	 2/3 Page Horizontal	 2/3 Page Vertical	
17" x 11.125"	8.625" x 11.125"	7" x 9.5"	7" x 6.333"	4.583" x 9.5"	
 1/2 Page Horizontal	 1/2 Page Long Vertical	 1/2 Page Vertical/ Island	 1/3 Page Square	 1/3 Page Horizontal	 1/3 Page Vertical
7" x 4.583"	3.333" x 9.5"	4.583" x 7"	4.583" x 4.583"	7" x 3"	2.166" x 9.5"
 1/4 Page Horizontal	 1/4 Page Vertical	 1/6 Page Horizontal	 1/6 Page Vertical	 1/8 Page Horizontal	 1/8 Page Vertical
4.583" x 3.333"	3.333" x 4.583"	4.583" x 2.166"	2.166" x 4.583"	3.333" x 2.166"	2.166" x 3.333"

Roster Trim Size: 5.75" x 8.5"

 Double Page Spread Bleed	 Full Page Bleed	 Full Page No Bleed	 2/3 Page Horizontal	
11.75" x 8.75"	6" x 8.75"	5" x 7.5"	5" x 4.916"	
 1/2 Page Horizontal	 1/2 Page Vertical	 1/3 Page Horizontal	 1/3 Page Vertical	 1/4 Page Horizontal
5" x 3.666"	2.333" x 7.5"	5" x 2.333"	2.333" x 4.916"	5" x 1.666"
 1/4 Page Vertical	 1/6 Page Horizontal	 1/6 Page Vertical		
2.333" x 3.666"	2.333" x 2.333"	2.333" x 1.666"		

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Don't have an ad created? With our complimentary production services, Naylor, LLC provides professional ad assembly and layout services to non-agency clients at no charge.

The Alabama Roadbuilder - quarterly magazine

Membership Directory & Buyers' Guide



Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|---|--|
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Highway Fencing |
| <input type="checkbox"/> Anti-Erosion Products | <input type="checkbox"/> Highway Guardrails |
| <input type="checkbox"/> Architects/Engineers/Planners | <input type="checkbox"/> Highway Landscaping |
| <input type="checkbox"/> Asphalt Emulsions/Emulsifying Agents | <input type="checkbox"/> Insurance/Bonding |
| <input type="checkbox"/> Asphalt Paving | <input type="checkbox"/> Insurance Services |
| <input type="checkbox"/> Asphalt Pavement Recycling Equipment | <input type="checkbox"/> Lime/Quicklime/Hydrated Lime Slurry |
| <input type="checkbox"/> Asphalt Supplier | <input type="checkbox"/> Lubrication Systems |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Machinery & Equipment |
| <input type="checkbox"/> Auctioneers | <input type="checkbox"/> Mobile Offices |
| <input type="checkbox"/> Cement | <input type="checkbox"/> Oil Products |
| <input type="checkbox"/> Construction Equipment & Supplies | <input type="checkbox"/> Paint Supplier |
| <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Paving Equipment |
| <input type="checkbox"/> Corrugated Plastic Underdrain | <input type="checkbox"/> Pile Driving Equipment |
| <input type="checkbox"/> Cranes | <input type="checkbox"/> Pipe Manufactured Products |
| <input type="checkbox"/> Crushed Limestone | <input type="checkbox"/> Ready Mix Concrete |
| <input type="checkbox"/> Crushed Stone/Granite, RFRAP | <input type="checkbox"/> Safety Products |
| <input type="checkbox"/> Drainage Products | <input type="checkbox"/> Sand & Gravel Suppliers |
| <input type="checkbox"/> Drilling & Blasting Contractors | <input type="checkbox"/> Testing Equipment & Materials |
| <input type="checkbox"/> Engineering/Architects | <input type="checkbox"/> Testing Laboratories |
| <input type="checkbox"/> Equipment Finance | <input type="checkbox"/> Traffic Control/Devices & Signs |
| <input type="checkbox"/> Equipment Sales, Service & Rental | <input type="checkbox"/> Transportation Devices and Signs |
| <input type="checkbox"/> Equipment Transit | <input type="checkbox"/> Transportation Facility Design & Construction |
| <input type="checkbox"/> Erosion & Sediment Control | <input type="checkbox"/> Truck Suspensions |
| <input type="checkbox"/> Heavy Equipment Sales | <input type="checkbox"/> Other: _____ |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

