



For Pavement
Preservation

**Connect with government
agencies and contractor members
of AEMA, ARRA, ISSA and IGGA.**

Pavement Preservation Journal - quarterly print & digital magazine

FOR MORE INFORMATION, PLEASE CONTACT:

www.fp2.org

Paul Walley
Publication Director
pwalley@naylor.com
352-333-3487

NAYLOR 
ASSOCIATION SOLUTIONS



FP² Inc. - For Pavement Preservation

FP² and the Industry

- Reconstruction and additions to existing roads and highways is a nearly **\$42 billion** per year industry.*
- The industry for road and highway maintenance is expected to grow **\$14 billion** in the next five years.
- ***Pavement Preservation Journal*** reaches city, county, state and federal department of transportation (DOT) and related government agencies.
- Our magazine is also distributed to contractor members of **AEMA, ARRA, ISSA, IGGA**.
- The FAST Act surface transportation legislation makes pavement preservation eligible for federal funding, and will provide an average of over **\$45 billion per year over five years** on highway improvement programs, which includes resurfacing, restoration and rehabilitation.

Bonus Distribution!

Our digital edition is also sent out to members of the National Asphalt Pavement Association (NAPA).



What Our Readers Are Buying

Our members are always looking to make sure they are working with the best products and services providers. Our members are in the market for:

- Asphalt, Additives & Modifiers
- Asphalt Emulsions & Emulsifying Agents
- Equipment - pavers, pavement repair, recycling, sealcoating, spreaders, bond coat, etc.
- Pavement Preservation Materials & Supplies
- Pavement Management Software
- Testing
- And more!

Reach professionals in a nearly \$42 billion per year road and highway maintenance industry.

Contact your Naylor representative today!

*Source: IBISWorld Report 23731A

Pavement Preservation Journal

quarterly magazine

Net Advertising Rates

All rates include an ad link in the digital edition of the magazine.

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

Full-Color Rates	1-2x	3-4x
Double Page Spread	\$ 3,269.50	\$ 3,039.50
Outside Back Cover	\$ 2,949.50	\$ 2,779.50
Inside Front or Inside Back Cover	\$ 2,769.50	\$ 2,599.50
Full Page	\$ 2,419.50	\$ 2,249.50
2/3 Page	\$ 1,819.50	\$ 1,689.50
1/2-Page Island	\$ 1,539.50	\$ 1,429.50
1/2 Page	\$ 1,349.50	\$ 1,259.50
1/3 Page	\$ 1,019.50	\$ 949.50
1/4 Page	\$ 769.50	\$ 719.50
1/6 Page	\$ 599.50	\$ 559.50
1/8 Page	\$ 439.50	\$ 409.50

Black-and-White Rates	1-2x	3-4x
Full Page	\$ 1,419.50	\$ 1,319.50
2/3 Page	\$ 1,149.50	\$ 1,069.50
1/2-Page Island	\$ 869.50	\$ 809.50
1/2 Page	\$ 829.50	\$ 769.50
1/3 Page	\$ 679.50	\$ 629.50
1/4 Page	\$ 499.50	\$ 459.50
1/6 Page	\$ 399.50	\$ 369.50
1/8 Page	\$ 299.50	\$ 279.50

Digital Edition Branding Opportunities

Sponsorship | \$690

Toolbar | \$320

Digital Leaderboard | \$770

Skyscraper | \$800

Ad Jolt Upgrade | \$320

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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).

(Rates as of August 2017)

2018 Content Plan*

Issue	Theme	Ad Materials Due	Ships
Spring 2018	<ul style="list-style-type: none"> - High Friction Surface Treatments from Florida - Analysis of new NCHRP Reports 857 - FP² at TRB 2018 	January 12*, 2018	March* 2018
Summer 2018	<ul style="list-style-type: none"> - Asphalt Emulsions Task Force - Polymer Modified Emulsions - Preservation research reports from TRB - PPRS Nice France 2018, March 26-28 	April 6*, 2018	May* 2018
Fall 2018	<ul style="list-style-type: none"> - Pavement condition surveys for local governments - Optimizing reclaimed materials in preservation - Thin and micro-thin overlays 	July 16*, 2018	September* 2018
Winter 2018	<ul style="list-style-type: none"> - FHWA's Transportation Asset Management Expert Task Group - Cold weather pavement preservation & maintenance - Evaluating timing for the right treatment on the right road 	October 2*, 2018	November* 2018

* Editorial calendar is subject to change.

In every issue:

President's Message

A message from the FP², Inc. President. Past messages have included information to help and encourage members of the pavement preservation community.

Associations

News from FP², Inc. partners: Asphalt Emulsion Manufacturers Association (AEMA), International Slurry Surfacing Association (ISSA), Asphalt Recycling and Reclaiming Association (ARRA) and Asphalt Institute and the International Grooving and Grinding Association (IGGA).

Centers

News from pavement preservation centers. Past articles have featured Texas, California, the Northeast and the National Center.

Partnerships

News from Midwestern, Northeastern, Southeastern, Rocky Mountain West and other forming pavement preservation partnerships.

Technical Papers

We present original research on pavement preservation, such as preservation techniques, materials, construction, testing, performance, recycling and pavement/asset management.

Index of Advertisers

Locate the product or service you're looking for in our Index of Advertisers. Advertising companies are listed by category along with the page number on which their ad is located.

Advertiser.com

Advertiser.com listings highlight advertising companies' web addresses for easy access.

Pavement Preservation Journal

quarterly magazine

Digital Edition – www.naylornetwork.com/fpp-nxt

In addition to print, *Pavement Preservation Journal* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on For Pavement Preservation's website. An archive of issues is available, securing your ad a lasting online presence.*

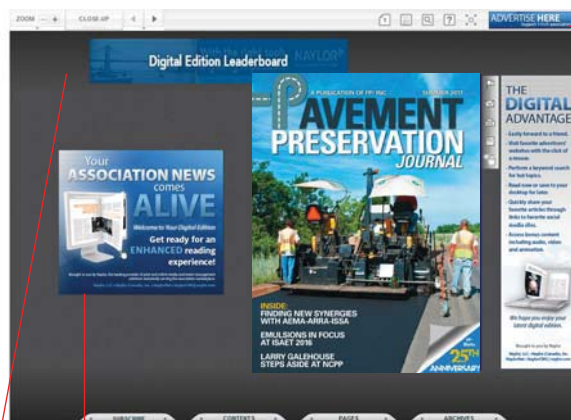
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsorship | \$690

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities are not available for MAX.

Digital Leaderboard | \$770

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

Digital Toolbar | \$320

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper | \$800

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad "Jolt" Upgrade | \$320

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

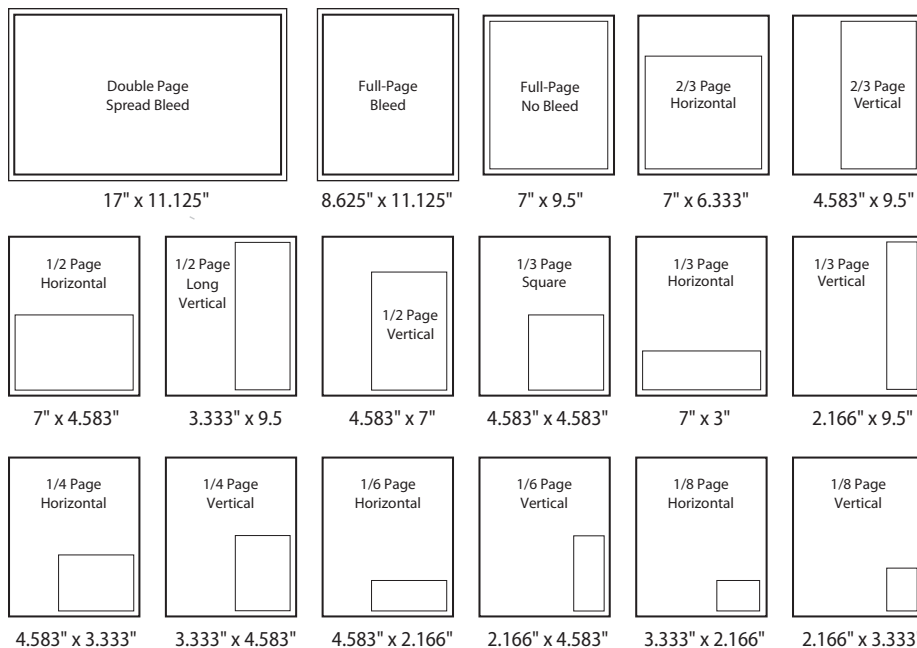
Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Artwork Requirements

All digital color and grayscale 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 grayscale 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 website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875"	Postcards 6" x 4.25"
1 Pg / 2 Surface 8.375" x 10.875"	Heavy Card Stock Insert 8.25" x 10.75"
2 Pg / 4 Surface 8.375" x 10.875"	Postal flyersheets 8.5" x 11"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Digital Edition - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp