

SOUTH CAROLINA



**ASPHALT PAVEMENT**  
ASSOCIATION

— EST. 1966 —

[WWW.SCASPHALT.ORG](http://WWW.SCASPHALT.ORG)

# SCAPA MEDIA GUIDE

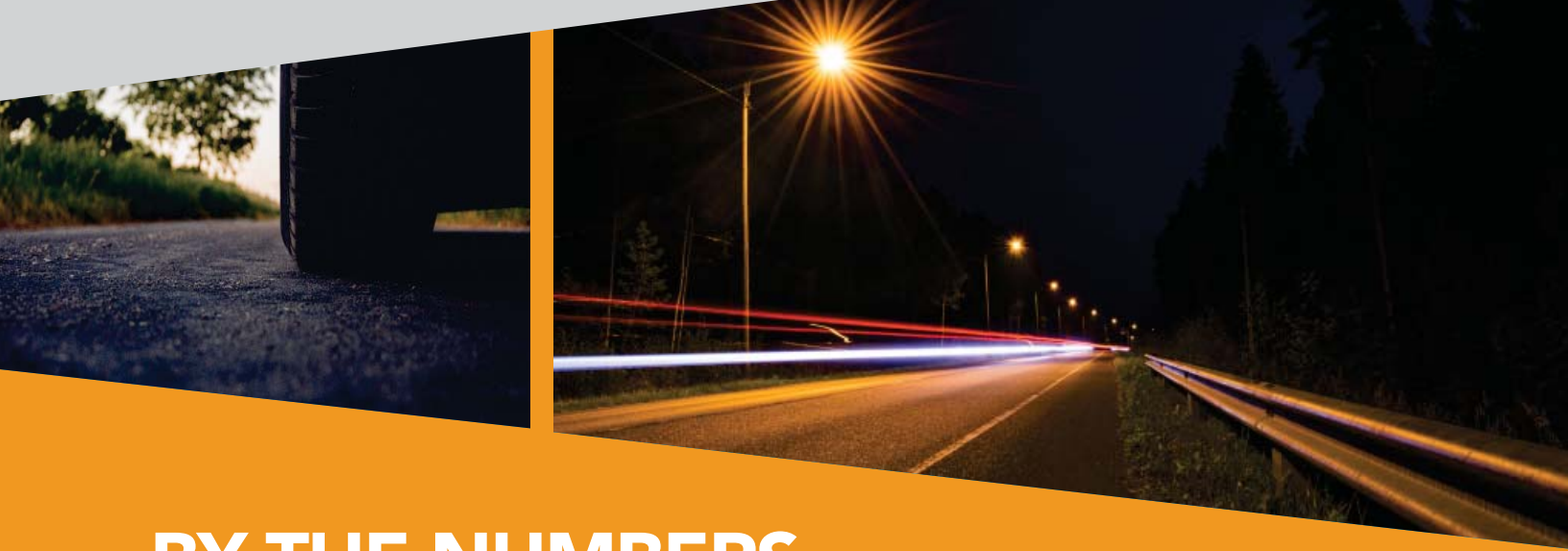
*Membership Directory & Resource Guide, print & digital  
Paving the Way eNewsletter*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS





## BY THE NUMBERS

### \$1 B

SCAPA members generate approximately \$1 billion to South Carolina's economy each year.

### \$878 M

South Carolina's estimated highway budget is \$878 million this year.

### 4<sup>TH</sup>

South Carolina has the 4th largest state-maintained highway system in the U.S. with nearly 41,500 miles of roads and 8,340 bridges.

## SCAPA MEMBERS

Our members represent everything from small driveway-paving operations to multi-million dollar construction companies! They are always in need of products and services including:

- Asphalt, cement & emulsions
- Crushed stone, gravel & lime
- Contract bonds
- Erosion control
- Milling of hot mix asphalt pavements
- Testing equipment
- Transportation services
- Safety and traffic control equipment
- Legal services
- Much more!



*Membership Directory & Resource Guide, print & digital  
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**Last year, SCAPA's Membership Directory & Resource Guide won best Membership Directory at the South Carolina Society of Association Executives' Best in Business Awards Program.**

# MEMBERSHIP DIRECTORY & RESOURCE GUIDE



## Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory..

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	1x
Double Page Spread	\$3,349.50
Outside Back Cover	\$3,079.50
Inside Front or Inside Back Cover	\$2,909.50
Full Page	\$2,579.50
2/3 Page	\$1,919.50
1/2 Page	\$1,439.50
1/3 Page	\$1,069.50
1/4 Page	\$799.50
1/6 Page	\$619.50
1/8 Page	\$449.50

Black-and-White Rates	1x
Full Page	\$1,519.50
2/3 Page	\$1,229.50
1/2 Page	\$889.50
1/3 Page	\$719.50
1/4 Page	\$509.50
1/6 Page	\$419.50
1/8 Page	\$329.50

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.

## Digital Edition Branding Opportunities

**Sponsorship Max** | \$515

**Skyscraper** | \$840

**Toolbar** | \$350

**Ad Jolt Upgrade** | \$295

## Member Listing Enhancement



Draw attention to your business by adding your full- color or black-and-white logo to your listing in the *Membership Directory & Resource Guide*. Your logo will increase awareness of your brand and make your listing stand out.

## Buyers' Guide Section



Draw attention to your business by placing your company's logo, description or both in the Buyers' Guide section of the Membership Directory & Resource Guide. Your business will be listed under one category of your choice and for enhanced visibility; the Buyers' Guide will also be listed in the Table of Contents.

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).

# MEMBERSHIP DIRECTORY & RESOURCE GUIDE

Extend your print advertising investment with the unique benefits of digital media!

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on SCAPA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, the *Membership Directory & Resource Guide* 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. The directory is emailed to readers as well as posted on the SCAPA website. An archive is available, securing your ad a lasting online presence.



## Sponsorship MAX\* | \$515

Your message will be prominently displayed directly across from the cover of the magazine.

\*Video capabilities are not supported for Sponsorship MAX.

## Toolbar | \$350

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

## Skyscraper | \$840

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

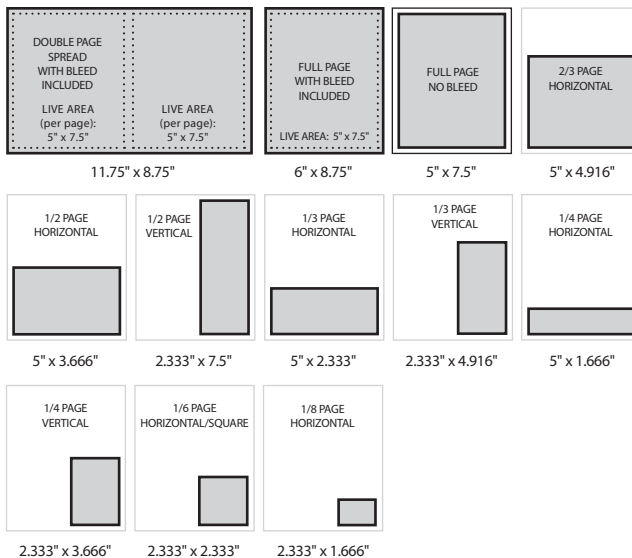
## Ad Jolt Upgrade | \$295

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

# PRINT ADVERTISING SPECIFICATIONS

## MEMBERSHIP DIRECTORY & RESOURCE GUIDE

### Roster Trim Size: 5.75" x 8.5"



**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.

### Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"  
 3 Pg / 6 Surface 5.75" x 8.5"  
 Postcards 6" x 4.25"  
 Heavy Card Stock Insert 5.25" x 8.25"  
 Postal flyersheets 5.75" x 8.5"

### 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 website at [www.naylor.com](http://www.naylor.com)

### Production Services, 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.

### Digital Edition

For more information, visit:  
<http://www.naylor.com/onlinespecs>

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).

# PAVING THE WAY

ABOUT THE eNEWSLETTER – [NAYLORNETWORK.COM/SCP-NWL](http://NAYLORNETWORK.COM/SCP-NWL)

Now more than ever, professionals consume information on the go. Our *Paving the Way* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

## Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of decision-makers on a regular basis
- In addition to SCAPA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other SCAPA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive




The screenshot shows the layout of the 'Paving the Way' eNewsletter. At the top is the SCAPA logo and the title 'Paving the Way'. Below this is a navigation bar with links for 'Archive/Subscribe', 'Printer-Friendly Version', and 'Send to a Friend'. The main content area includes several sections: 'SCAPA NEWS AND EVENTS' with a 'Register Now: 2018 SCAPA Spring Member Dinner & Legislative Day' announcement; 'SAVE THE DATE: 2018 Summer Conference in Asheville, NC'; a 'Welcome New SCAPA Associate Member' section for 'INFRASTRUCTURE CONSULTING & ENGINEERING, PLLC'; a 'FEATURED MEMBER' section for 'LANE' (marked with a '1'); a '3' logo; and 'ROADTEC' (marked with a '1'); an 'INDUSTRY NEWS' section with articles on 'SCDOT Asphalt Specification Changes', 'Women of Asphalt Council Kickoff Event a Huge Success', and '2018 NCAT Test Track Conference' (marked with a '2'). The layout is designed to be mobile-friendly, with clear headlines and concise text blocks.

### 1 Rectangles

12 Months | \$1,630

- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### 2 Company Spotlight

12 Months | \$1,940

- Only two spots available – NO ROTATION
- Includes company's logo, a headline and 30 words of text

## Distributed monthly!

### Sections include

- Hot Topics
- News Briefs
- Upcoming Events

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