



# TXAPA

## 2019 MEDIA KIT

- **eTXAPA eNewsletter**
- **TXAPA Website Advertising**
- ***Texas Asphalt* quarterly magazine – print and digital**
- ***Membership Directory & Resource Guide* – print and digital**

FOR MORE INFORMATION, PLEASE CONTACT:

Norbert Musial  
Publication Director  
[nmusial@naylor.com](mailto:nmusial@naylor.com)  
352-333-3461

**NAYLOR**   
ASSOCIATION SOLUTIONS



## ABOUT TXAPA:

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A majority of *Texas Asphalt* recipients are key decision-makers & have purchasing power within their companies.

# 4<sup>th</sup>

Texas is the 4<sup>th</sup> largest in the US for asphalt manufacturing.

# 90%

Our members include nearly 90% of companies in Texas' asphalt pavement industry.



TXAPA communications reach nearly 5,000 professionals in the industry.

# \$18B

The estimated highway & transportation funds Texas will receive from 2016-2020 as a result of the FAST Act totals more than \$18 billion.

# \$9B

The Unified Transportation Plan is providing \$9 billion in funding for transportation projects across the state.

### TXAPA Publications



Contact your Naylor Account Executive and reach the leaders of Texas' asphalt industry!

# Texas Asphalt magazine Membership Directory & Resource Guide

## Net Advertising Rates

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

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

Full-Color Rates	1-3x	4-5x
Double Page Spread	\$ 3,599.50	\$ 3,239.50
Outside Back Cover	\$ 3,229.50	\$ 2,959.50
Inside Front or Inside Back Cover	\$ 3,049.50	\$ 2,779.50
Tab Position (Directory only)	\$ 2,859.50	N/A
Full Page	\$ 2,699.50	\$ 2,429.50
2/3 Page	\$ 2,039.50	\$ 1,839.50
1/2-Page Island	\$ 1,699.50	\$ 1,529.50
1/2 Page	\$ 1,529.50	\$ 1,379.50
1/3 Page	\$ 1,149.50	\$ 1,029.50
1/4 Page	\$ 889.50	\$ 799.50
1/6 Page	\$ 689.50	\$ 619.50
1/8 Page	\$ 509.50	\$ 459.50

Black-and-White Rates	1-3x	4-5x
Full Page	\$ 1,569.50	\$ 1,409.50
2/3 Page	\$ 1,269.50	\$ 1,139.50
1/2-Page Island	\$ 1,049.50	\$ 939.50
1/2 Page	\$ 919.50	\$ 829.50
1/3 Page	\$ 739.50	\$ 669.50
1/4 Page	\$ 519.50	\$ 469.50
1/6 Page	\$ 429.50	\$ 389.50
1/8 Page	\$ 339.50	\$ 309.50

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.

## Texas Asphalt magazine Digital Edition

Sponsorship | \$490

Toolbar | \$340

Skyscraper | \$1,120

Ad "Jolt" Upgrade | \$280

## Membership Directory & Resource Guide Digital Edition

Sponsorship | \$490

Toolbar | \$340

Skyscraper | \$830

## eNewsletter Vertical Banners

12 Months | \$3,150

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

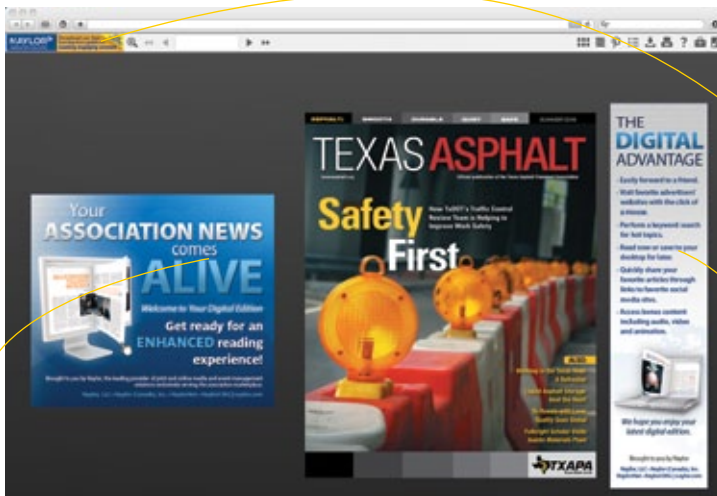


## Texas Asphalt magazine

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 TXAPA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, *Texas Asphalt* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



### Large Toolbar | \$340

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 | \$1,120

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

### Sponsorship | \$490

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

### Ad Jolt Upgrade | \$280

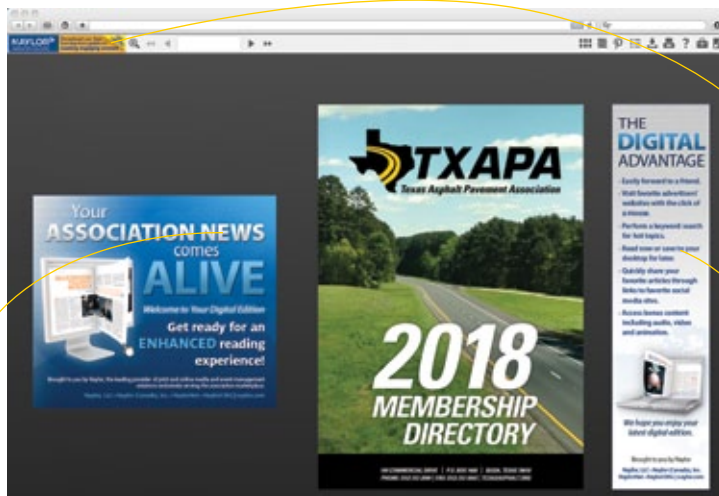
Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

## 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 TXAPA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, the directory is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



### Large Toolbar | \$340

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 | \$830

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

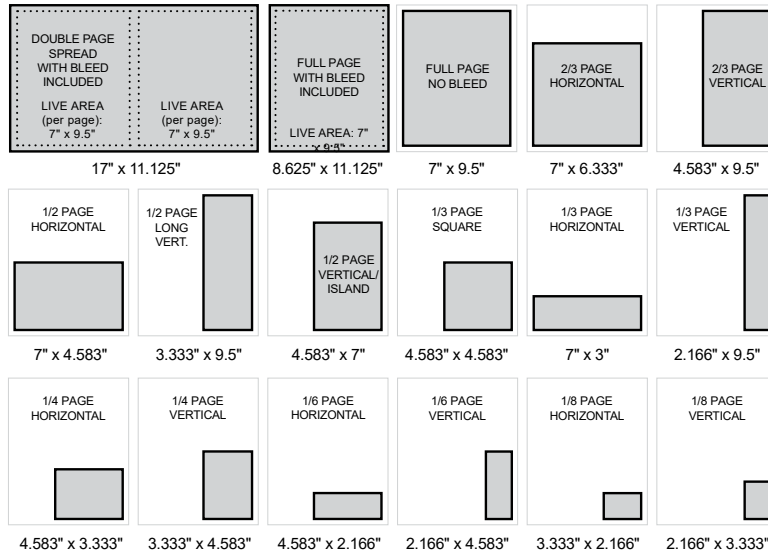
### Sponsorship | \$490

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

# PRINT ADVERTISING SPECIFICATIONS

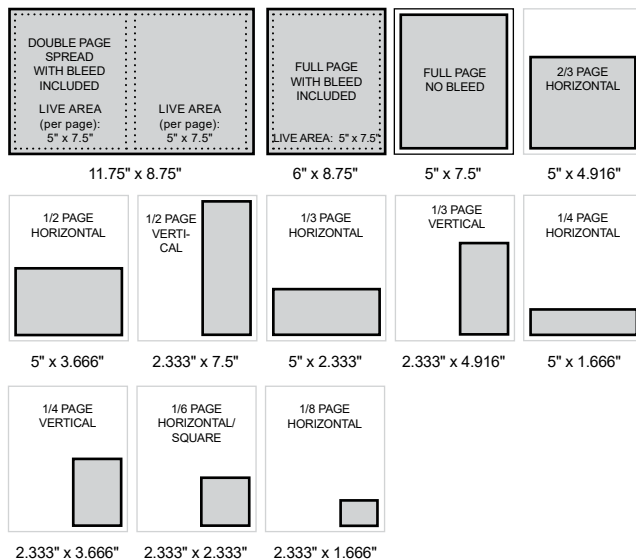
## Texas Asphalt magazine

Magazine Trim Size: 8.375" x 10.875"



## Membership Directory & Resource Guide

Directory 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.

### 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)

### 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

#### Texas Asphalt

1 page / 1 surface: 8.375" x 10.875"

1 page / 2 Surface: 8.375" x 10.875"

2 Pg / 4 Surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal flyersheets: 8.5" x 11"

#### Membership Directory & Resource Guide

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"

### Digital Edition

For more information, visit:

<http://www.naylor.com/onlinepecs>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

# TXAPA WEBSITE

## Advertising on the TXAPA Website – [www.texasasphalt.org](http://www.texasasphalt.org)

Advertising on the TXAPA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [texasasphalt.org](http://texasasphalt.org) to learn about upcoming association events, discover ways to maximize their TXAPA membership, view the latest issues of *Texas Asphalt* digital edition. Advertising on [texasasphalt.org](http://texasasphalt.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of asphalt pavement professionals.

### Features of TXAPA website advertising:

- Cross-promoted in other TXAPA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, [TexasAsphalt.org](http://TexasAsphalt.org) receives:

- 10,225+ page views per month
- 1,410 unique visitors per month
- Sessions lasting over 3.5 minutes
- More than 4 pages viewed per session

*\*stats from March to September 2018*



### 1 **Leaderboard (728 x 90) | \$2,425**

Run of site on home page and subpages, 3 rotations.

### 2 **Square (300 x 250) | \$1,875**

Run of site on home page and subpages, 3 rotations.

### Price is for 12 months!

Online Specifications - For more information, visit:  
<http://www.naylor.com/online Specs>

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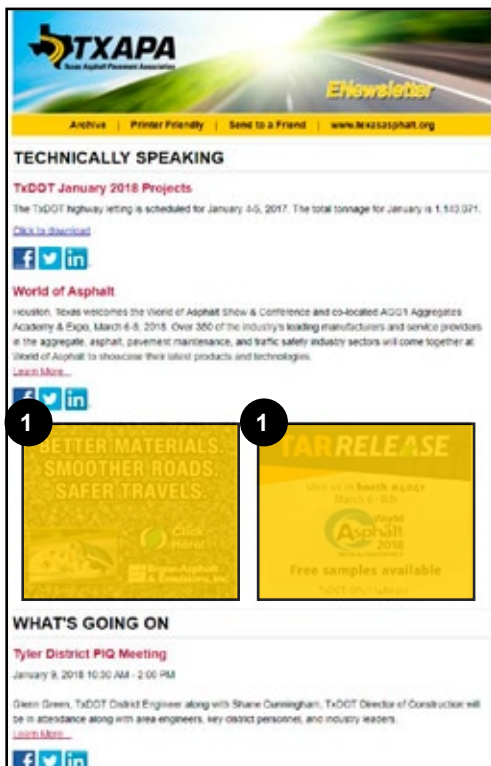
# eTXAPA eNewsletter

About the eNewsletter – [www.naylornetwork.com/tax-nwl](http://www.naylornetwork.com/tax-nwl)

Now more than ever, professionals consume information on the go. Our monthly 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 TXAPA 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 TXAPA 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



## 1 Eight Rectangles (300 x 250)

12 Months | \$3,150

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

## Distributed monthly!

### Sections include

- Technically Speaking
- What's Going On
- In the Works