

PAVE THE WAY FOR YOUR BUSINESS BY REACHING
LEADING PRODUCERS AND CONTRACTORS IN THE
MULTI-BILLION DOLLAR ASPHALT INDUSTRY.

NATIONAL ASPHALT PAVEMENT ASSOCIATION

Asphalt Pavement Magazine print & digital editions
Membership Directory | ActionNews eNewsletter
NAPA Website | Online Buyers' Guide

2019 MEDIA GUIDE

C O N T A C T :

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NATIONAL ASPHALT
PAVEMENT ASSOCIATION

INTEGRATED COMMUNICATIONS MENU



Asphalt Pavement Magazine

Published every other month, *Asphalt Pavement* is an invaluable resource not only to NAPA members, but also to hundreds of other professionals in the industry. Available in a print and digital format.

Membership Directory

An annual publication that is referenced throughout the year by members to stay connected with fellow industry professionals or who are in need of products and service solutions.

ActionNews eNewsletter **www.naylornetwork.com/nap-nwl**

ActionNews, filled with industry news and happenings, is distributed exclusively to NAPA members every other week. Advertising opportunities are also exclusive to NAPA members.

NAPA Website **www.asphaltpavement.org**

Available as a top resource, this year-round advertising opportunity is a great way to reach professionals industrywide.

Online Buyers' Guide **napa.officialbuyersguide.net**

Your purchasing guide for the asphalt industry, NAPA's *Online Buyers' Guide*, puts industrywide buyers and suppliers in touch with each other quickly and easily.

ONLINE

INDUSTRYWIDE VIEWERSHIP.

EXCLUSIVE NAPA MEMBER ONLY
ADVERTISING OPPORTUNITY.

ONLINE BUYERS' GUIDE

REACH MEMBERS WHEN THEY'RE READY TO BUY —
NAPA.OFFICIALBUYERSGUIDE.NET

The interactive *Online Buyers' Guide* makes it easy for our members to locate products and professional services they need and is an industry portal for all things asphalt. With hyperlinks, multiple search capabilities and rich search results, our *Online Buyers' Guide* is designed to drive the purchasing process and bring customers to your site with a few clicks of the mouse.

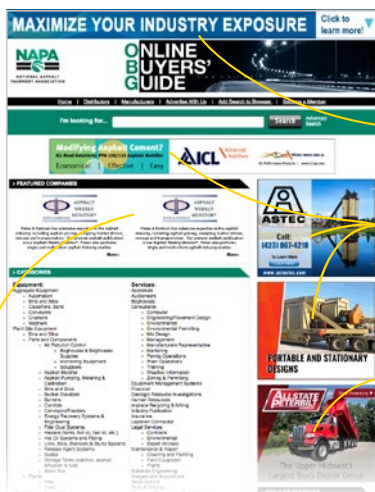
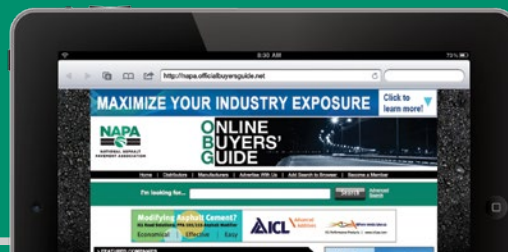
REFERENCE AT YOUR FINGERTIPS:

- Optimized to drive traffic from search engines and the NAPA home page
- Consumers come to you when they are ready to buy
- Directs visitors to the landing page of your choice
- A Google-assisted search function returns better results for in-site searches.

On average, the *Online Buyers' Guide* receives:

- Nearly 1,150 page views per month
- 3 pages viewed per visit

*Traffic numbers from Sept 1, 2017 – Mar 1, 2018



Display Advertising

All display ads include a complimentary Premier Listing, a \$250 value.

Curtain Ad – EXCLUSIVE POSITION | \$4,410

Display your business uniquely at the top of every page of the *Online Buyers' Guide* with the prominent curtain position.

Banner Package – 4 rotations | \$3,140

This special package allows your ad to be seen on both leaderboards and the top two rectangles on every page throughout the entire website! 4 Advertisers rotate through these positions.

Super Category Rectangles – 2 rotations per super category | \$935

This prominent position is shown on the home page and on super category pages throughout the site.

Featured Company – 4 rotating in the two spots | \$1,320

- Featured company ads requires a logo and a maximum description of 40 words. Two logos is acceptable and production will size accordingly.
- Text formatting is limited to what you see in the example. No italics, underlines or colored words.
- Phone numbers, fax numbers, websites, animation, images are not accepted.

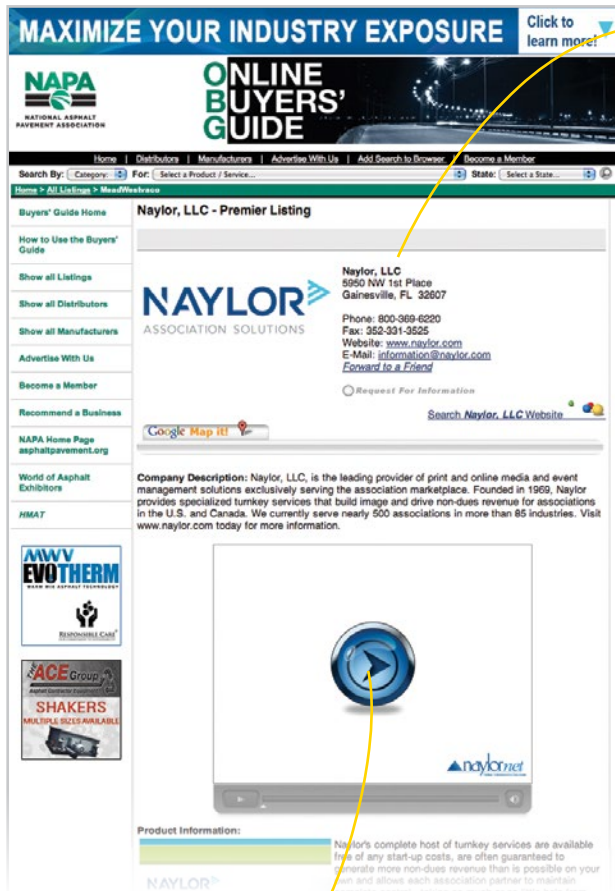
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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ONLINE

ONLINE BUYERS' GUIDE



Premier Listing

Premier Listing Package | \$330

Premier Listings are designed to offer heightened visibility within the *Online Buyers' Guide*. Premier Listings appear in on top of all basic listings (see below for placement upgrades). Premier Listings contain all basic listing information, including company name, address, phone and fax as well as the additional features listed below.

Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

PREMIER LISTING ADDITIONAL FEATURES:

- **Full-color company logo**
- **Active Web link, email address, and up to five detailed contacts**
- **Extended company profile and products and services listing**
- **Full-color product image and description — can be hyperlinked to any Web page of your choice**
- **Google Map It! — displays a Google™ map of your business location**
- **Google site search — allows users to search your company website directly from your Premier Listing**
- **Request for Information — generates a form through which users can contact a designated representative from your business directly**

Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

PREMIER LISTING WITH VIDEO | \$550

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.



PRINT SPECIFICATIONS

Asphalt Pavement Magazine

SIZE	WIDTH	HEIGHT
DPS Bleed	17"	11.125"
DPS Trim	16.75"	10.875"
DPS Live Area	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt./Island	4.583"	7"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	3.333"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

NAPA Membership Directory and Resource Guide

SIZE	WIDTH	HEIGHT
DPS Bleed	11.75"	8.75"
DPS Trim	11.5"	8.5"
DPS Live Area	10.75"	7.5"
Full Page Bleed	6"	8.75"
Full Page Trim	5.75"	8.5"
Full Page Live Area	5"	7.5"
2/3 Hz.	5"	4.916"
1/2 Hz.	5"	3.666"
1/2 Vt.	2.333"	7.5"
1/3 Hz.	5"	2.333"
1/3 Vt.	2.333"	4.916"
1/4 Hz.	5"	1.666"
1/4 Vt.	2.333"	3.666"
1/6 Hz.	2.333"	2.333"
1/8 Hz.	2.333"	1.666"

Artwork Requirements

Go to Naylor website at www.naylor.com

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

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.

Specs for Outsert/Inserts Directory/Magazine

1 Pg / 1 Surface – 8.375" x 10.875"
 1 Pg / 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 flysheets – 8.5" x 11"

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).

ONLINE SPECIFICATIONS

For the latest online specs, please visit: www.naylor.com/online-specs

Asphalt Pavement Digital Magazine

For the latest online specs, please visit:
www.naylor.com/online-specs

ActionNews eNewsletter

Banners

- 300 x 100 pixels
- Creative accepted: JPG (no animation)
- File size no greater than 100kb

NAPA Website

Micro Banner

- 120 x 90 pixels
- Creative accepted: JPG or GIF
- File size no greater than 100kb
- Animation and video must be no longer than 25 seconds [this includes multiple loops]

NAPA Online Buyers' Guide

Curtain ad

- 2 files required. Collapsed leaderboard and expanded billboard image.
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- Leaderboard : 954 x 75 pixels
- Billboard : 954 x 300 pixels
- Creative accepted : JPG only (no animation)
- Third Party Tags: Not Accepted. However URL click trackers are acceptable

Custom Rectangles

- 300 x 250 pixels
- Creative accepted: JPG or GIF
- Max file size 100 KB

Leaderboard

- 728 x 90 pixels
- Creative accepted: JPG or GIF
- Max file size 100 KB

Featured Companies (logo & text)

- Logo file: 120 x 60 pixels [Horizontal] or 120 x 120 pixels [Vertical]
- Text: 30-40 words description of the company [No formatting]
- Creative for the logo accepted: JPG only