



American Road
& Transportation
Builders Association

“Our members are your customers.”

Media Kit 2022





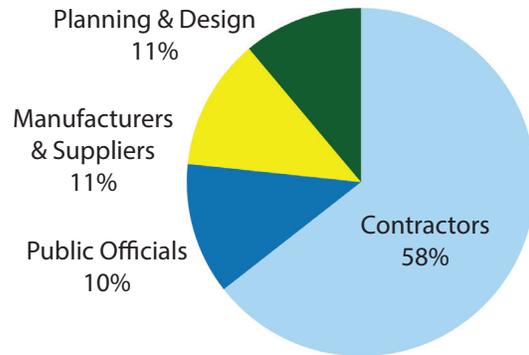
The Transportation Design & Construction Center of Influence

The American Road & Transportation Builders Association (ARTBA) brings together all facets of the transportation construction industry to responsibly advocate for infrastructure investment and policy that meet the nation’s need for safe and efficient travel. ARTBA also offers value-added programs and services providing its members with a competitive edge.

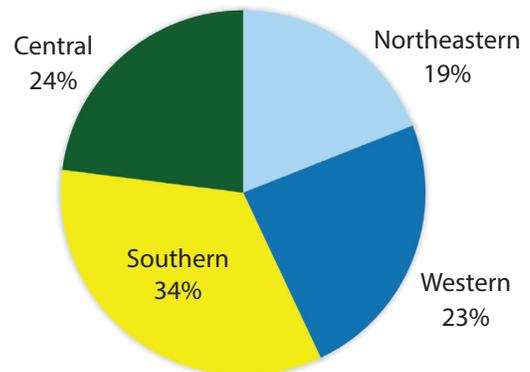
ARTBA’s more than 8,000 public and private sector members regularly engage with the organization through print and digital communications platforms, including webinars and social media. Our audience also includes members of Congress and their staffs, the Executive branch, and state and local transportation agencies. We look forward to working with you to develop an advertising plan that meets your needs and fits your budget.

Our Vision: A dynamic transportation network that enriches American life.

Major components of ARTBA’s eight membership divisions:



Membership by Geographic Region



EDITORIAL TEAM



Dave Bauer
President & CEO



Mark Holan
Editorial Director



Carrie Halpern
Senior Communications & Marketing Manager



Dave Weidner
Advertising Sales

artba.org



Why Advertise with ARTBA?

REACH TOP DECISION MAKERS: More than 60 percent of publication subscribers are company CEOs, presidents, and other top executives.

CONNECT TO OTHER INFLUENCERS: ARTBA subscribers also include federal and state elected officials and public agency professionals.

ENGAGE A VITAL ECONOMIC SECTOR: The U.S. transportation construction industry generates more than \$500 billion in total annual economic activity, or 1.6 percent of the nation's GDP.

FIND NEW MARKET OPPORTUNITIES: Transportation construction contractors spend nearly \$7 billion annually on equipment purchases, leases, rentals, and other capital investments.

BENEFIT FROM OUR COMPETITIVE RATES: With its high-caliber subscribers and audience, ARTBA's print and digital platforms provide excellent value for your advertising dollars.

These industry professionals and public officials engage with ARTBA's print and digital platforms:

Transportation contractors • Consulting engineers • Subcontractors • Federal, state & local transportation officials • Asphalt, concrete, cement and aggregate producers • Construction safety professionals • Environmental professionals • Equipment manufacturers • Traffic safety manufacturers and suppliers • Researchers and educators • Elected officials • Media

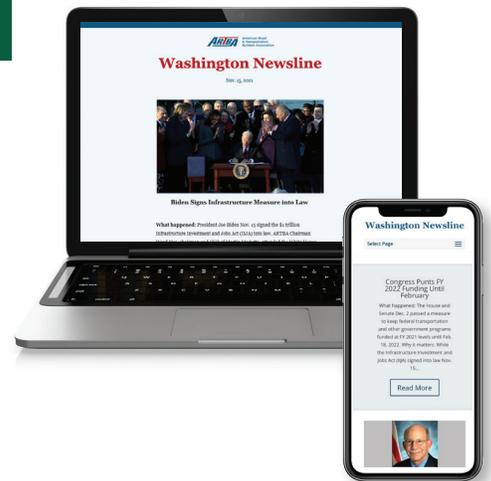
Join these regular ARTBA print and digital advertisers in reaching your customers:

- AECOM
- AIT Bridges
- Anderson UnderBridge
- AUR Inc.
- B2W Software Inc.
- Brite-Line LLC
- Commercial Metals Company
- GOMACO Corp.
- Gregory Industries Inc
- HaulHub Technologies

- HCSS Construction Software
- Heritage Construction & Materials
- Hill & Smith Inc.
- Impact Absorption
- John Deere Construction and Forestry Company
- MAX USA CORP.
- Northwestern Mutual
- Pile Dynamics Inc.

- PSS
- Reef Industries Inc.
- Resensys LLC
- Traffix Devices Inc.
- Transpo Industries Inc.
- Trinity Highway Products
- Wagman
- Wirtgen America Inc.
- Zachry Construction Corporation
- Zekelman Industries

DIGITAL ADVERTISING



Washington Newsline

This digital weekly newsletter is ARTBA's most widely read and timeliest communication. Your ad is emailed directly to the inboxes of more than 10,000 subscribers. The content is also posted in the Newsline section of artba.org and used in our social media feeds.

Ask about:

- Native/text ads
- Custom packages with other digital & print publications
- Case study advertorials
- Videos

Hyperlinked banner: (775 px x 75 px) underneath the top news story in the Newsline email: \$500 per issue. Includes skyscraper (160 px x 600px) with the same story on the Newsline website.

Secondary banner: (hyperlinked, 775 px x 75 px) anywhere else in the email: \$300 per issue. Does not include web page skyscraper.

Native/text ads: (775 px x 400 px) Includes image, headline, body, and URL: \$600 per issue.

Sponsored content campaigns: Can include a multi-part article series in Newsline email & website. Promoted on social media. Content created and provided by advertiser. Must be approved by ARTBA and labeled as "Sponsored content" or "Advertising."

Example programs:

- Six month run-time housed on an ARTBA website
- Your content (approved by ARTBA) can rotate once per month
- Promoted via Newsline text ad (once per month)
- Promoted via social media channels (Twitter, Facebook, LinkedIn)
- Archived and searchable

For more information on digital advertising sales, contact Dave Weidner at 202.683.1026 or adsales@artba.org.

Website & Digital Buyers' Guide

ARTBA's website, artba.org, offers advertising opportunities, either standalone or packaged with Newsline. Also ask about advertising opportunities in targeted sections of the website, such as interactive Economic dashboards.

Our Digital Buyers' Guide (artba.org-digital-buyers-guide) allows companies to provide detailed information about their products and services in more than 40 categories. And because it is searchable, key words in your product or service description also will return your listing. It includes company name, color logo, physical and web addresses, phone & fax numbers, contact name and email, plus standardized service or product tags (Safety Products, Construction Equipment, General Contractors, Signing, Etc.) and a 50-word company description. Package with print Buyers Guide in the November/December Transportation Builder magazine and Leadership Directory.

\$1,200 flat rate for 12 months

PRINT ADVERTISING



Transportation Builder

- Six issues per year mailed to ARTBA members & other subscribers.
- Digital version at transportationbuilder.org.
- Regular columns from ARTBA President, Chairman, and Foundation Chairman.
- Legislative & regulatory updates, economic reports, member news, ARTBA events, project profiles.

Leadership Directory & Buyers' Guide

- Included within year-end issue and printed on heavier stock for year-round use.
- "Leadership" theme features profile of new ARTBA chairman and other executives.
- The Leadership Directory includes "who's who" of ARTBA's Executive Committee, Board, State Chapter Executives, and Council and Division leaders.
- Buyers' Guide profiles allow promotion of industry solutions in more than 40 categories. Placement in the print issue includes a year-long listing in the searchable online version.

Rates

- Full page, \$7,200.
- Half Page (Horizontal or vertical), \$6,000.
- Third Page (H or V), \$5,00.
- Add \$500 on ads purchased only in Issue 6, combined November/December & Leadership Directory/Buyers' Guide.
- Add 10 percent for inside front cover, inside back cover, or back cover.
- Agency allowances and quantity discounts available.

For more information on print advertising sales, contact Dave Weidner at 202.683.1026 or adsales@artba.org.

Editorial Submissions

To propose stories about the U.S. transportation design & construction industry, contact Editorial Director Mark Holan: mholan@artba.org.

A few guidelines:

- 500 to 1,000 words, aimed at an industry audience. No technical papers.
- Include high-res photos and/or graphics.
- No marketing content unless packaged with paid advertising.
- ARTBA member submissions have preference over non-members.
- Content can also be used on ARTBA digital platforms.

CONNECT WITH US ON SOCIAL MEDIA



@artba



/ARTBAAssociation



/company/artba



@artbassociation

ISSUE 1: JANUARY/FEBRUARY

- 2022 Congressional preview
- Workforce development

Ad deadline: Jan. 14

ISSUE 4: JULY/AUGUST

- 3rd Annual Smart Design & Construction issue
- Spotlight on Women Leaders

Ad deadline: July 1

*Content subject to change. Publication is generally in second half of second month.

ISSUE 2: MARCH/APRIL

- Bridge Conditions Report & Construction

Ad deadline: March 1

ISSUE 5: SEPTEMBER/OCTOBER

- 2022 Federal Election Preview
- State Transportation Referendums
- Transportation Construction Market Conditions Report

Ad deadline: Sept. 1

- ★ Bonus distribution at ARTBA National Convention

ISSUE 3: MAY/JUNE

- Transportation Project Safety Source

Ad deadline: May 1

ISSUE 6: NOVEMBER/DECEMBER

- New Chairman & Officers Profiles
- Leadership Impact Awards
- Leadership Directory & Buyers' Guide

Ad deadline: Nov. 1

+ Add \$500 for single issue ad buys.

Applications & Graphics

- **Adobe PDF** is the preferred format. EPS and JPEG files are acceptable.
- All images and PDFs must be high resolution (300 dpi) and should be provided at final size.
- PDF files should be created with crop and bleed marks.
- Convert all RGB graphics to CMYK for printability and fonts must be embedded.
- Send PC-formatted electronic files of less than 10MB.

Ad submission and contacts:

If you have technical questions or need further assistance regarding ad specifications, please contact Carrie Halpern at chalpern@artba.org or Mark Holan at mholan@artba.org.

For advertising sales, please contact Dave Weidner at 202.683.1026, or adsales@artba.org.

PLEASE EMAIL FINAL ADS TO BOTH CARRIE & DAVE

"ARTBA reserves the right, at its discretion and without liability of any nature whatsoever, to reject, cancel or suspend any advertising in whole or in part, in which case any fees paid in advance shall be refunded to the advertiser on a pro-rata basis."

AD SPECIFICATIONS

SPREAD

TRIM: 16 3/4" x 10 7/8"

BLEED: 17" x 11 1/8"

FULL PAGE

TRIM: 8 3/8" x 10 7/8"

BLEED: 8 5/8" x 11 1/8"

HALF PAGE

HORIZONTAL: 8" x 5"

VERTICAL: 4" x 10"

THIRD PAGE

HORIZONTAL: 8" x 3 3/8"

VERTICAL: 2 5/8" x 10"