



American Road
& Transportation
Builders Association

“Our members are your customers”



Media Kit 2023

- Transportation Builder
- Leadership Directory & Buyers' Guide

- Digital Washington Newsline
- artba.org



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. The association 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.

Our sales team can work with you to develop an advertising plan for Transportation Builder magazine, Washington Newslines, annual Leadership Directory and flagship website, artba.org, that meets your needs and fits your budget.

EDITORIAL TEAM



Dave Bauer
President & CEO



Beth McGinn
Vice President,
Communications

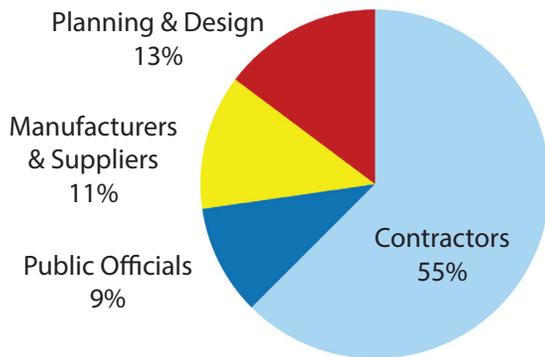


Carrie Halpern
Senior Communications
& Marketing Manager

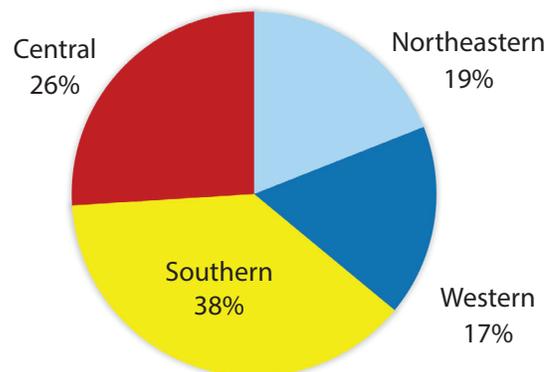


Dave Weidner
Advertising Sales

Major Components of ARTBA’s Membership



Membership by Geographic Region



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



Why Advertise with ARTBA?

REACH TOP DECISION MAKERS: More than 60 percent of the publication audience is 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 \$650 billion in total annual economic activity, or 1.3 percent of the nation's GDP.

FIND NEW MARKET OPPORTUNITIES: Transportation construction contractors spend nearly \$6.3 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.

"Transportation Builder provides us a great opportunity to deliver our marketing message, because we know we are reaching our target audience—people who work, eat, sleep transportation construction."

- Cecil Brown, vice president, sales & marketing, Hill & Smith, Inc.

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

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

- Transportation contractors
- Consulting engineers
- Subcontractors
- Federal, state and 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

- 3M Transportation Safety Division
- Acrow Corporation of America
- Anderson UnderBridge
- Asphalt Materials, Inc.
- B2W Software, Inc.
- Brite-Line, LLC
- Commercial Metals Company
- Ferrovial
- Florida International University
- GOMACO Corp.
- Gregory Industries, Inc.
- HCSS Construction Software
- Heritage Construction & Materials
- High Steel Structures
- Hill & Smith, Inc.
- JAMAR Technologies, Inc.
- John Deere Construction & Forestry Company
- MAX USA CORP.
- Mobile Barriers, LLC
- Northwestern Mutual
- Nucor
- Oman Systems, Inc.
- Pile Dynamics, Inc.
- PSS
- Reef Industries, Inc.
- Road Widener, LLC
- RS&H
- Sign Solutions USA
- Strawser Construction, Inc.
- Traffic Management, Inc.
- Traffix Devices, Inc.
- Transpo Industries, Inc.
- Trimble
- Valtir, Inc.
- Wirtgen America, Inc.
- Zekelman Industries

PRINT ADVERTISING

Transportation Builder

- Six issues per year mailed to ARTBA members and other subscribers.
- Digital version at transportationbuilder.org.
- Regular columns from ARTBA President, Chairman, and economics team.
- 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: **\$8,200**
- Half page (horizontal or vertical): **\$6,900**
- Third page (horizontal or vertical): **\$5,750**
- Add **\$500** on ads purchased only in Issue 6, combined November/December and Leadership Directory & Buyers' Guide.
- Add **10 percent** for inside front cover, inside back cover, or back cover.
- Agency allowances and quantity discounts available.

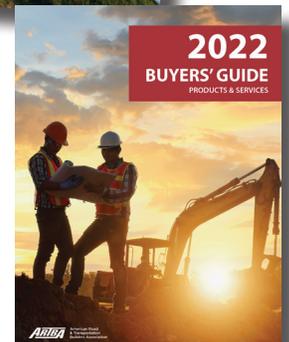
For more information on print advertising sales, contact Dave Weidner at 202.683.1026 or adsales@artba.org.

Editorial Submissions

To propose stories about the U.S. transportation design & construction industry, please contact Beth McGinn at: bmcginn@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.



"Advertising in *Transportation Builder* allows us to reach the top decision makers at the companies we sell our products to."

- Dave McKee, vice president, sales & marketing, PSS

17.5K
Social Media Followers



[/company/artba](https://www.linkedin.com/company/artba)



[@artbassociation](https://www.facebook.com/artbassociation)



[@artba](https://twitter.com/artba)



[/ARTBAAssociation](https://www.instagram.com/ARTBAAssociation)

DIGITAL ADVERTISING

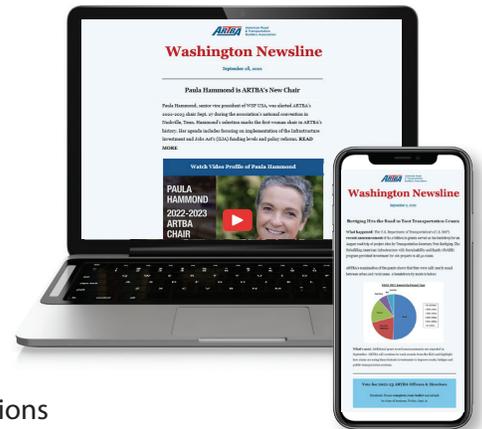
10K+
Newsline Readers

Washington Newsline

This digital Newsline is ARTBA's most widely read communication. Your ad is emailed directly to the inboxes of more than 10,000 readers with an average open rate of 30 percent. The content is also posted on the Washington Newsline website which averages 2,400 page views and 1,700 unique users each month. It is also shared across our social media feeds which have 17,500 followers and generate over 45,000 monthly impressions.

Ask about:

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



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: Feature 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)
- Archived and searchable
- Promoted via social media channels (Twitter, Facebook, LinkedIn, Instagram)

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. The site averages 13,000 page views and 7,000 unique users each month.

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. Since 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 and fax numbers, contact name and email, plus standardized service or product tags (Safety Products, Construction Equipment, General Contractors, etc.) and a 50-word company description. Package with print Buyers' Guide in the November/December Transportation Builder magazine and Leadership Directory.

\$1,300 flat rate for 12 months

13K
artba.org
Average Monthly Page Views

ISSUE 1: JANUARY/FEBRUARY

- 118th Congress Preview
- Women in the Industry

Ad deadline: Jan. 25

- ★ Bonus distribution at CONEXPO-CON/AGG

ISSUE 4: JULY/AUGUST

- 4th Annual Smart Design & Construction
- IIJA Project Profiles
- Innovative Materials

Ad deadline: July 1

- ★ Bonus distribution at ARTBA National Convention

ISSUE 2: MARCH/APRIL

- Annual Bridge Conditions Report
- Innovation in Bridge Construction and Design
- Infrastructure Investment and Jobs Act (IIJA) Project Profiles

Ad deadline: March 1

ISSUE 5: SEPTEMBER/OCTOBER

- Transportation Construction Market Conditions Report
- IIJA Project Profiles
- State Transportation Ballot Referendums

Ad deadline: Sept. 1

ISSUE 3: MAY/JUNE

- Annual Safety Source
- IIJA Project Profiles

Ad deadline: May 1

ISSUE 6: NOVEMBER/DECEMBER

- New Chairman & Officers Profiles
- IIJA Turns Two
- Leadership Directory & Buyers' Guide

Ad deadline: Nov. 1

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 & Contacts:

If you have technical questions or need further assistance regarding ad specifications, please contact Carrie Halpern at chalpern@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"

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