



American Road
& Transportation
Builders Association

2024 MEDIA KIT



- ▶ Transportation Builder
- ▶ Digital Washington Newsline
- ▶ Leadership Directory & Buyers' Guide
- ▶ artba.org

The Transportation Design & Construction Center of Influence



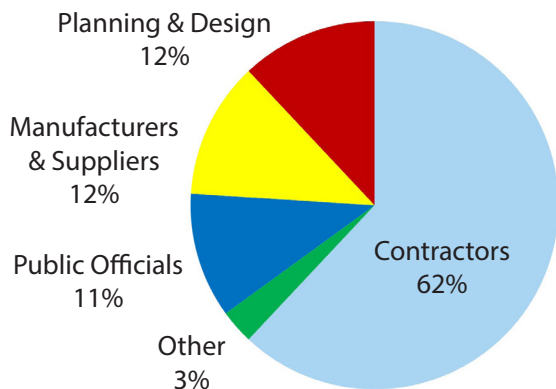
The American Road & Transportation Builders Association (ARTBA) brings together all facets of the transportation construction industry to responsibly advocate for infrastructure investment and policy that meet the nation’s need for the safe and efficient movement of people and goods. ARTBA also provides value-added programs and services that create an environment where our members thrive in a competitive world.

More than 8,000 ARTBA members depend on our digital and print publications, webinars, and social media posts to stay on top of the latest industry news, market trends and conditions, and policy developments.

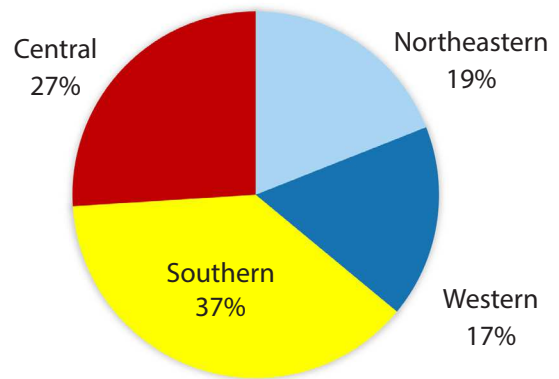
ARTBA readers also include key members of Congress, their staff, the Executive branch, and state and local transportation agencies.

With senior executive decision-makers consuming our content, ARTBA’s print and digital platforms provide excellent value for your advertising dollars. Our sales team can design a plan that meets your needs and fits your budget.

Our Audience



Membership by Industry Sector



Membership by Geographic Region

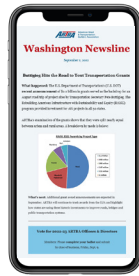
The industry generates **\$650 billion** in annual economic activity. Transportation construction contractors spend **\$6.3 billion** annually on equipment purchases, leases, rentals, and other capital investments.

Our Reach



17.5K+

Social Media Followers



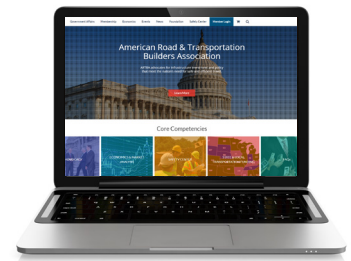
10K

Newsline Recipients



8K+

Magazine Subscribers



13K

Avg. Monthly Page Views

95% of members surveyed say our digital newsletter is valuable

Our Impact

"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

85% of members surveyed say our magazine is valuable

Our Regular Advertisers

- 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



Transportation Builder

- Six issues per year mailed to ARTBA members and other subscribers.
- Digital version at transportationbuilder.org.
- Regular columns from ARTBA President, Chair, and economics team.
- Legislative and regulatory updates, economic reports and analyses, 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 chair 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. See rates for Digital Buyers' Guide on page 5.

Rates

- Full page: **\$8,500**
- Half page (horizontal or vertical): **\$7,200**
- Third page (horizontal or vertical): **\$5,980**
- 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.

Editorial Submissions*

To propose stories about the U.S. transportation design & construction industry, please contact ARTBA Vice President of Communications 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.

*Editorial submissions are subject to approval. ARTBA reserves the right to refuse content for any or no reason within our sole discretion. By submitting content, you warrant that you are doing so subject to the terms of use outlined at artba.org.

EDITORIAL TEAM



Dave Bauer
President & CEO



Beth McGinn
Vice President,
Communications



Carrie Halpern
Senior Communications
& Marketing Manager



Dave Weidner
Advertising Sales

DIGITAL



Washington Newsline

This digital Newsline is ARTBA's most widely read communication. Your ad is emailed to over 10,000 industry professionals and has an average open rate that's nearly 43 percent higher than the non-profit industry average. The content is also shared across our social media feeds which have more than 17,500 followers and generate over 45,000 monthly impressions.

Ask about:

- Native/text ads
- 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 online.

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: Article about your product or service in the Newsline email and website. Promoted on social media. Written 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

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. An all-new ARTBA flagship website is coming in early 2024. Advertising rates will be forthcoming.

Digital Buyers' Guide

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

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

ISSUE 1: JANUARY/FEBRUARY

- Transportation Construction Market Conditions Report
- Infrastructure Investment and Jobs Act (IIJA) Enters Third Year
- Sustainability & Environmental Protection

Ad deadline: Jan. 25

ISSUE 4: JULY/AUGUST

- Presidential & Congressional Election Preview
- Mid-Year IIJA Progress Report
- State Transportation Ballot Referendums

Ad deadline: July 1

- ★ Bonus distribution at ARTBA National Convention

ISSUE 2: MARCH/APRIL

- 5th Annual Smart Design & Construction
- Harnessing Artificial Intelligence

Ad deadline: March 1

ISSUE 5: SEPTEMBER/OCTOBER

- Innovation in Bridge Design & Construction
- Annual Bridge Conditions Report
- Resiliency: Building for the Future

Ad deadline: Sept. 1

ISSUE 3: MAY/JUNE

- Annual Safety Source
- Construction Worker Mental Health & Well-Being

Ad deadline: May 1

ISSUE 6: NOVEMBER/DECEMBER

- New Chair & Officers Profiles
- Future Industry Leaders Profile
- 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 usually mailed in second half of second month.