Acceptance:
Highway Builder reserves the right to reject any advertising or to require that the word “advertisement” appear in any ad. The publication shall further be held harmless from any loss or expense resulting from claims or suits for any reason.

Due Date:
Materials are due at the close of business on the fifth business day following the space deadline. Ads must be to specifications – requiring NO alterations at that time.

Display Advertising
For display ad information, call Mark Wolf at 866.679.9340, fax: 614.846.8763 or email: mwolf@triad-inc.com

Send Art To:
mwolf@triad-inc.com via email or mail to HB, 371 County Line Road West, Suite 150, Westerville, OH 43082

Send Payments To:
Associated Pennsylvania Constructors
800 North Third Street, Harrisburg, PA, 17102
MECHANICAL SPECIFICATIONS

Trim Size:
8.5" x 11"

Live Matter:
All type and other copy should fall within dimensions specified, but must remain a minimum of 3/8" clear of top, bottom and outside-edge trim lines.

Bleeds:
Available at no additional cost in full-page sizes only. Ads with bleed require 1/4" bleed allowance past trim size.

File Submissions:
All ad submissions must be 300 dpi with colors built in CMYK, Spot PMS or Grayscale.

Preferred file format:
Press PDFs are the preferred submission format for all advertising files.

Other acceptable files:
TIFF and JPEG at 300 dpi.

Acceptable applications:
Adobe InDesign, Photoshop or Illustrator (version CC or lower). We cannot guarantee correct output from any other application (such as PageMaker, Publisher, QuarkXPress or any word processing applications), and ads built and submitted in such programs are subject to refusal.

Black & White Covers:
Available only when four-color ads are not sold. Black & white ads will be moved to interior pages at prevailing rates.

Production:
*Highway Builder* offers expert assistance in preparing or altering ads for nominal charges. Minimum charge of $25.

Special Position:
For full page annual contract customers, to guarantee position, add a 10% premium to applicable rate. All position requests are subject to approval.

Inserts:
Advertising inserts can also be placed in *Highway Builder*. Costs for inserts are provided upon request.

Discounts:
Advertising placed through an agency will receive a 15% discount if the account is paid within 30 days of the invoice date. Agency discounts are applicable only if the signed *HB* space contract lists an agency. In-house agencies are not eligible for the discount unless they have at least three other active commercial clients and submit a mailing list of those clients with the *HB* contract.

Cancellations:
Ads canceled after space reservation deadlines will be billed at 100%.
DISPLAY ADVERTISING
For display ad information, call Mark Wolf at 866.679.9340, fax: 614.846.8763 or email: mwolf@triad-inc.com

FULL COLOR AD SIZE:

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,387</td>
</tr>
<tr>
<td>Half Page</td>
<td>1,568</td>
</tr>
<tr>
<td>One-fourth Page</td>
<td>790</td>
</tr>
</tbody>
</table>

BLACK & WHITE AD SIZE:

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,522</td>
</tr>
<tr>
<td>Half Page</td>
<td>1,127</td>
</tr>
<tr>
<td>One-fourth Page</td>
<td>574</td>
</tr>
</tbody>
</table>

COVERS: FOUR-COLOR ONLY – CALL FOR DIMENSIONS

<table>
<thead>
<tr>
<th>Cover Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front &amp; Inside Back</td>
<td>$2,082</td>
</tr>
<tr>
<td>Back Cover</td>
<td>2,288</td>
</tr>
<tr>
<td>Tab</td>
<td>1,747</td>
</tr>
</tbody>
</table>

Send Art To:
mwolf@triad-inc.com via email or mail to
Associated Pennsylvania Constructors Directory
371 County Line Road West, Suite 150, Westerville, OH 43082

Send Payments To:
Associated Pennsylvania Constructors
800 North Third Street, Harrisburg, PA 17102

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Production:
APC Directory offers expert assistance in preparing or altering ads for nominal charges. Minimum charge of $25.

Special Position:
For full page annual contract customers, to guarantee position, add a 10% premium to applicable rate. All position requests are subject to approval.

Cancellations:
Ads canceled after space reservation deadlines will be billed at 100%.

Acceptance:
APC Directory reserves the right to reject any advertiser or to require that the word “advertisement” appear in any ad. The publication shall further be held harmless from any loss or expense resulting from claims or suits for any reason.

Front/Back Cover, Index Tab or Full Page
4 ¼” x 8”

½ Page
4 ¼” x 3 ¾”

¼ Page Vertical
2 ½” x 3 ¾”
Highway Builder is the official publication of the Associated Pennsylvania Constructors (APC) and is published four times per year. Highway Builder is circulated nationally to a large yet select list of subscribers, which includes APC members, government officials like PennDOT, Engineers, County Road Superintendents, Mayors, Purchasing Agents, Legislature etc., Educational Institutions, Media Outlets, Development Organizations and more. Top business owners are also kept informed through Highway Builder.

Highway Builder contains valuable news and articles regarding the most up-to-date information in respect to the construction industry and related areas of interest as well as APC members, company news and APC, PennDOT and American Road and Transportation Builders Association supported events.

The editorial content of Highway Builder is professionally written and current to the concerns of the construction, highway and bridges industry. Advancement of the highway construction industry through the works of APC is the primary purpose of Highway Builder. Another goal is to provide a voice to political and private-sector decision-makers that shape the future of the construction industry, as well as advancing the interests of APC and its members by providing positive construction related content across a broad spectrum of industry topics.

For More Information About Highway Builder: Mark Wolf, Advertising Sales Representative mwolf@triad-inc.com 866.679.9340 • fax: 614.846.8763