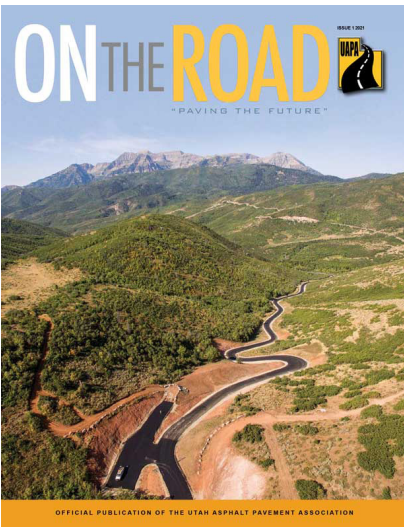


ON THE ROAD

"PAVING THE FUTURE"



The Official Publication of the Utah Asphalt Pavement Association (UAPA)



Moving Forward.

For the first time in a long time, the NFIB Small Business Optimism Index reached 99.8, which is a strong sign that businesses are ready to do business.

NOW IS THE PERFECT TIME TO MAKE SURE THAT YOUR COMPANY IS TOP OF MIND. AND WE CAN HELP WITH THAT.

If you would like to advertise in this publication or have questions, we look forward to speaking with you. Call **855.747.4003** or email sales@thenewslinkgroup.com.

Why advertise?

COMMUNICATION WITH MEMBERS IS ALWAYS AN IMPORTANT THING — RIGHT NOW IT'S EVEN MORE SO. ON THE ROAD MAGAZINE IS AN EXCEPTIONAL PLATFORM FOR YOUR MESSAGE.

As our economy moves towards stability and future growth, now is a great time for you to reach out to your customers and let them know you appreciate their business and are also open for more business. Print magazines offer a tactile experience of trust, authority and credibility that stands out in today's world.

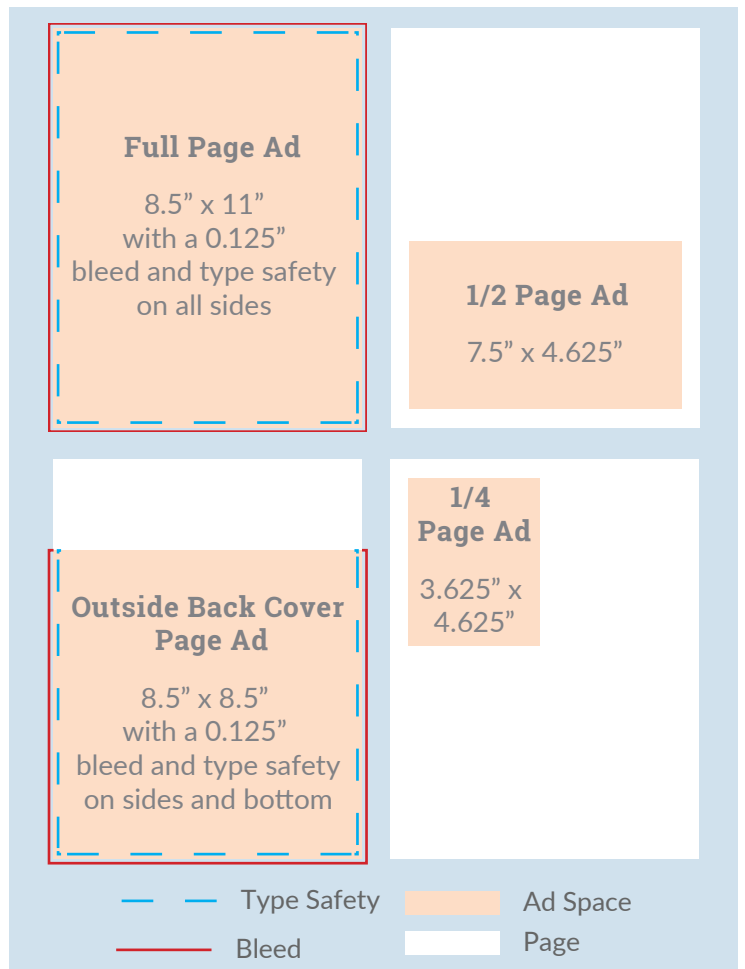
Cutting-edge editorial content:

On The Road offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately in their professional lives. With content written by the most authoritative executives and leaders in the asphalt paving industry, On The Road covers a broad range of subjects, including the following:

- Promotion of the use of asphalt as the premier material for road construction and maintenance within the local industry
- Education, monitoring and lobbying regarding asphalt and its benefits to the community
- Updating members of UAPA's work as a unified voice with the Utah Department of Transportation and local government agencies throughout Utah in the areas of quality, specifications, and project development
- Updates on association events and education opportunities
- ROI methodologies
- Industry standards, best practices and new product updates
- HR concerns
- Updates on local road projects
- Industry award winners
- Leadership & employee development

2021 Advertising Rates	
Size Price	Per Term (four issues)
Full Page	\$2,255
1/2 Page	\$1,691
1/4 Page	\$1,269
Page 3, 5, or Premium	\$2,755
Inside Front/Back Covers	\$2,505
Outside Back Cover	\$2,755
Centerfold space available; call for rates.	

2021 Publication and Advertising Schedule		
Issue	Editorial Artwork Due	Mail Date
1	Mar 2, 2021	Mar 23, 2021
2	May 31, 2021	Jun 17, 2021
3	Aug 29, 2021	Sep 17, 2021
4	Nov 26, 2021	Dec 17, 2021



Purchase an ad in On The Road magazine.

Name		Title	
Company Name			
Website			
Phone		Email	
Address			
City			
State		Zip Code	Country
Production Contact Email			

Ad size	Number of insertions	Ad Placement	Total cost
Full Page			
1/2 Page			
1/4 Page			
Page 3, 5, 7 Premium			
Inside Front/Back Covers			
Outside Back Cover			
Digital Leaderboard			
Digital Skyscraper			

Ad Design: We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.
 We will pay you to design our ad for \$250.

Payment Method: Please invoice me Credit Card

CC Number		Signature of Purchaser	
Exp. Date	CVV Code	Date	

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

NewsLINK Group: _____



Print or Digital? We say both.

Digital magazines are not competing with print — they have their own, very solid place in the mix of marketing and communication campaigns. Digital publications provide a different kind of reader engagement, as opposed to the more immersive reading that happens with print, which is why most readers (a full 87%) prefer both.

Readers have access to digital content anytime, anywhere because most people are not far away from their mobile devices, which adds to the immediate accessibility of messaging via digital media. Technology has enhanced the way we communicate with one another, find information and experience the world.

DIGITAL HAS EXPANDED THE POSSIBILITIES IN PUBLISHING AS WELL, WHICH IS WHY ON THE ROAD IS PUBLISHED IN BOTH PRINT AND DIGITAL FORMATS.



On The Road offers these value added services to help you reach your target audience:

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so UAPA members and magazine readers will enjoy the benefits of both print and digital experiences



VIEW IN DIGITAL FORMAT AT:

on-the-road.thenewslinkgroup.org



Reach your customers with print and digital.

To advertise in this magazine, contact us today.