

ON THE ROAD

The official publication of the
Utah Asphalt Pavement Association

2025 MEDIA KIT



Advertise in the On the Road magazine and get your brand in the hands of the UAPA members.





This publication offers clear, comprehensive, up-to-date industry information that readers can apply immediately in their own organizations. Advertising in this magazine allows you to reach out to your target audience and reinforce your brand like never before.

In addition to the print publication there is 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, as well as an email distribution to extend the reach.

SCAN THE QR CODE TO SEE THE LATEST DIGITAL VERSION OF THIS MAGAZINE.



on-the-road.thenewslinkgroup.org

Production and Advertising Schedule*

Issue	Editorial Artwork Due	Mail Date
Issue 1	January 17, 2025	February 12, 2025
Directory	April 4, 2025	April 30, 2025
Issue 2	June 20, 2025	July 16, 2025
Issue 3	August 15, 2025	September 10, 2025
Issue 4	November 21, 2025	December 17, 2025

- * The Editorial Due date is the projected production start date and the date we need all content for the issue, including ads.
- * Based on the needs of the Association, these dates may be pushed back to accommodate events, legislative concerns or last minute news, which makes the publication current and relevant and increases the value to members and advertisers. However, all publications are published as close to these dates as possible.
- * Digital ads are published on the same schedule as the print magazine. One supports the other, which has proven ROI.

Standard Print Advertising Rates

Size	Per Term (4 issues +Directory)
Full Page	\$3,378
Half Page	\$2,534
Quarter Page	\$1,901
Premium Full Page	\$3,931
Inside Front or Inside Back Cover	\$3,656
Outside Back Cover or Page 3	\$3,931

Custom packages available (see next page)

Digital Advertising Rates

Size	Per Issue
Top Leaderboard <i>(issue homepage + all articles)</i>	\$925
Article Leaderboard <i>(one article only)</i>	\$450
Issue Skyscraper <i>(issue homepage only)</i>	\$650
Article Skyscraper <i>(all articles)</i>	\$650



NO ARTWORK? NO DESIGNER? NO PROBLEM!

WE CAN DESIGN YOUR AD FOR YOU.

- Price:** \$350 per ad.
- Initial Layout Design:** Includes two options to select from.
- Design and Editorial Edits:** Includes up to three rounds of edits.

BOOST YOUR BUSINESS!

SECURE YOUR SPACE NOW.

LAUNCH YOUR SALES BY ADVERTISING IN YOUR INDUSTRY'S TRADE MAGAZINE.

CONTACT US TODAY!

(855) 747-4003

sales@thenewslinkgroup.com



CUSTOM PRINT + DIGITAL PACKAGES

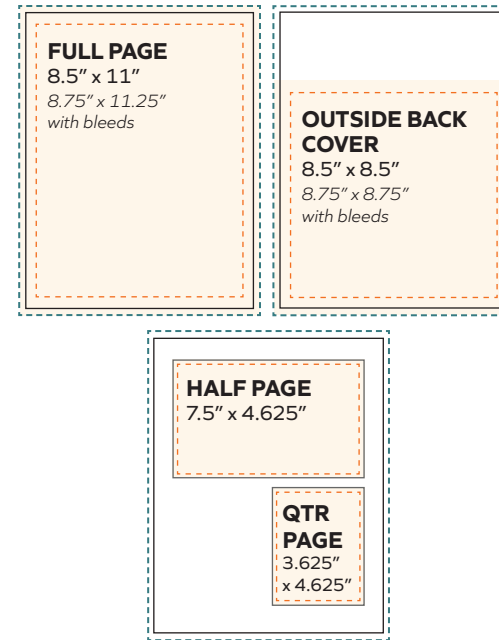
We are anxious to help you maximize your marketing strategies and dollars.

It takes multiple "touches" to get the attention of potential customers. Advertisers looking for the fullest possible reach have found that combining print and fully trackable digital ads ensures the best opportunity to be seen by your target audience.

Be seen and build brand recognition. Let us put a custom package together for you that meets your strategic marketing goals and hits your budget targets as well!

Custom Packages	
Print + Digital Ad Package	Package Rates Available
Guest Editorial + Ad Package <i>(print and/or digital)</i>	Available In Select Publications
Centerfold space may be available; inquire for details.	

PRINT AD SPECIFICATIONS



FULL PAGE

- Page Cut Size: 8.5" x 11"
- Bleed: 0.125"
- Text Safe Area: 0.25" from all edges
All text must be within this area to avoid being trimmed off.
- Final Size with Bleeds: 8.75" x 11.25"

OUTSIDE BACK COVER

- Page Cut Size: 8.5" x 8.5"
- Bleed: 0.125"
- Text Safe Area: 0.25" from all edges
- Final Size with Bleeds: 8.75" x 8.75"

HALF PAGE

- Print Size: 7.5" x 4.625"
- Text Safe Area: 0.125" from all edges

QUARTER PAGE

- Print Size: 3.625" x 4.625"
- Text Safe Area: 0.125" from all edges

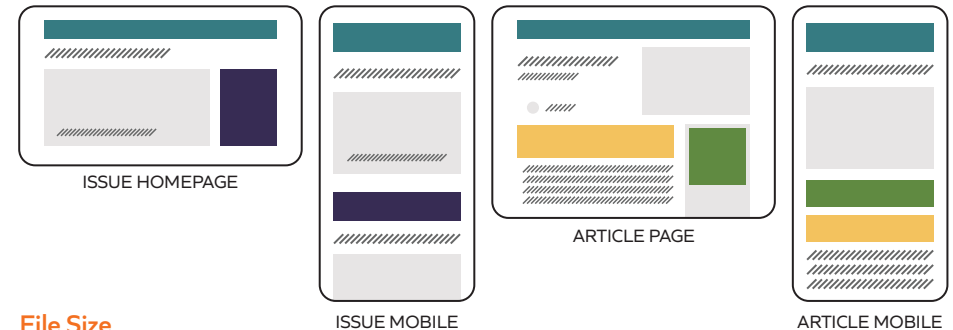
All ads **MUST** be submitted in a press-ready format (300 dpi .pdf [recommended] or 300 dpi .jpg format).

(All page dimensions are width x height.)

PLEASE NOTE:

If a full page ad or outside back cover ad is sent in without a 0.125" bleed, the ad will be resized to fit the page with a 0.25" white border around it.

DIGITAL AD SPECIFICATIONS



File Size

100KB or smaller

Acceptable Digital Ad File Formats

.jpg, .jpeg, .png, .gif

Ad Text — 125 Characters or Less

Images that consist of more than 20% text may experience reduced delivery.

Mobile Ad Needed for All Digital Placements

650px x 130px

TOP LEADERBOARD 1180px x 90px

ISSUE SKYSCRAPER 300px x 500px

ARTICLE SKYSCRAPER 300px x 300px

ARTICLE LEADERBOARD 650px x 130px

Purchase an ad in the On the Road magazine.



Company Information

Name/Title		Company	
Phone	Email		
Address			
City	State	Zip Code	
Website			

Notes:

THANK YOU FOR PURCHASING ADVERTISING IN THIS PUBLICATION.

We are happy to accept a check as payment. We also accept credit card and ACH payments directly through QuickBooks, via a link on your invoice.



Purchaser: _____ Date: _____

The newsLINK Group: _____ Date: _____

Print Ad Size	# of Insertions	Ad Placement	Total Cost
Full Page			
Half Page			
Quarter Page			
Premium Full Page			
Inside Front or Inside Back Cover			
Outside Back Cover or Page 3			
Print + Digital Ad Package			
Editorial + Ad Package <i>(print and/or digital)</i>			

Digital Ad Size	# of Insertions	Run Dates	Total Cost
Top Leaderboard <i>(all articles)</i>			
Article Leaderboard <i>(one article only)</i>			
Issue Skyscraper <i>(issue page only)</i>			
Article Skyscraper <i>(all articles)</i>			

Ad Design (\$350)

Check here if you would like us to design your ad.
(Details and specifications on previous page.)

- 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 their discretion, to either refund or make good any paid ad that does not run due to publisher error.