

2012 Media Kit



- 2012 *Transportation Builder* magazine
- 2013 Membership Directory & Buyer's Guide
- 2012 Transportation Officials & Engineers Database
- Web & Digital Advertising Opportunities

REACH THE TRANSPORTATION DESIGN & CONSTRUCTION CENTER OF INFLUENCE

The American Road & Transportation Builders Association (ARTBA) is where the top executives from highway and bridge contractors, engineering firms, traffic safety companies, materials and services firms, heavy equipment manufacturers, researchers, educators and public officials all come together under one roof to move the industry forward. ARTBA focuses exclusively on building and protecting the transportation infrastructure market.

ARTBA's more than 5,000 members are among the most influential people and companies in the industry. And because ARTBA members are vested in the association's cause, they are actively involved and engaged. They rely on ARTBA for federal legislative, safety, environmental and regulatory news impacting transportation development.

WHY SELL YOUR PRODUCTS & SERVICES TO THE TRANSPORTATION DESIGN & CONSTRUCTION MARKET?

The transportation construction industry has a huge impact on the nation's economy and quality of life. According to a comprehensive ARTBA economic profile of the industry:

- The money invested in transportation construction industry employment and purchases generates \$362 billion in total annual U.S. economic activity—2.5 percent of the U.S. Gross Domestic Product (GDP). This is larger than the annual GDP of 160 nations ranked by the International Monetary Fund, including: Denmark (\$310 billion), Venezuela (\$293 billion), Portugal (\$229 billion), Israel (\$217 billion), Ireland (\$207 billion), Chile (\$203 billion), and Kuwait (\$133 billion).
- The annual value of transportation construction in the United States will hit \$115 billion in 2011. To put this in context, it exceeds the output value of the following U.S. industry sectors: advertising (\$108.4 billion), aircraft manufacturing (\$103.2 billion), motion pictures (\$88.4 billion), auto repair & maintenance (\$87.2 billion), waste management (\$80.3 billion), and coal mining (\$35.6 billion), to name a few.
- Tourism, manufacturing, transportation and warehousing, agriculture, forestry, general construction, mining, retailing and wholesaling are all wholly dependent on the work done by the U.S. transportation construction industry. These "dependent industries" employ nearly 80 million Americans, who collectively earn more than \$2.8 trillion each year and pay over \$233 billion in state and federal payroll taxes.





TRANSPORTATION BUILDER READERS:

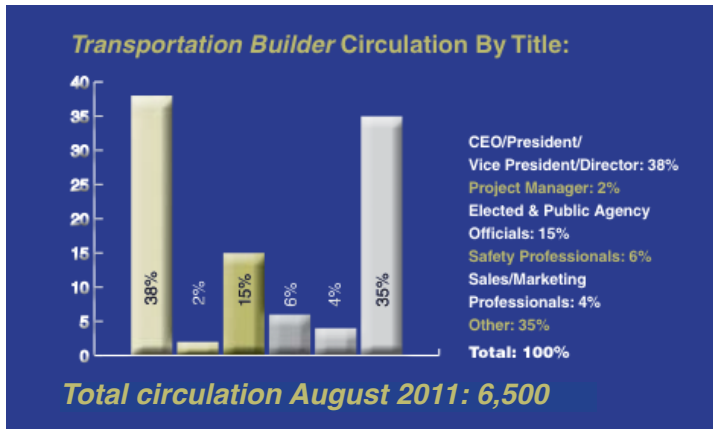
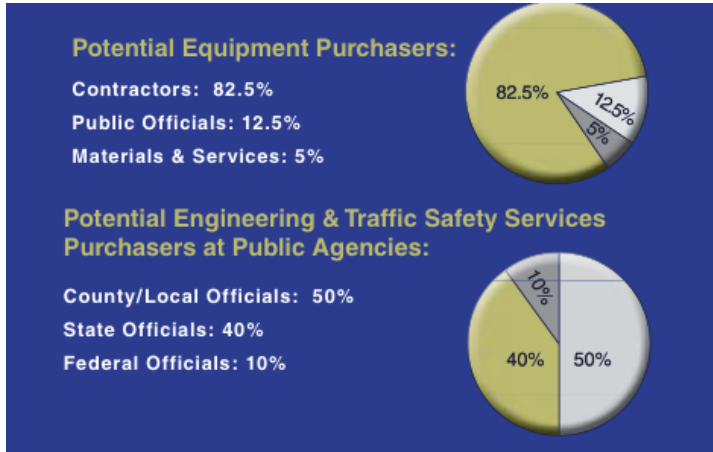
- Transportation Contractors
- Consulting engineers
- Subcontractors
- Federal, state and local transportation officials
- Asphalt, concrete, cement and aggregate producers
- Construction safety professionals
- Environmental professionals
- Equipment manufacturers
- Traffic safety manufacturers and suppliers
- Researchers and educators

NEED MORE INFORMATION?

The 2012 Media Kit can be found at www.transportationbuilder.org, or by contacting ARTBA Director of Sales Peter Embrey at 202.289.4434, ext. 501, or pembrey@artba.org.

THE ARTBA INFLUENCE

YOUR POTENTIAL MARKET



ARTBA MEMBERS

ARTBA publications reach the decision makers from some of the nation's leading firms, such as:

PLANNING & DESIGN

- AECOM
- CH2M HILL
- Gannett Fleming
- HDR
- HNTB
- Jacobs
- Kleinfelder, Inc.
- AMEC
- Michael Baker Jr., Inc.
- Parsons
- Parsons Brinckerhoff, Inc.
- STV Group
- TranSystems
- T.Y. Lin International
- URS Corp.

CONTRACTORS

- Ames Construction
- Austin Bridg & Road
- Balfour Beatty Construction
- Bechtel Infrastructure Corp.
- Clark Group
- Colas
- Corman Construction
- C.W. Matthews Contracting Co., Inc.
- Flatiron
- Fluor
- G.A. & F.C. Wagmen
- Granite Construction
- J.D. Abrams, Inc.
- Judlau Contractin
- KBR
- Kiewit Corp.
- Kokosing Construction
- The Lane Construction Corporation
- New Enterprise Stone & Lime
- PCL
- Perini Corp.
- Skanska USA, Inc.
- Teichert Materials Group
- The Walsh Group
- United Infrastructure Group
- Vecellio Group
- Williams Brothers
- Zachry Construction Corporation

MATERIALS & SERVICES

- American Bridge
- Astec Industries
- CEMEX
- Heritage Construction & Materials
- High Steel Structures
- LaFarge Corp.
- Lehigh-Hanson
- Martin Marietta Materials
- NuStar Energy L.P.
- Oldcastle Materials
- Summit Materials
- Vulcan Materials

GOVERNMENT AGENCIES

Transportation Builder reaches nearly 1,000 officials at the federal, state, county and municipal organizations responsible for our nation's highways, bridges, transit, airports, and other infrastructure projects. Our Transportation Officials & Engineers Database achieves coverage of leading federal, state, and county organizations, as well as the state departments of homeland security.

ARTBA MEMBERS STAY CONNECTED IN PRINT, ONLINE AND IN PERSON

GET YOUR COMPANY IN FRONT OF 6,500 “MOVERS AND SHAKERS” IN TRANSPORTATION DESIGN AND CONSTRUCTION.

Readers of ARTBA publications are the decision makers at their firms or public agencies.

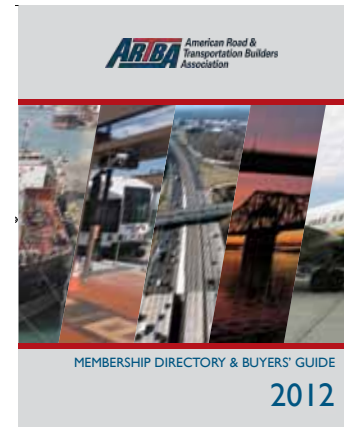
Advertising in ARTBA publications will help brand your products and services in front of these key audiences: top executives with highway and bridge contracting companies, planning and design firms, federal officials at the U.S. Department of Transportation and modal agencies, Federal Highway Administration field offices, safety engineers and equipment procurement officers at state and local transportation departments, and members of Congress and their staffs.



TRANSPORTATION BUILDER, the flagship publication, has an editorial focus that reflects the mission of the association. Published six times annually, it is the most trusted and authoritative source of information on federal transportation development issues. It is different than any other industry magazine because of its singular focus and in-depth coverage of investment, policy, safety, economics, and environmental and regulatory issues—all of which impact the development of the transportation construction market. It also spotlights the latest design and construction techniques of key transportation projects from around the U.S.

More information is available at: www.transportationbuilder.org.

2013 MEMBERSHIP DIRECTORY & BUYERS' GUIDE confirms that ARTBA members are the “who’s who” of transportation design and construction. This is the association’s largest publication and most frequently utilized resource throughout the year. This convenient directory helps members connect with each other easily and often. The Buyers’ Guide section allows companies to provide more information about their products and services through expanded listings that appear in the printed directory and online at www.artba.org. It is published in December 2012.



TRANSPORTATION OFFICIALS & ENGINEERS DATABASE features a guide to federal, state, county and federal transportation agencies. Compiled with information provided directly to ARTBA by the agencies, the TO&E Database is published annually in the summer and includes key contact information—address, phone and fax—for more than 6,000 officials. E-mail and Internet contacts are also provided, where available.

WWW.ARTBA.ORG is the leading online resource for transportation development professionals. ARTBA’s website features the latest transportation investment, policy, economic, environmental and safety news from Washington, D.C.



ARTBA EVENTS put you face-to-face with industry leadership. Contact ARTBA Director of Meetings Ed Tarrant at etarrant@artba.org to learn more about high-profile sponsorship opportunities. Demonstrate your company’s commitment to ARTBA and market growth.

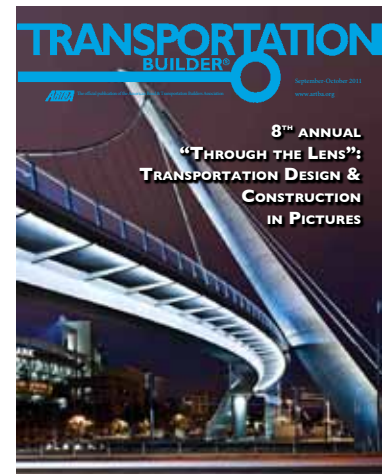
2012 EDITORIAL CALENDAR*

<p>JANUARY/FEBRUARY</p> <ul style="list-style-type: none"> • 2012 Federal transportation issues overview • “Americans in China”: Transportation Construction market opportunities • Global Innovations in Roadway Work Zone Safety Virtual Conference & Expo Preview • Global Safe Roads Virtual Conference & Expo Preview <p>Ad Closing: 01/12 Materials: 01/19</p>	<p>MARCH/APRIL</p> <ul style="list-style-type: none"> • Annual Transportation Safety Source • TransOvation Workshop Preview <p>Ad Closing: 03/16 Materials: 03/23</p>	<p>MAY/JUNE</p> <ul style="list-style-type: none"> • Technology & Innovations in Transportation Design & Construction • Preview of ARTBA National Convention in Memphis <p>Ad Closing: 05/18 Materials: 05/25</p>
<p>JULY/AUGUST</p> <ul style="list-style-type: none"> • Spotlight on: Bridges, Ports, Waterways, and Intelligent Transportation Systems <p>Ad Closing: 07/13 Materials: 07/20</p>	<p>SEPTEMBER/OCTOBER</p> <ul style="list-style-type: none"> • 9th Annual “Through the Lens: Transportation Construction in Pictures” • ARTBA Planning & Design Firms Sourcebook <p>Ad Closing: 09/14 Materials: 09/21</p>	<p>NOVEMBER/DECEMBER</p> <ul style="list-style-type: none"> • 2013 Transportation Construction Market Forecast • In Profile: New ARTBA Chairman <p>Ad Closing: 11/16 Materials: 11/23</p>

REGULAR TRANSPORTATION BUILDER FEATURES

- President’s Desk
- Chairman’s Column
- Economics Reports
- Environmental & Regulatory Review
- Member News
- Project Spotlight
- Industry Innovation

PR opportunities are available to the readers of Transportation Builder magazine. Feature your company in TB. Send your press releases and photos to ARTBA’s Jenny Ragone: jragone@artba.org.



*Subject to change

RATES & SPECIFICATIONS

TRANSPORTATION BUILDER

BLACK & WHITE RATES

	1x	3x	6x
	Member/Non*	Member/Non*	Member/Non*
Full Page	\$2425/2900	\$2125/2600	\$1750/2225
2/3 Page	\$2275/2700	\$1975/2425	\$1675/2125
1/2 Page	\$1800/2275	\$1575/2025	\$1300/1775
1/3 Page	\$1100/1550	\$950/1550	\$900/1250
1/4 Page	\$1050/1500	\$900/1375	\$775/1225
1/6 Page	\$1000/1450	\$900/1350	\$725/1200

*Non-ARTBA member rate

4/Color: \$1700 additional

SPREAD & COVER RATES (INCLUDES 4/C)

Spread: Add 20% to Full Page, Full Color Rate

BC: Add 15% to Full Page, Full Color Rate

IFC: Add 15% to Full Page, Full Color Rate

IBC: Add 10% to Full Page, Full Color Rate

All Other Special Positions—5% additional

Revisions & Proofs: \$50.00

AD DIMENSIONS

(For both "Transportation Builder" and Membership Directory & Buyers' Guide; See Pages 8&9)

Unit Width Length

Full Page:	7" x 9 1/2"
2/3 (H):	7" x 6 1/4"
2/3 (V):	4 5/8" x 9 1/2"
1/2 (H):	7" x 4 5/8"
1/2 (V):	4 5/8" x 7"
1/3 (H):	7" x 3"
1/3 (V):	2 1/8" x 9 1/2"
1/3 (Sq.):	4 5/8" x 4 5/8"
1/4 (H):	4 5/8" x 3 3/8"
1/4 (V):	3 3/8" x 4 5/8"
1/6 (H):	4 5/8" x 2 1/8"
1/6 (V):	2 1/8" x 4 5/8"

MECHANICAL REQUIREMENTS

(For both "Transportation Builder" and Membership Directory & Buyers' Guide)

Type Size:	7" x 9 1/2"
Trim Size:	8 3/8" x 10 7/8"
Bleed Size:	8 5/8" x 11 1/8"
Spread Type Size:	15 3/8" x 9 1/2"
Spread Trim Size:	16 3/4" x 10 7/8"
Bleed Size:	17" x 11 1/8"

Halftone Screen: 133 lines up to 150 lines

"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."

2013 MEMBERSHIP DIRECTORY & BUYERS' GUIDE RATES

BLACK & WHITE RATES

Full Page.....	\$3350
2/3 Page	\$3200
1/2 Page	\$2625
1/3 Page	\$2475
1/4 Page	\$1650
1/6 Page	\$1500

4/Color: \$1700 additional

COVER RATES & PREMIUM POSITIONS (INCLUDES 4/C)

Back Cover:	\$6600
IFC:	\$6450
IBC:	\$6300
Opposite IFC:	\$6100
Opposite Table of Contents:	\$5950
Opposite IBC:	\$5675
Opposite Buyers' Guide Cover:	\$4950
Opposite Chairman's Message:	\$5300
Opposite ARTBA Staff Directory:	\$5125

All other Special Positions: 15% additional

BUYERS' GUIDE (COST FOR ONE CATEGORY)

50-word description and listing	\$520
50-word description, listing and b/w logo	\$750
50-word description, listing and color logo	\$925
Additional categories	\$95/each

MEMBERSHIP LISTINGS

Upgrade company listing with b/w logo	\$325
Upgrade company listing with boldface type	\$60

TRANSPORTATION OFFICIALS & ENGINEERS DATABASE

Sponsorship Options:

Option #1 (\$3,000):

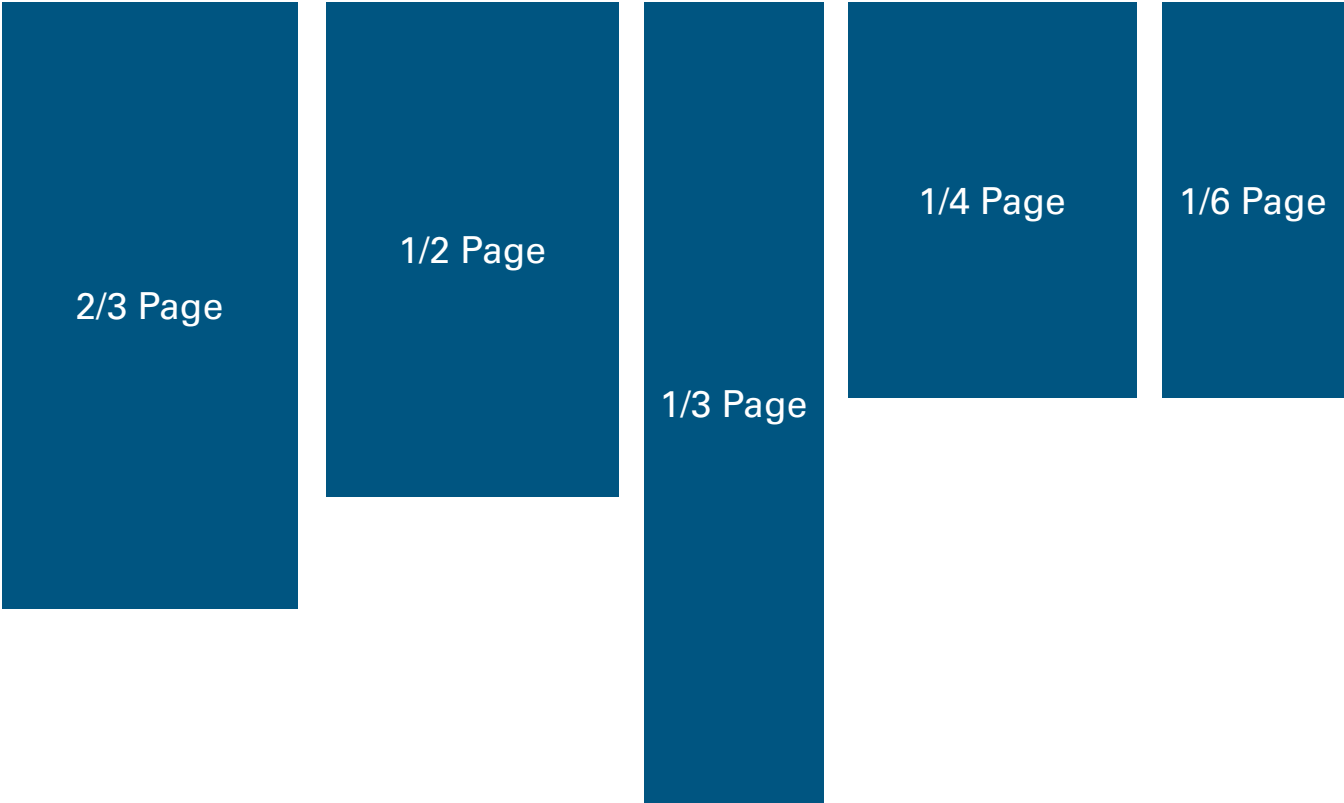
- Company contact information, description, and color logo on a separate cover sheet viewed by each purchaser
- Company contact information and color logo in stationary database header
- Recognition on ARTBA website and in all database materials
- 20% discount on an exhibitor table at 2012 ARTBA National Convention
- 10% discount on the purchase of an advertisement in any other 2012 ARTBA media

Option #2 (\$1,500):

- Company contact information and color logo in stationary database header
- Recognition on ARTBA website and in all database materials

AD SIZES & ORIENTATIONS

VERTICAL

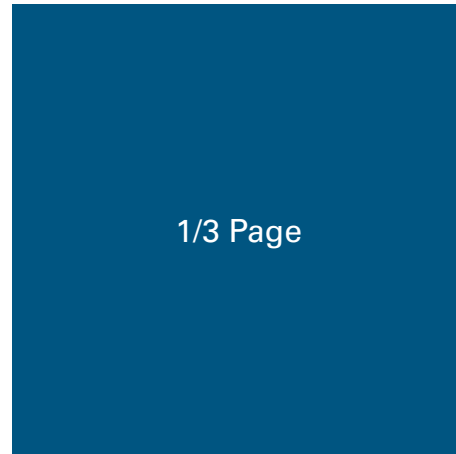
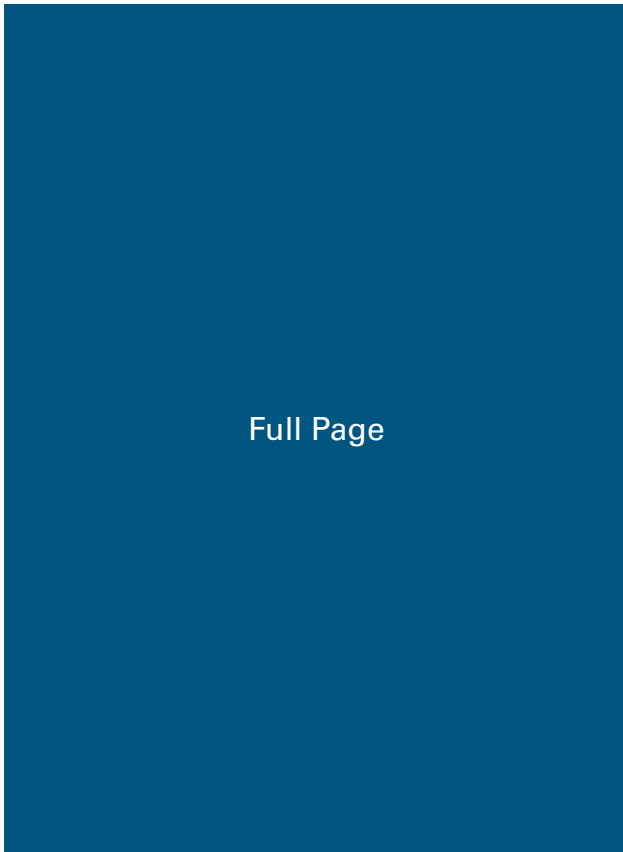


HORIZONTAL



AD SIZES & ORIENTATIONS

SQUARE



GENERAL RATE POLICIES

Fifteen percent (15%) agency commission on gross billing for all ads. Invoices are due and payable when rendered. Agency commission is forfeited on accounts unpaid after 30 days. Advertising must be inserted within 12 months to earn three and six-time rates. Cancellations must be received in writing no later than the first of the month preceding the issue. Charges incurred by client-requested changes will be billed at cost. All advertising is subject to approval.

ELECTRONIC ARTWORK

Adobe's PDF is the preferred format for electronic submissions. Please ensure that all embedded logos, pictures and other graphics are high resolution (300-dpi or greater). Ads may also be submitted in Encapsulated PostScript (EPS) format, following the same guidelines for PDF. Files generated in Adobe Photoshop, Illustrator, or InDesign (MAC or PC format) are also accepted. If application files are sent, be sure to include ALL graphics and fonts used in the advertisement. Send MAC or PC-formatted electronic files less than 10MB to jragone@artba.org.

SHIPPING INSTRUCTIONS

Send all contracts, insertion orders, advertising materials and payments to: Peter Embrey, The ARTBA Building, 1219 28th Street, N.W., Washington, D.C. 20007, (202) 289-4434, pembrey@artba.org.

DIGITAL ADVERTISING

Transportation Builder Magazine

In addition to featuring your company in print on the pages of *Transportation Builder*, your ad can be digitally enhanced with these options:

- Video: \$1500
- Audio: \$1000
- Flash Animation: \$500/element
- Digital Edition Sponsorship: \$1500

To learn more about these opportunities, contact ARTBA Director of Sales Peter Embrey at pembrey@artba.org.

OTHER NEW WAYS TO PROMOTE YOUR BUSINESS: WEB & E-MAIL ADVERTISING

WWW.ARTBA.ORG

An online hub for information about transportation design and construction issues and linked to more than 200 external sites, artba.org keeps members up to date on advocacy, economics and research, safety, and news. The number of users and the amount of time they spend have doubled since the redesign of ARTBA's website.



	Width	Length	Recommended File Size
Ad Dimensions:	200 pixels	200-250 pixels	30 KB
Graphics:	Ad resolution is 72 dpi. Still images only. No flash, 3D animation or other rich media.		

Rates (Page Cost Per Month)

ARTBA Store Home

Middle left-hand side \$1200

Advocacy Section Main Page

Upper right-hand side \$1000

Lower left-hand side..... \$800

Economics & Research Main Page

Upper right-hand side \$1000

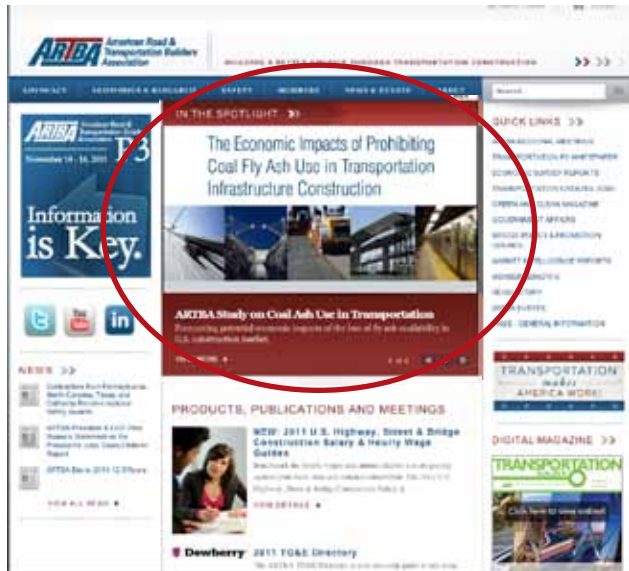
Lower left-hand side..... \$800

Safety Section Main Page

Upper right-hand side \$1000

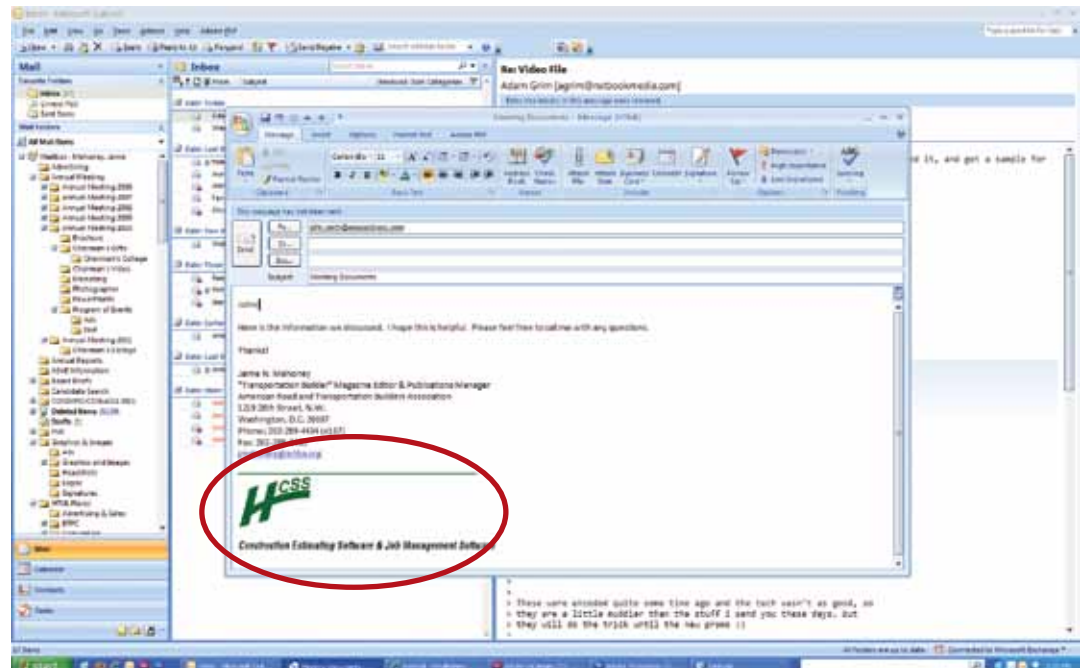
Lower left-hand side..... \$800

Digital ARTBA Washington Newsline: (\$1,500/month, \$500/week) Have your company logo and contact information featured in the weekly “Washington Newsline,” which informs ARTBA’s 5,000+ members of current legislative and government activities. It is the association’s most widely read communication.



Spotlight Rotator: (\$2,500/month) Feature your company, product, or event in the “spotlight rotator” on the home page of www.artba.org. Your company will receive premium positioning in the rotator throughout your month-long advertisement, opportunities include streaming videos, company profiles, or banner ads.

E-Mail Tagline: (\$1,500/month): Advertise your company, product, or event in the e-mail signature line of the ARTBA staff. Advertisement can include an image or be text only.



KEY CONTACTS

Editorial for Transportation Builder is written by key leading industry professionals, seasoned freelance writers, and top ARTBA staff, including:



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ngoldstein@artba.org



“Transportation Builder provides keen insights on policy matters affecting transportation design, safety and construction professionals. People like ARTBA President Pete Ruane, Senior Vice President of Government Relations Dave Bauer and Senior Economist Alison Black are so respected in the industry. I look forward to having their expert perspectives on the issues of the day.”

Paul Yarossi, ARTBA chairman, and president, HNTB Holdings Ltd.

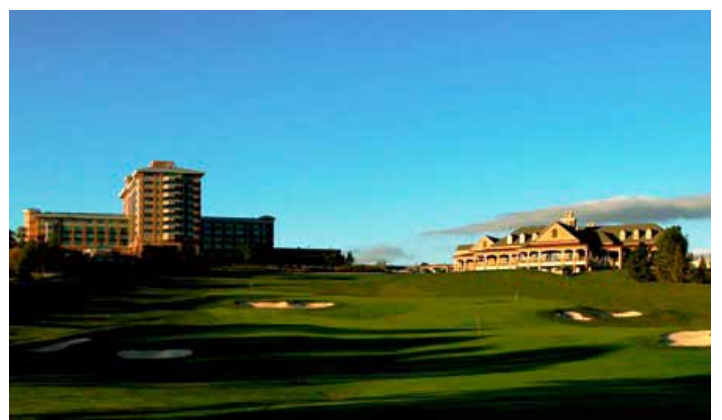
2012 KEY MEETINGS & EVENTS

OPPORTUNITIES TO POSITION YOUR COMPANY AND ITS BRAND BEFORE THOUSANDS OF LEADING INDUSTRY EXECUTIVES ARE ABUNDANT THROUGH SPONSORSHIPS AT ARTBA-HOSTED- OR -MANAGED EVENTS THROUGHOUT THE YEAR, INCLUDING:

- 4th Annual Transportation Construction Law and Regulatory Forum
April 2012'
- ARTBA Federal Issues Program
May 29-30
- Transportation Construction Coalition Fly-In
May 30-31
- TransOvation Workshop
July 25-27
- ARTBA National Convention (Memphis)
September 11-14
- Public-Private Partnerships in Transportation Conference
October 11-12
- Four Regional Meetings
Late November–Early December



Sponsorship Information Contact:
Director of Meetings Ed Tarrant
202.289-4434, ext. 204
etarrant@artba.org



ABOUT ARTBA

For 110 years, ARTBA has been aggressively and effectively advocating the need for increased surface transportation investment on behalf of the U.S. transportation design and construction industry before the Congress, White House, Executive Branch and federal agencies. ARTBA also defends the industry's market interests when threatened by dubious litigation or regulation.

ARTBA's expert economics and research team provides analyses of proposed legislation, regulations and budgets. Cutting-edge market intelligence reports include information on state federal-aid highway obligations, market surveys and the value of construction put in place.

ARTBA is committed to improving safety for workers, pedestrians and motorists. By meeting with national leaders, ARTBA builds understanding of the complex and intricate interaction of safety with all aspects of transportation planning, design, construction, maintenance and repair.

THE MISSION

ARTBA's mission is simple: to grow and protect transportation infrastructure investment to meet the public and business demand for safe and efficient travel. In support of this mission, ARTBA provides programs and services designed to give its more than 5,000 public and private sector members a global competitive edge.



The ARTBA Building
1219 28th Street, N.W.
Washington, D.C. 20007
P: 202.289.4434 • F: 202.289.4435
www.artba.org

ARTBA American Road &
Transportation Builders
Association