

MEDIA KIT

2026

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



American Road
& Transportation
Builders Association

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.

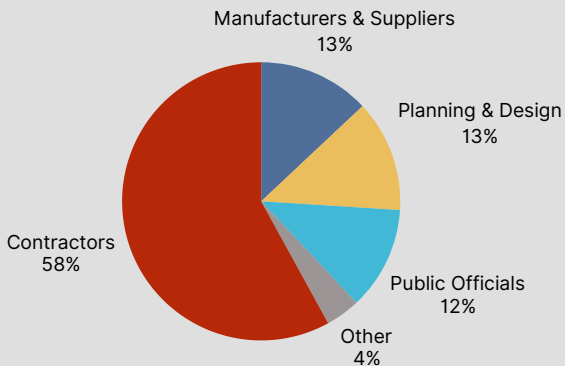
9,620 members depend on our digital and print publications to stay on top of the latest industry news, market trends, and policy developments.

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.

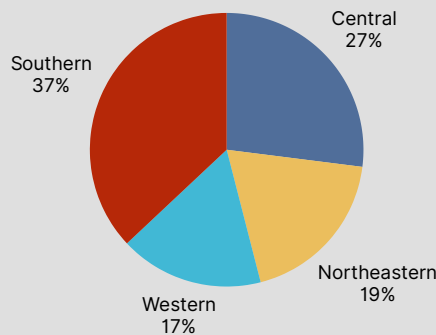
ARTBA readers also include key members of Congress, their staff, the Executive branch, and state and local transportation agencies.

Our Audience

Membership by Industry Sector



Membership by Geographic Region



Our Reach



SOCIAL MEDIA FOLLOWERS

20.6K



MAGAZINE SUBSCRIBERS

8.9K



AVG. MONTHLY PAGE VIEWS

25.3K



NEWSLINE RECIPIENTS

11K

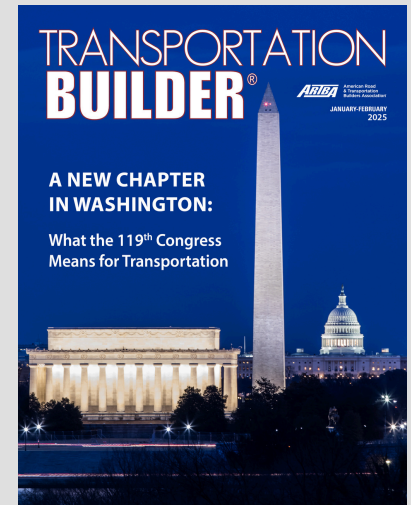
The industry supports over **\$880 billion** in annual economic activity. Transportation construction contractors spend **\$6.7 billion** annually on equipment purchases, leases, rentals, and other capital investments.

Transportation Builder

- Six issues per year mailed to **8,900+** ARTBA members and other subscribers.
- Digital version with sharable links in "flipbook" format at **transportationbuilder.org** gets an average 3,000 page views per issue.
- Regular columns from ARTBA President, Chair, and economics team.
- Legislative and regulatory updates, economic reports and analyses, member news, ARTBA events, infrastructure law project profiles.

Leadership Directory & Buyers' Guide

- Included inside year-end issue and printed on heavier stock for year-round use.
- "Leadership" theme features profile of new ARTBA chair and other executives.
- Contains a "who's who" of ARTBA's Executive Committee, Board, State Chapter Executives, and Council and Division leaders.
- Buyers' Guide profiles industry solutions in over 40 categories. Placement in the print issue includes a year-long listing in the searchable online version. See rates on last page.



Rates

- Full page: **\$8,750**
- Half page (horizontal or vertical): **\$7,420**
- Third page (horizontal or vertical): **\$6,180**
- 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.

“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

Editorial Submissions*

Have a story about transportation design and construction to tell? Contact ARTBA Vice President of Communications Beth McGinn at: bmcginn@artba.org.

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 receive preference.
- Content can also be shared 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.

ISSUE 1: JANUARY/FEBRUARY

- Federal Legislative & Regulatory Preview
 - Environmental Stewardship
- Ad deadline: Jan. 30**

ISSUE 2: MARCH/APRIL

- 7th Annual Smart Design & Construction
 - Women in Construction
- Ad deadline: March 31**

ISSUE 3: MAY/JUNE

- Annual Safety Source
- Ad deadline: May 29**

ISSUE 4: JULY/AUGUST

- P3s in Transportation
- Ad deadline: July 31**

ISSUE 5: SEPTEMBER/OCTOBER

- Innovation in Bridge Design & Construction
 - Annual Bridge Conditions Report
 - Election Year Preview
- Ad deadline: Sept. 30**

ISSUE 6: NOVEMBER/DECEMBER

- New Chair & Officers Profiles
 - Leadership Directory & Buyers' Guide
- Ad deadline: Nov. 30**

* Content subject to change. Publication is usually mailed in second half of second month.

Join These Regular Advertisers

- Acrow Corporation of America
- Branch Group
- Brite-Line LLC
- GOMACO Corp.
- Gregory Industries Inc
- HCSS Construction Software
- HDR Engineering Inc.
- Heritage Construction & Materials
- Herzog Contracting Corp.
- Hill & Smith Inc.
- JAMAR Technologies Inc.
- Kontur
- Lindsay Transportation Solutions
- MAX USA CORP.
- Nucor
- Pile Dynamics Inc.
- PRECASTEEL LLC
- PSS
- Reef Industries Inc.
- Rogers Group Inc.
- Six Continents Hotels, Inc. dba IHG Hotels & Resorts
- South Atlantic Galvanizing
- Stalker Radar / Street Dynamics
- Transpo Industries Inc.
- Transurban
- Trimble Inc.
- Valtir, LLC
- Ver-Mac
- Wirtgen America Inc.
- WSP USA
- Zachry Construction Corporation

Applications & Graphics

- Adobe PDF is preferred. EPS and JPEG files accepted.
- 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 questions regarding ad specifications, contact Carrie Halpern at chalpern@artba.org. For advertising sales, contact Dave Weidner at 202.683.1026 or adsales@artba.org. Please email final ads to both Carrie and 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"

DIGITAL

Washington Newsline

This digital Newsline is ARTBA's most widely read communication. Your ad is emailed to over **11,000 industry professionals** and has an average open rate that's **25 percent** higher than the industry sector average. The content is also shared across our social media feeds which have more than **20,600** followers and generate over 45,000 monthly impressions.

Ask about: • **Advertorials** • **Native/text ads** • **Videos**
• **Monthly rate packages** • **Packaging with other publications**

Hyperlinked banner: (775 px x 75 px) underneath the top news story in the Newsline email: **\$650** per issue. Includes skyscraper (160 px x 600px) with the same story online.

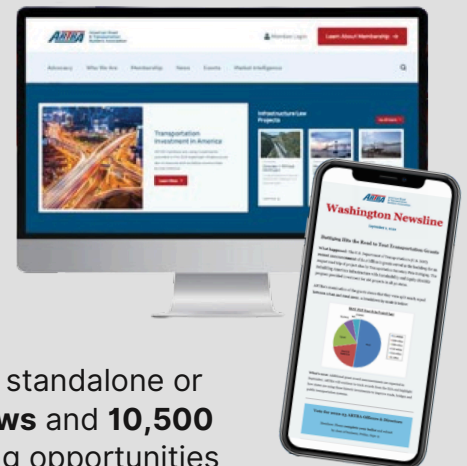
Secondary banner: (hyperlinked, 775 px x 75 px) anywhere else in the email: **\$450** per issue. Does not include web page skyscraper.

Native/text ads: (775 px x 400 px) Includes image, headline, body, and URL: **\$650** per issue.

Sponsored content campaigns: Article about your product/service in Newsline email, on website, and 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 (X/Twitter, Facebook, LinkedIn, Instagram)



Website

ARTBA's website, **artba.org**, offers advertising opportunities, either standalone or packaged with Newsline. The entire site averages **25,300 page views** and **10,500 unique users** each month. Ask about our rates and about advertising opportunities in targeted sections of the website, such as interactive economic dashboards.

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.