



# APE

**ALLIED PAVING EQUIPMENT PUBLICATION**

THE INFORMATION SOURCE FOR THE PAVING & PAVEMENT MAINTENANCE INDUSTRY

# 2020

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# ABOUT US

We are a family owned and operated business with over 40 years of experience in the trade magazine publishing business. We are an allied publication of The Hauler Magazine, the premier magazine in the solid waste industry. Our experience, expertise, and professional, hard-working sales staff will make Allied Paving Equipment the #1 publication in the pavement industry.

**Distribution Matters** Allied Paving Equipment Magazine delivers your information monthly to over 20,000 qualified purchasers nationwide. We service every aspect of the paving and pavement maintenance industry including sweeping, paving, striping, sealcoating, and surface treatments. A.P.E. qualifies our readers and subscribers by mailing only to those companies, dealers, and government contractors who are presently active in the pavement industry.

**Advertising and Marketing** Allied Paving Equipment Magazine exclusively offers front cover exposure and in-house production to help create your own personalized advertisements. Marketing your product line is a specialized skill and advertising on a consistent and timely basis is the key to the successful growth of your company.

**Research Department** Our staff writers will provide our readers with the latest news and information in the paving industry, including monthly feature articles, product showcase, and cover stories. We want to know about your business and the people involved in making it successful. Please submit your company information for consideration.

**Experienced Sales Staff** We offer expert advice on laying out your ad and assisting you in selecting type, color, placement, etc. while creating an individual marketing plan for your company and products.

**Professional In-House Production** Allied Paving Equipment Magazine offers you the latest in art design and graphics at no additional cost.

**Online Opportunities** A.P.E.'s website will give your company products worldwide exposure at no additional cost.





# WHY ADVERTISE WITH A.P.E.

Look at what Allied Paving Equipment can do for you.

Benefits	A.P.E.	Competitor A	Competitor B
Family owned and operated	Yes	No	Yes
Over 50% price savings	Yes	No	No
Front cover exposure	Yes	No	Yes
12 issues a year	Yes	No	Yes
Free 4-color processing	Yes	No	No
Free website exposure	Yes	No	Yes

CALL TODAY for guaranteed placement in our upcoming issue of Allied Paving Equipment

**1-800-210-5923**



# COST BENEFIT ANALYSIS

Allied Paving Equipment is the most cost-effective way to advertise your product.



## A.P.E.

## Pavement Maintenance

## Paver & Sweeper Market

Circulation per month

20,000

19,000

10,000

Publication frequency

12 x year

8 x year

12 x year

**Total yearly circulation**

**240,000**

152,000

120,000

Cost per full page 4-color ad

\$1,950

\$5,035\*

\$1,425\*

Frequency

12 x year

8 x year

12 x year

**Total cost per year**

**\$23,400**

\$40,280

\$17,100

Cost per potential customer per year

9.75 cents

26.5 cents

14 cents

\*rates based on the published 12 time rate



# VALUE ADDED MARKETING

Advertise with A.P.E. and take advantage of our additional advertising products and services.

## Bonus Distribution

We distribute copies of A.P.E. at major industry events, conferences and trade shows providing you with additional exposure to thousands of industry leaders.

## List Rental

Available to advertisers in geographic segments.

## Direct Mail

Let us help you send out your literature to our distribution list, and we'll include a letter from the publisher.

## Complimentary Copies

Issues containing ad can be sent to your sales force highlighting your sales campaign.

## Ad Lamination

We can laminate and mount your ad for use in showrooms or at trade shows.

## New Product Letter

Introduce a new product through an official announcement from our publisher. Choose to have the letter mailed to either your provided list or a sample of the A.P.E. subscriber list.

## Advertising Alert Letter

Alert your most important clients of your upcoming campaign through a letter from the publisher printed on A.P.E. stationery.

## E-Newsletter

Expand your reach with additional exposure through our weekly email newsletters which get sent to our ever-growing subscriber list of ~13,000 people.

## Product Showcase

Have your products or services highlighted in our special section dedicated to showcasing items.

## Send Us Your Press Releases

INTRODUCING A NEW PRODUCT?    ANNOUNCING NEW DEALERS?    INTRODUCING NEW STAFF?

Send us your press releases! New product announcements and corporate new releases published in A.P.E.'s Product Showcase & Industry News reaches readers in the paving and pavement maintenance industry throughout the United States and Canada.

All press releases targeting the paving and pavement maintenance marketplace will be considered for publication. Four-color product and corporate news photos will be published as space permits.

Send press releases to:

MacAdam Smith, Publisher  
A.P.E. Publication  
10225 Hickorywood Hill Ave.,  
Unit A  
Huntersville, NC 28078  
mag@callape.com



# PRINT ADVERTISING RATES

All pricing includes 4-color processing and website placement.

## Cover Rates:

Front Cover	\$3,495
Back Cover	\$3,195
Inside Front Cover	\$2,950
Inside Back Cover	\$2,850
Inside Front/Back Cover Spreads	\$3,995
Contracts available exclusive of front cover	

## Ad Rates:

SIZE	1 TIME	3 TIMES*	6 TIMES*	12 TIMES*
Full Page	\$2,495	\$2,225	\$2,050	\$1,950
3/4 Page	\$2,230	\$2,050	\$1,860	\$1,775
2/3 Page	\$2,120	\$1,960	\$1,785	\$1,700
Half Page Island	\$1,915	\$1,850	\$1,680	\$1,600
Half Page Horizontal	\$1,765	\$1,685	\$1,530	\$1,460
Half Page Vertical	\$1,765	\$1,685	\$1,530	\$1,460
1/3 Page Vertical	\$1,400	\$1,350	\$1,200	\$1,000
1/3 Page Square	\$995	\$895	\$795	\$700
1/4 Page	\$875	\$800	\$750	\$650
Two Page Spread	\$3,850	\$3,080	\$2,770	\$2,630
Dedicated Email Campaign (sent to over 13,000 subscribers)	\$950	\$850	\$750	\$650
Inserts available upon request				
*Pricing based on monthly rates. All prices are net rates.				

Please see next page for ad specifications.



# AD SIZES & MECHANICAL SPECS

Ad Size	Live Area	Trim
Two Page Spread	16.5" x 10" (bleed 17.25 x 11.125)	17" x 10.875"
Full Page	8" x 10" (bleed 8.75 x 11.125)	8.5" x 10.875"
3/4 Page		8" x 7.5"
2/3 Page		5.287" x 10"
Half Page Island		5.287" x 8"
Half Page Horizontal		8" x 4.875"
Half Page Vertical		4" x 10"
1/3 Page Vertical		2.555" x 10"
1/3 Page Square		5.278" x 5"
1/4 Page		3.93" x 4.875"

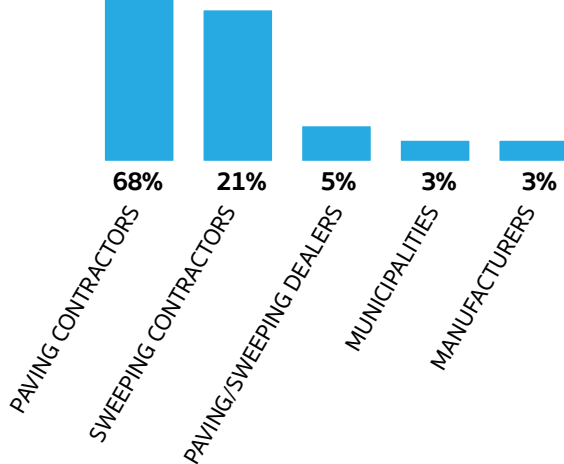
## TOTAL CIRCULATION

**20,000**

PAVING CONTRACTORS: Pavers, Stripers, Sealers & Pavement Maint. Contractors

SWEEPING CONTRACTORS: Contract Sweepers

PAVING/SWEEPING DEALERS: New and Used Equipment Dealers



**Material Deadline:** Please see the 2020 Editorial Closing Schedule on page 10. Special Positioning Requests: Special Inside Book positioning listed on insertion orders will be treated only as requests. To guarantee a special position, advertisers will incur a 15% premium charge.

**Terms and Conditions:** Net 30, 1.5 % service charge will be added to unpaid invoices after 30 days from date of invoice. 15% of gross allowed to recognized advertising agencies on all charges provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with publisher's stated policy.

**Physical Address:** 166 S. Main Street, New Hope, PA 18938

**E-mail Address:** mag@callape.com

**Web Address:** www.alliedpavingequipment.com

**Phone:** Toll Free 800-210-5923

**Fax:** 704-891-0548

**Confidential Ads:** Our box number may be used at \$25.00 per insertion for handling and postage.

**Protective Clauses:** Rates are guaranteed for one fiscal year and/or length of contract. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for all claims made against the publication. The publisher reserves the right to reject any advertising that he feels is not in keeping with the publication's standards, policies and practices.



# THE MARKETPLACE AD SIZES

Pricing includes full color.

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Ad Size	Rate	Live Area
Full Page	\$1,400	7.689" wide x 9.66" high
Half Page	\$850	7.689" wide x 4.82" high
1/3 Page	\$550	2.478" wide x 9.66" high
1/4 Page	\$400	3.781" wide x 4.82" high

**1 Block**  
1.827" W x 1.523" H  
  
\$85

**2 Block Vertical**  
1.827" W x 3.16" H  
  
\$155

**4 Block Square**  
3.781" W x 3.173" H  
  
\$310

**3 Block Horizontal**  
5.735" W x 1.523" H  
  
\$240

**TO PLACE AN AD  
PLEASE CALL:  
1-800-210-5923  
mag@callape.com**





# ONLINE ADVERTISING

Our website <https://callape.com> features a number of ever-increasing used equipment listings, manufacturer listings, e-magazine, and articles. Our website, coupled with the print magazine, offers you more exposure than any other magazine in the industry.

We are always adding new features to the website, so please check back frequently. Online ads are available for purchase. Please call for more information.

Manufacturers: Get extra exposure by upgrading your listing with a company logo and description!  
\$450 per year

In addition to our website, we also offer email marketing products like ads on our newsletters and dedicated emails. Our average open rate for an email newsletter is 18%.  
\$950 per dedicated email, or \$250 per button ad \*

Ad Size	Specs (pts)
Leaderboard	728 w x 90 h
Square	250 w x 250 h

\* Prices as of October 2018.  
Prices subject to change.



# 2020 EDITORIAL SCHEDULE

Issue Month	Feature	Sub-Feature	Show Distribution	Ads Due
January	Additives	Sealcoating	National Pavement Expo	Dec. 13
February	Infrared	Crack Sealing	Hot Off The Press National Pavement Expo	Jan. 15
March	Product Showcase Guide		ConExpo	Feb. 14
April	Sealcoating	Stripers		March 13
May	Pavers	Additives		April 10
June	Buyers' Guide			May 15
July	Additives	Green Technology		June 12
August	Sealcoating	Pavers		July 10
September	Infrared	Decorative Paving		Aug. 14
October	Sweepers	Milling Equipment		Sept. 11
November	Pavers	Infrared		Oct. 9
December	Additives	Surface Treatment/ Compaction		Nov. 13
January 2021	Sealcoating	Sweepers		Dec. 11

## Have an Idea?

We are always open to new article topics such as: application processes, business-oriented advice, or contractor of the month articles; so please feel free to contact us with these ideas.

Email us at: [mag@callape.com](mailto:mag@callape.com)

## Product Showcase Listings

January	Stripers
February	Patching/Trailers & Parts
March	Product Showcase
April	Infrared
May	Compaction Equipment
June	Sweepers
July	Crack Sealing
August	Sealcoating
September	Decorative Paving
October	Pavers
November	Safety Gear
December	Milling
January 2020	Additives



# SUBMISSION SPECS

For client-supplied materials, please follow these tips:

## DIGITAL FILE FORMAT

Please send a high-resolution PDF, JPEG, or TIFF file. (266 dpi or higher)

## PHOTOS AND ARTWORK

- Photos taken on a digital camera should be taken with the largest photo setting possible (this enables us to scale down the photo to provide a clear, crisp picture). When emailing photos, please do not choose any options that will resize the photo causing it to become a smaller file.
- Photo-taking tips: Photos should be taken in well-lit areas. Make sure the subject is well-exposed, and nothing is in front of it. The background should be clear of any distracting objects.

## COLORS

All colors in your finished ad should be CMYK. If your photo happens to be RGB, we can convert them for you at no additional cost.

## MAKING PDFS

- When making a PDF, please have all your fonts active.
- OPI and Security in distiller should always be turned off.
- Please make sure that all images are CMYK and not RGB.
- Distiller settings for creating PDFs are relatively easy to set and should address all problems.