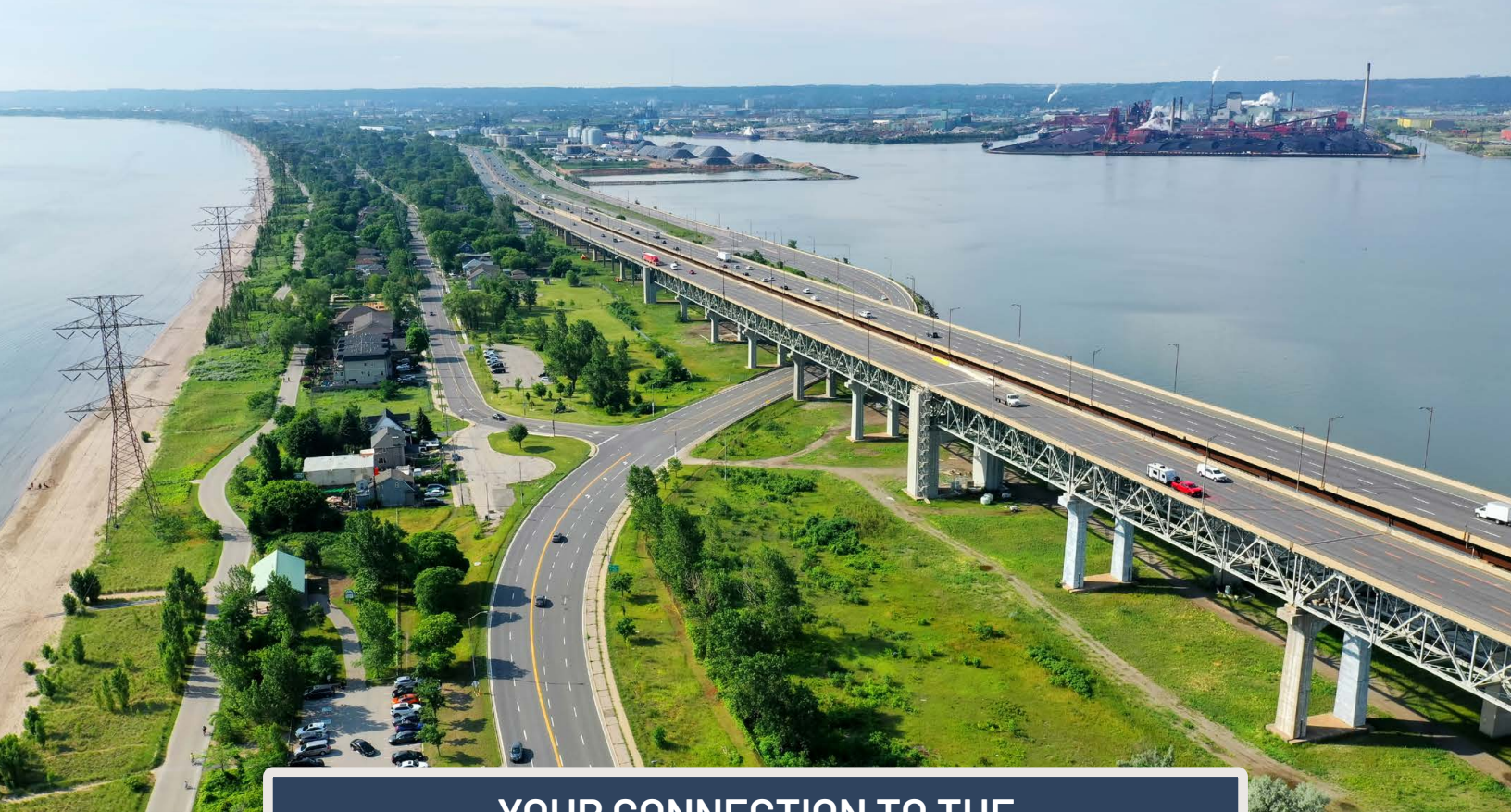


# ASPHALTOPICS



**YOUR CONNECTION TO THE  
ONTARIO ASPHALT PAVEMENT INDUSTRY**

## 2025 MEDIA KIT



**BEST  
DISTRIBUTION**



**BEST  
VISIBILITY**



**BEST GEOGRAPHIC  
COVERAGE**



**BEST  
VALUE**



**SOCIAL  
MEDIA**



**ADVERTISERS  
SPOTLIGHT**



ontario rides on us



**ASPHALTopics is the official publication of the Ontario Asphalt Pavement Council (OAPC) – A Council of the Ontario Road Builders’ Association (ORBA).**

OAPC is the voice of Ontario’s asphalt producers and is dedicated to excellence in asphalt pavement.

ORBA represents hot mix producers, road builders, asphalt cement suppliers, equipment manufacturers, consulting engineers and other companies supplying products and services to the asphalt industry.

ASPHALTopics is the best-read magazine in the industry. Published three times a year, each issue covers the latest technological innovations and projects, company profiles, industry news and views.



### THE BEST DISTRIBUTION

More than 2,000 copies sent to key decision makers in the hot mix producing and paving industry—hot mix producers, road builders, consultants, equipment suppliers and municipal and provincial engineers. The magazine is distributed to over 1,500 subscribers across Canada, the U.S. and the globe. Additional copies are available at major trade shows and conferences for added advertising exposure.



### THE BEST VISIBILITY

Readers spend more time with *ASPHALTopics*. They read it with interest and keep it for reference. And when they read the magazine, it's your ad they see. An electronic version of *ASPHALTopics* is also prominently featured on OAPC's website. Our digital archive of *ASPHALTopics* goes back to 2003. Ads you place today will be available and visible for years to come.



### THE BEST GEOGRAPHIC COVERAGE

ORBA represents virtually every asphalt producer and road builder in Ontario. *ASPHALTopics* is distributed to all regions of the province.



### THE BEST VALUE

*ASPHALTopics* ad rates are much lower than competitive magazines. And *ASPHALTopics* is produced by the industry. Your ad dollars stay at work in your industry supporting ORBA and OAPC projects and programs.



### SOCIAL MEDIA

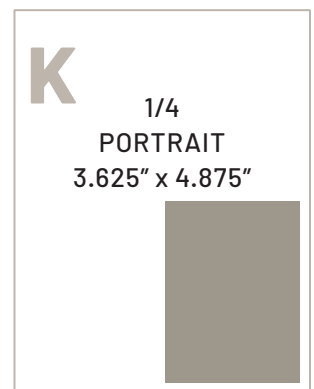
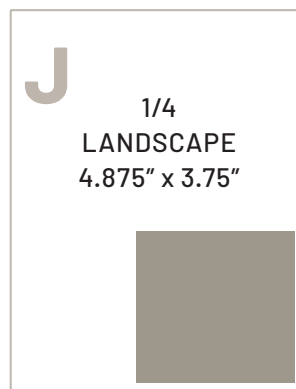
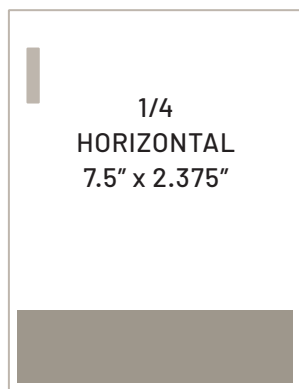
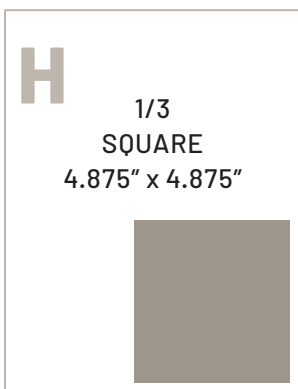
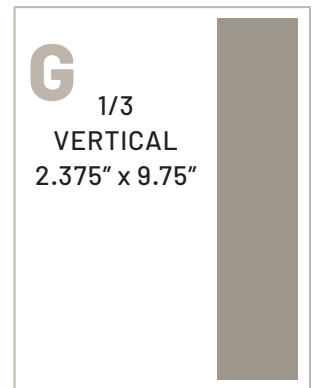
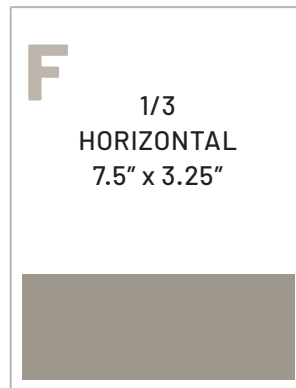
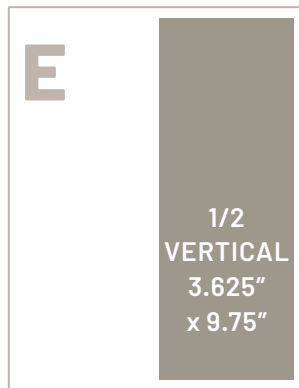
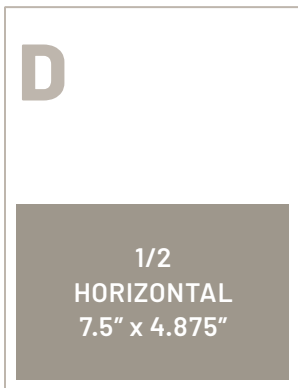
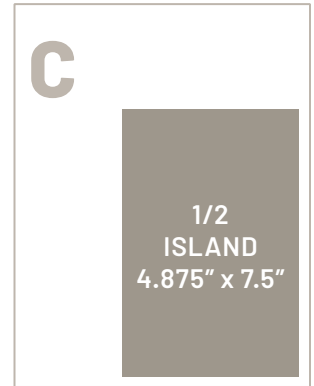
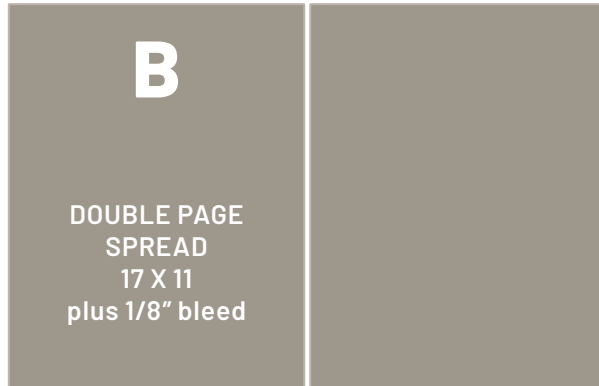
Articles in *ASPHALTopics* are frequently promoted on the OAPC's social media channels, exponentially expanding the reach of the magazine.



### ADVERTISERS SPOTLIGHT

All advertisers' company names and website live links will be listed in the Advertisers Spotlight featured in each edition of *ASPHALTopics*' Industry News section.

AVAILABLE ADVERTISING SIZES – please specify by letter.  
See following page for detailed ad specifications.



FORMAT	SIZE	WIDTH" x HEIGHT"
A	FULL PAGE	8.5 x 11 plus 1/8" bleed
B	DOUBLE PAGE SPREAD	17 X 11 plus 1/8" bleed
C	1/2 PAGE ISLAND	4.875" x 7.5"
D	1/2 PAGE HORIZONTAL	7.5" x 4.875"
E	1/2 PAGE VERTICAL	3.625" x 9.75"
F	1/3 PAGE HORIZONTAL	7.5" x 3.25"
G	1/3 PAGE VERTICAL	2.375" x 9.75"
H	1/3 PAGE SQUARE	4.875" x 4.875"
I	1/4 PAGE HORIZONTAL	7.5" x 2.375"
J	1/4 PAGE LANDSCAPE	4.875" x 3.75"
K	1/4 PAGE PORTRAIT	3.625" x 4.875"

### RATES FOR AD PREPARATION

We want your ad to look as good as possible. If you need help, please call the ORBA office at 905-507-1107, and we can arrange to have your ad designed by ASPHALTopics graphic designer P-Dominique Plante. From concept to the finished design, your ad will be created to ensure the highest quality and creativity that will generate results for your company.

### LAYOUT AND DESIGN CHARGES

**COLOUR AD DESIGN** (Limit of 2 revisions to ad. Further changes will incur additional production charges)

Full Page	\$495
Double page spread	\$780
1/2 Page	\$340
1/3 Page	\$260
1/4 Page	\$150

**NOTE: Copy and high resolution images (300dpi) must be provided for above.**

## SUPPLIED AD SPECIFICATIONS

### FILE FORMATS

Only the following digital file types are accepted, supplied via email or file transfer sites:

#### PREFERRED FORMAT • High Res PDF with outlined fonts and CMYK images embedded.

Also accepted

- Adobe Photoshop EPS or TIF at minimum 300dpi at full size.
- Adobe Illustrator EPS with outlined fonts and CMYK images embedded.
- InDesign CS6 with outlined fonts and CMYK images embedded.

### PRODUCTION CHARGES WILL APPLY TO ANY FILES PROVIDED IN A FORMAT OTHER THAN THOSE MENTIONED ABOVE.

- Please export Corel Draw files to Adobe Illustrator with fonts changed to outlines.
- All ads sent electronically must also have a PDF for proofing.
- We require outlined EPS files, to avoid font issues.
- If file manipulation is required on supplied ads, a production fee will be charged.
- We will be happy to arrange for the design and preparation of your advertisement if you do not have access to an experienced designer. Call the ORBA office at 905-507-1107 for details.
- Clearly mark all material for ASPHALTopics.

**ASPHALTopics is not responsible for any colour or position variation if advertiser does not adhere to the above specifications.**

**Payment for advertising in ASPHALTopics should be made directly to ORBA.**



**SEND DIGITAL FILES TO**

**SHARON HEADLEY**

**sharon.headley@orba.org**

FORMAT		MEMBERS		NON MEMBERS	
		1 TIME	3 TIMES	1 TIME	3 TIMES
<b>FULL COLOUR RATES</b>	Double page spread	\$4,885	\$4,245	\$6,000	\$5,385
	Full page	\$2,445	\$2,125	\$3,000	\$2,695
	Half Page	\$1,915	\$1,760	\$2,590	\$2,125
	1/3 page	\$1,800	\$1,605	\$2,199	\$1,970
	1/4 page	\$1,580	\$1,450	\$1,915	\$1,690
<b>COVER RATES</b>	Back Cover	\$3,055	\$2,550	N/A	N/A
	Inside Cover	\$2,860	\$2,445	N/A	N/A

All rates are net Canadian dollars.

CONTRACT		Page Rate	
Member		Cover Rate	
Non-Member		Sub-Total per insertion	
		HST @ 13%	
<input type="checkbox"/> Single Insertion <input type="checkbox"/> Two Insertions <input type="checkbox"/> Three Insertions		Total per insertion	
Issue Date(s):		# of issues	
		<b>Contract Total</b>	

PUBLICATION ISSUE	BOOKING DEADLINE	MATERIALS REQUIRED	Ad Copy	
SPRING	FEBRUARY 3	FEBRUARY 10	File Enclosed	
SUMMER	MAY 19	MAY 26	Repeat	
FALL	SEPTEMBER 26	OCTOBER 3	To Follow (date)	

COMPANY		CONTRACT AGREEMENT	
Contact		Client	
Phone		Title	
Fax		Signature	
Address		Date	
Email			