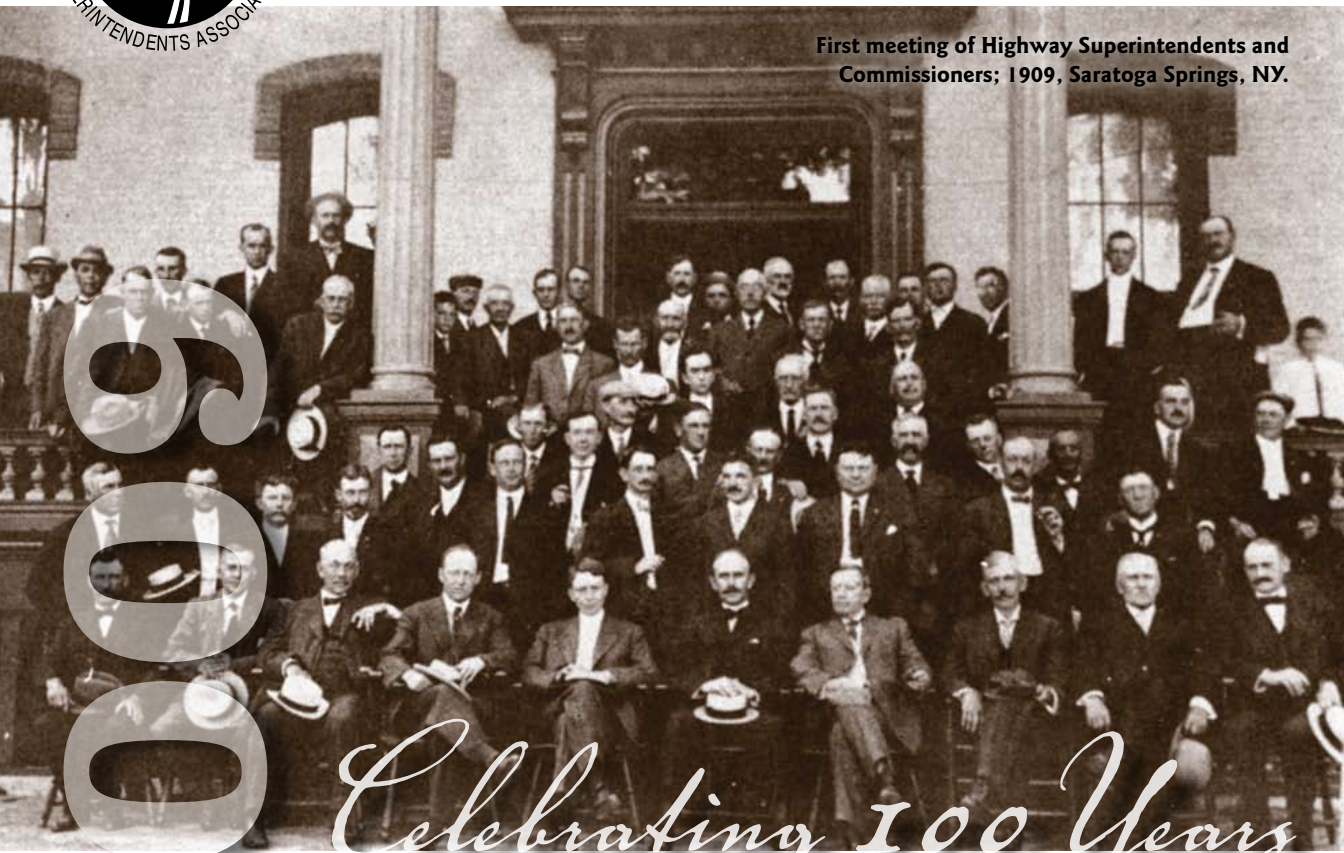




New York State County Highway Superintendents Association

First meeting of Highway Superintendents and
Commissioners; 1909, Saratoga Springs, NY.



2009

Celebrating 100 Years

**100th Anniversary
Yearbook & Directory**
ADVERTISING RATE CARD

Be a part of history!

Join us in celebrating our **100th Anniversary** by placing an ad in our 2009 Yearbook & Directory!

An invaluable annual publication, the NYSCHSA Yearbook & Directory serves as a reference directory for all New York State county highway superintendents and commissioners of public works, and contains informative articles and historical information.

In 2009 the New York State County Highway Superintendents Association will be celebrating our 100th Anniversary! To show your support of our centennial celebration and to raise your company's exposure as we make history in 2009, the Association is asking you to consider increasing your ad size from last year.

Advertisers are also strongly encouraged to develop their ad with the centennial celebration in mind. Please feel free to incorporate historic photos or projects into your 2009 advertisement and join us as we celebrate 100 years of excellence in the highway and bridge industry.

While continuing to chronicle our rich history, this publication also serves as an invaluable resource for the highway and bridge industry. Don't miss the chance to be a part of history and send in your ad today!

PLACEMENT POLICY

Advertisements placed at standard page rates will be interspersed throughout the editorial at the sole discretion of the publisher.

CIRCULATION

Over 1,200 copies of the New York State County Highway Superintendents Association annual yearbook is circulated each year. These readers include county highway superintendents, commissioners, engineers, county delegates and state officials.

RETENTION OF AD COPY

Film and mechanicals are held by the Association unless other instructions are received from the advertiser.

BLACK & WHITE RATES	AFFILIATE MEMBER	NON-MEMBER
Full Page	\$710.00	\$810.00
1/2 Page Horizontal	\$410.00	\$510.00
1/2 Page Vertical	\$410.00	\$510.00
1/4 Page Horizontal	\$295.00	\$395.00
1/4 Page Vertical	\$295.00	\$395.00
1/8 Page	\$235.00	\$335.00

COLOR RATES

2-Color (black + 1 spot color)	add \$300.00
3-Color (black + 2 spot colors)	add \$550.00
4-Color (CMYK)	add \$750.00

Advertisement dimensions found on back

PRODUCTION REQUIREMENTS

All ads must be provided in electronic format or camera ready copy. For best quality reproduction, advertisers should supply artwork in one of the following electronic formats: tiff, pdf, eps (all fonts should be changed to outlines) or jpg. Please include a hard copy of the advertisement with your electronic files.

Camera ready advertisements must be laser-quality. Film and mechanicals are held by the Association unless other instructions are received from the advertiser. For color ads, proofs must be 3M, previous printing or color key. For four-color ads, advertisers must supply registered, separated negatives (right reading, emulsion side down, 133 line screen), color-corrected and proofed.

PUBLICATION SCHEDULE

Issue: Spring, 2009

Space Reservation Deadline: April 17, 2009

Final Artwork Due: April 24, 2009

PAYMENT

Full payment made payable to NYSCHSA must accompany all ads. The publisher reserves the right to discontinue an advertising schedule for which payments are not made at the time of submission. Advertisers who use advertising agencies are responsible for any debts incurred by those agencies in the advertiser's name.

Advertising Order Form

CONTACT INFORMATION

NAME _____

AFFILIATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEB _____

- Please use the same ad from last year
 Yes! I would like to be listed in the Professional Engineering Section

CLASSIFIED DIRECTORY LISTINGS

Please indicate below your choices for classified listings:

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Cement - Ready Mix Concrete | <input type="checkbox"/> Heavy Equipment | <input type="checkbox"/> Pumps |
| <input type="checkbox"/> Air Compressors | <input type="checkbox"/> Chip Spreaders | <input type="checkbox"/> Highway Construction | <input type="checkbox"/> Rental Equipment |
| <input type="checkbox"/> Asphalt Distributors | <input type="checkbox"/> Cold Planning | <input type="checkbox"/> Highway Drainage | <input type="checkbox"/> Salt |
| <input type="checkbox"/> Asphalt Maintenance | <input type="checkbox"/> Computer Software & Hardware | <input type="checkbox"/> Highway Safety | <input type="checkbox"/> Salt/Sand Storage |
| <input type="checkbox"/> Asphalt Maintenance Equipment | <input type="checkbox"/> Concrete Products | <input type="checkbox"/> Hot Mix Asphalt | <input type="checkbox"/> Sand & Gravel |
| <input type="checkbox"/> Asphalt Modifiers | <input type="checkbox"/> Construction Management/Inspection | <input type="checkbox"/> Hotels & Resorts | <input type="checkbox"/> Shotcrete |
| <input type="checkbox"/> Asphalt Paving | <input type="checkbox"/> Contractors Supplies | <input type="checkbox"/> Hydraulic Pumps & Parts | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Asphalt Paving Equipment | <input type="checkbox"/> Corrugated Steel Pipe | <input type="checkbox"/> Hydraulic Tools | <input type="checkbox"/> Snow Removal Equipment |
| <input type="checkbox"/> Asphalt Recycling | <input type="checkbox"/> Crack & Joint Materials | <input type="checkbox"/> Ice Control - Chemical, Salt | <input type="checkbox"/> Soil Stabilization |
| <input type="checkbox"/> Asphaltic Concrete | <input type="checkbox"/> Crushed Stone | <input type="checkbox"/> Ice Control Equipment | <input type="checkbox"/> Spreaders |
| <input type="checkbox"/> Asphaltic Materials | <input type="checkbox"/> Crushing | <input type="checkbox"/> Landfill Construction | <input type="checkbox"/> Steel/Structural Steel |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Culverts & Drainage Systems | <input type="checkbox"/> Loaders | <input type="checkbox"/> Stone Products |
| <input type="checkbox"/> Auction Services | <input type="checkbox"/> Cutting Edges | <input type="checkbox"/> Maps | <input type="checkbox"/> Storage & Maintenance Buildings |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Engines - Diesel & Gasoline | <input type="checkbox"/> Mowers | <input type="checkbox"/> Surveying Services |
| <input type="checkbox"/> Bituminous Materials | <input type="checkbox"/> Environmental Services | <input type="checkbox"/> Municipal & Construction Equipment | <input type="checkbox"/> Tank Testing/Removal |
| <input type="checkbox"/> Bridge/Highway Design | <input type="checkbox"/> Excavating | <input type="checkbox"/> Sales, Service & Rental | <input type="checkbox"/> Trailers |
| <input type="checkbox"/> Bridge Evaluations | <input type="checkbox"/> Gabions | <input type="checkbox"/> Oils & Lubricants | <input type="checkbox"/> Transmissions |
| <input type="checkbox"/> Bridge Forms | <input type="checkbox"/> Gear Lubricants & Greases | <input type="checkbox"/> Pavement Management | <input type="checkbox"/> Truck Equipment |
| <input type="checkbox"/> Bridge Maintenance Equipment | <input type="checkbox"/> Gears - Differential & Transmission | <input type="checkbox"/> Pavement Marking | <input type="checkbox"/> Trucks & Truck Parts |
| <input type="checkbox"/> Bridge Management | <input type="checkbox"/> General Contractors | <input type="checkbox"/> Petroleum Equipment | <input type="checkbox"/> Vegetation Control Services |
| <input type="checkbox"/> Bridge Repair | <input type="checkbox"/> Geotextiles | <input type="checkbox"/> Pipe - Polyethylene, Plastic, Steel | <input type="checkbox"/> Water & Sewer Supplies |
| <input type="checkbox"/> Bridges | <input type="checkbox"/> Guide Rail | <input type="checkbox"/> Pre-Cast Concrete Products | <input type="checkbox"/> Waterproofing |
| <input type="checkbox"/> Calcium Chloride | <input type="checkbox"/> Guide Rail Installation | <input type="checkbox"/> Professional Engineering Services | <input type="checkbox"/> Welding |
| | | <input type="checkbox"/> Publications | |

Space Reservation Deadline: April 17, 2009
Final Artwork Due: April 24, 2009

	AFFILIATE MEMBER	NON-MEMBER
Full Page	<input type="checkbox"/> \$710.00	<input type="checkbox"/> \$810.00
1/2 Page Horizontal	<input type="checkbox"/> \$410.00	<input type="checkbox"/> \$510.00
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 3-Color (black + 2 spot colors) add \$550.00
 4-Color (CMYK) add \$750.00

Total Amount Enclosed.....\$ _____

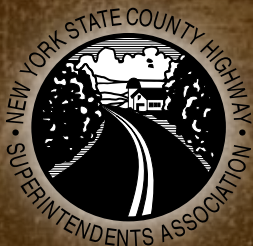
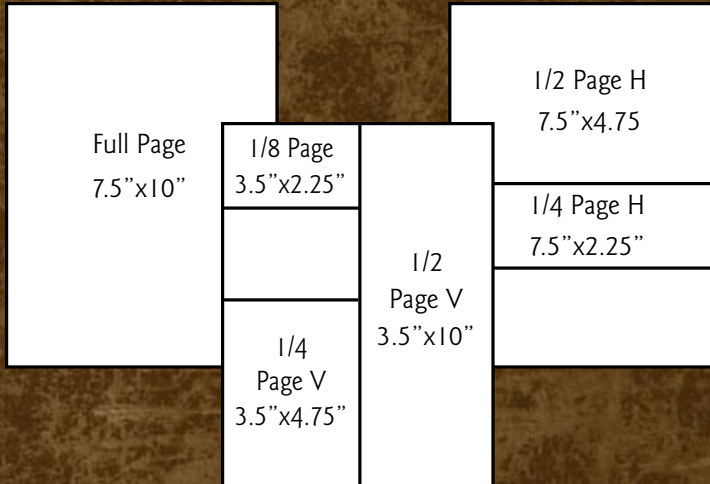
ADVERTISEMENT DESIGN SERVICES

NYSCHSA can provide advertisement design services at the reduced rate of \$75/hour. Please call Association Headquarters at (518) 465-1694 for more information or to request a quote.

PROFESSIONAL ENGINEERING SECTION

The Professional Engineering Section is designed specifically for engineering firm ads and is located in the middle of the yearbook, clearly identified and in alphabetical order. Please check the appropriate box on the order form if you would like to be listed in this section.

MECHANICAL DIMENSIONS



FOR FURTHER INFORMATION

New York State County Highway
Superintendents Association
119 Washington Avenue, Suite 300
Albany, New York 12210
(518) 465-1694 phone | (518) 465-1942 fax
info@countyhwys.org | www.countyhwys.org