

General Information

Issuance

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.

Established: 1958

Placement Policy

Advertisements placed at standard page rates will be interspersed throughout the editorial at the sole discretion of the publisher. Please indicate on the contract those companies you would not like to be placed near.

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

Files are held by the Association unless other instructions are received from the advertiser.

Publication Schedule

Issue: Summer 2023

Space Reservation Deadline: May 12, 2023

Final Artwork Due: May 31, 2023

For Further Information

New York State County Highway Superintendents Association

230 Washington Avenue Extension, Suite 101
Albany, New York 12203

518.730.0052 phone | 518.463-8656 fax
info@countyhwy.org | www.countyhwy.org

New York State County Highway
Superintendents Association
230 Washington Avenue Extension, Suite 101
Albany, NY 12203



2023 YEARBOOK & DIRECTORY ADVERTISING RATE CARD



New York State County Highway Superintendents Association



Advertisement Order Form

Ad Size Specifications

Full Page 7.5"x10"	1/2 Page H 7.5"x4.75"	
	1/4 Page V 3.5"x4.75"	

Production Requirements

All ads must be provided in high resolution electronic format. For best quality reproduction, advertisers should supply artwork in one of the following electronic formats: PDF with all fonts changed to outline, JPG, or TIFF. Please include a hard copy of the advertisement with your high resolution electronic files. You may email file to info@countyhwy.org.

Need Help?

Not sure how to create a PDF? Don't worry. Our design team is available to answer any questions you may have regarding electronic advertisement submissions. Let us help to make this process easier for you! Call Association Headquarters at 518.730.0052.

Advertisement Design Services

NYSCHSA can provide high-quality advertisement design services at the reduced rate of \$95/hour. Please call Association Headquarters at 518.730.0052 for more information or to request a quote.

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.

Contact Information

(as listed in yearbook)

NAME		
AFFILIATION		
ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	
EMAIL	WEB	

☐ **YES! I would like to be listed in the Professional Engineering Section. This section is designed specifically for engineering firm ads and is located in the middle of the yearbook, clearly identified and in alphabetical order.**

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Ad Space	<u>Affiliate Member</u>	<u>Non-Member</u>
Full Page	<input type="checkbox"/> \$710	<input type="checkbox"/> \$810
1/2 Page Horizontal	<input type="checkbox"/> \$410	<input type="checkbox"/> \$510
1/4 Page Vertical	<input type="checkbox"/> \$295	<input type="checkbox"/> \$395

Premium Ad Space (full page, full color, members only)

Back Cover	<input type="checkbox"/> \$1400
Inside Front Cover	<input type="checkbox"/> \$1200
Inside Back Cover	<input type="checkbox"/> \$1000

Total Amount Enclosed \$ _____

☐ Please use the same ad (Full Page, 1/2 Page H, or 1/4 Page V) from last year. Ads must be the same size as last year.

Classified Directory Listings

Please indicate below your choices for classified listings:

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