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@countyhwys.org | www.countyhwys.org New York State County Highway Superintendents Association 230 Washington Avenue Extension, Suite 101 Albany, NY 12203



2023 YEARBOOK & DIRECTORY ADVERTISING RATE CARD

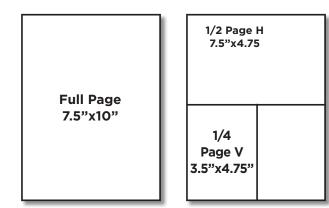


New York State County Highway Superintendents Association





Ad Size Specifications



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@countyhwys.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.

Space Reservation Deadline: May 12, 2023 Final Artwork Due: May 31, 2023

Ad Space	Affiliate Member	<u>Non-Member</u>		
Full Page	\$710	\$810		
1/2 Page Horizontal	\$410	\$510		
1/4 Page Vertical	\$295	\$395		
Premium Ad Space (full page, full color, members only) Back Cover				
Inside Front Cover	\$1200			
Inside Back Cover	\$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 vear.

Classified Directory Listings Please indicate below your choices for classified listings:

- Aggregates
- Air Compressors
- Asphalt Distributors
- Asphalt Maintenance
- Asphalt Maintenance Equipment
- Asphalt Modifiers
- Asphalt Paving
- Asphalt Paving Equipment
- Asphalt Recycling
- Asphaltic Concrete
- Asphaltic Materials Associations
- Auction Services
- Automotive
- Bituminous Materials
- Bridge/Highway Design Bridge Evaluations
- Bridge Forms
- Bridge Maintenance Equipment
- Bridge Management
- Bridge Repair
- Bridges
- Calcium Chloride
- Cement Ready Mix Concrete

Chip Spreaders Computer Software & Hardware Concrete Products Construction Management/Inspection Contractors Supplies Corrugated Steel Pipe Crack & Joint Materials Crushed Stone

Hotels & Resorts Hydraulic Pumps & Parts Hydraulic Tools Ice Control - Chemical, Salt Ice Control Equipment Landfill Construction I oaders 🗋 Maps Mowers Municipal & Construction Equipment Sales, Service & Rental Oils & Lubricants Pavement Management

Highway Drainage

Highway Safety

Hot Mix Asphalt

- Pavement Marking
- Petroleum Equipment
- Pipe Polyethylene, Plastic, Steel
- Pre-Cast Concrete Products
- Professional Engineering Services
- Publications
- Pumps

Rental Equipment Salt □ Salt/Sand Storage Sand & Gravel □ Shotcrete Signs Snow Removal Equipment Soil Stabilization Spreaders Steel/Structural Steel Stone Products Storage & Maintenance Buildings Surveying Services Tank Testing/Removal Trailers Transmissions Truck Equipment Trucks & Truck Parts Vegetation Control Services □ Water & Sewer Supplies U Waterproofing U Welding

Environmental Services Excavating Gabions

Gears - Differential & Transmission

Culverts & Drainage Systems

Engines - Diesel & Gasoline

Gear Lubricants & Greases

General Contractors

Guide Rail Installation

Highway Construction

Heavy Equipment

Geotextiles

Guide Rail

Cold Planing

Crushing

Cutting Edges