

Alabama Road Builders Association

Advertising Rates

Quarterly magazines & Annual Directory

ARBA Members receive 15% off published rates

FULL-COLOR RATES	1 Publication	2 Publications (each ad)	5 Publications (each ad)
Double Page Spread	\$3,619.50	\$3,259.50	\$2,899.50
Outside Back Cover	\$4,089.50	\$3,039.50	\$2,799.50
Inside Front or Inside Back Cover	\$2,899.50	\$2,649.50	\$2,409.50
Full Page	\$2,469.50	\$2,219.50	\$1,979.50
2/3 Page	\$2,139.50	\$1,929.50	\$1,709.50
1/2 Page	\$1,569.50	\$1,409.50	\$1,259.50
1/3 Page	\$1,209.50	\$1,089.50	\$969.50
1/4 Page	\$929.50	\$839.50	\$739.50
1/6 Page	\$739.50	\$669.50	\$589.50
1/8 Page	\$689.50	\$619.50	\$549.50

BLACK & WHITE RATES	1 Publication	2 Publications (each ad)	5 Publications (each ad)
Full Page	\$1,539.50	\$1,389.50	\$1,229.50
2/3 Page	\$1,319.50	\$1,189.50	\$1,059.50
1/2 Page	\$979.50	\$879.50	\$779.50
1/3 Page	\$749.50	\$669.50	\$599.50
1/4 Page	\$579.50	\$519.50	\$459.50
1/6 Page	\$449.50	\$399.50	\$359.50
1/8 Page	\$349.50	\$309.50	\$279.50

Advertising with ARBA

Email this form along with your ad artwork to Hayley Denny at ARBA. hayley@alrba.org

Four magazine editions published each year (about 1500 distributed each qtr):

	Check here to choose publication(s) to include your ad:	Deadline to submit ad:
Winter 2016	_____	11/15/16
Spring 2017	_____	2/15/17
Summer 2017	_____	5/15/17
Fall 2017	_____	8/15/17
Annual Directory (200+ distributed):	_____	10/31/16

****ARBA MEMBERS RECEIVE 15% OFF THE PUBLISHED RATES****

Company Name	
Contact Name	
Phone Number	
Email	
Address	

Choose to advertise in 2 or more of our publications and receive a discounted rate.

Check the color option and size/location for your ad:	*Price from rates sheet:
Black & white	_____
Full color	_____
Double page spread (not for B&W)	_____
Outside back cover (not for B&W)	_____
Inside Front Cover (not for B&W)	_____
Inside Back Cover (not for B&W)	_____
Full page	_____
2/3 page	_____
1/2 page	_____
1/3 page	_____
1/4 page	_____
1/6 page	_____
1/8 page	_____
ARBA Member Discount 15%	_____
Total Owed to ARBA:	_____
*See rates sheet also attached	_____

Email form to Hayley Denny hayley@alrba.org
334-832-4331

ARBA use only	
Amt owed verified	_____
Size & color accepted	_____
Artwork received	_____
Return copy to advertiser	_____