

## PUBLISHER'S EDITORIAL COMMENTS

*New Hampshire Highways* is the official publication of the New Hampshire Good Roads Association and provides information on the road and bridge building and maintenance industry in the state of New Hampshire. Information includes profiles of association members, events and meetings of the association, current and future projects within the state, news about people in the industry and legislative updates of interest to New Hampshire's road and bridge community.

## COMMISSIONS

All rates are net and are non-commissionable.

### 2018 DISPLAY RATES

Corporate Member Rates: per consecutive issue

Size	1X	2X	4X
Full Page	\$348	\$304	\$272
1/2 Page	\$266	\$232	\$208
1/4 Page	\$184	\$157	\$143
1/8 Page	\$109	\$ 94	\$ 83

Non-Corporate Member Rates: per consecutive issue

Size	1X	2X	4X
Full Page	\$654	\$571	\$514
1/2 Page	\$482	\$419	\$376
1/4 Page	\$307	\$268	\$241
1/8 Page	\$168	\$144	\$130

**Bleed: 10% extra on space rate only**

**Color Rates: Additional to space rate**

4-color process . . . . . \$210

## INSERTS

Estimates and insert mechanical requirements are available upon request.

### MECHANICAL REQUIREMENTS

Full Page	7" wide x 10" high
1/2 page horizontal	7" wide x 4 7/8" high
1/2 page vertical	3 3/8" wide x 10" high
1/4 page	3 3/8" wide x 4 7/8" high
1/8 page	3 3/8" wide x 2 3/8" high

### Minimum screen requirement — 150 line

Printing:	Offset printed
Binding:	Saddle stitched
Stock:	70# text, self-covered
Page trim:	8 1/2 " x 11"

All advertisements are accepted in the form of PDF files supplied by email to [nhroads@aol.com](mailto:nhroads@aol.com) or on disk with a hard copy proof. MAC or PC formats accepted. Other reproducible materials such as positives and camera ready art are accepted, however, conversion charges will be billed. Other handling of separations, halftones, screens, enlarging or reproducing copy to fit, or other special preparation work will be billed to the advertiser or agency.

### SPECIAL POSITIONS

The Publisher reserves the right to select the location of the advertisement. Guaranteed positions are available at a premium. Advertisements are accepted for preferred positions subject to color, size and other productions requirements.

### TERMS

All advertisers will be invoiced for each advertisement when the issue has been mailed. Advertisers will be billed on a 2% discount 10 days, net 30 basis. All past due accounts will be assessed finance charges of 1 1/2% per month.

# 2018 RATE CARD

Rates Effective January 1, 2018



## CLOSING DATES

*New Hampshire Highways* will be published quarterly for 2018.

### Advertising & Editorial Deadlines

Edition	Deadline
January/February/March	December 1, 2018
April/May/June	March 2, 2018
July/August/September	June 1, 2018
October/November/December	September 7, 2018

Phone: 603.224.1823 or 800.552.7904

Email: [info@nhgoodroads.org](mailto:info@nhgoodroads.org)

New Hampshire Good Roads

261 Sheep Davis Rd., Concord, NH 03301

**GENERAL:** All advertisers are subject to the approval of the publisher. Advertising which simulates editorial material will be marked as "Advertisement" as required by postal regulations. Advertisers and advertising agencies assume liability for all content of advertisements — including text, illustrations and representations.