

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.

2026 DISPLAY RATES

Corporate Member Rates: per consecutive issue

| Size | 1X | 2X | 4X |
|-----------|-------|-------|-------|
| Full Page | \$365 | \$319 | \$285 |
| 1/2 Page | \$279 | \$243 | \$218 |
| 1/4 Page | \$193 | \$165 | \$150 |
| 1/8 Page | \$114 | \$ 99 | \$ 87 |

Non-Corporate Member Rates: per consecutive issue

| Size | 1X | 2X | 4X |
|-----------|-------|-------|-------|
| Full Page | \$687 | \$600 | \$540 |
| 1/2 Page | \$506 | \$440 | \$395 |
| 1/4 Page | \$322 | \$281 | \$253 |
| 1/8 Page | \$176 | \$151 | \$137 |

Bleed: 10% extra on space rate only

**Color Rates: Additional to space rate –
Half and full page copy only**

4-color process \$220

2026 RATE CARD

Rates Effective January 1, 2026



CLOSING DATES

New Hampshire Highways
will be published quarterly for 2026.

Advertising & Editorial Deadlines

| Edition | Deadline |
|---------|-------------------|
| Winter | December 12, 2025 |
| Spring | March 13, 2026 |
| Summer | May 8, 2026 |
| Fall | August 14, 2026 |

New Hampshire Good Roads Association
261 Sheep Davis Road . Suite 5
Concord, NH 03301
603.224.1823 | info@nhgoodroads.org

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.

MECHANICAL REQUIREMENTS

| | |
|---------------------|----------------------------|
| Full Page | 7" wide x 10" high |
| Full Page Bleed | 8 5/8" wide x 11 1/8" 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" wide x 11" high |

All advertisements are accepted in the form of PDF files supplied by email to info@nhgoodroads.org 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 production requirements.

TERMS

All advertisers will be invoiced for each advertisement when the issue has been printed and mailed.

Advertisers will be billed on a net 30 basis. All past due accounts will be assessed finance charges of 1 1/2% per month.

WEBSITE SPONSORSHIPS

Add your company logo/link to the New Hampshire Good Roads Home Page — \$249 per quarter. Maximum of three sponsors per quarter. Contact the NHGRA office to schedule your website sponsorship.