

# ASHE SCANNER & Web Advertising Insertion Order

## Advertiser

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Payment preference:

- Check enclosed (payable to ASHE)
- Send an invoice

## Place our ad as marked:

| <b>SCANNER</b>                  | <b>Distribution</b> | <b>Ad file due</b> |
|---------------------------------|---------------------|--------------------|
| <input type="checkbox"/> Winter | February            | January 15         |
| <input type="checkbox"/> Spring | May                 | April 15           |
| <input type="checkbox"/> Summer | August              | June 30            |
| <input type="checkbox"/> Fall   | December            | October 31         |

## www.highwayengineers.org

- One year

## Ad size:

|   | <b>One run fee</b>              | <b>Four run fee</b>   |
|---|---------------------------------|-----------------------|
| <input type="checkbox"/> Issue sponsor                  | \$600 .....                     | n/a                   |
| <input type="checkbox"/> Full page                      | \$425 .....                     | \$1,600 (\$400/issue) |
| <input type="checkbox"/> Half page                      | \$325 .....                     | \$1,200 (\$300/issue) |
| <input type="checkbox"/> Quarter page                   | \$225 .....                     | \$ 800 (\$200/issue)  |
| <input type="checkbox"/> Business card                  | \$150 .....                     | \$ 500 (\$125/issue)  |
| <input type="checkbox"/> Classified                     | E-mail text to editor for quote |                       |
|   | <b>Full Year</b>                |                       |
| <input type="checkbox"/> Company ad & logo on web ..... | \$200                           |                       |

## Specifications:

|               |                     |
|---------------|---------------------|
| Full page     | 10" x 7 5/8" (w)    |
| Half page     | 5" x 7 5/8" (w)     |
| Quarter page  | 5" x 3 13/16" (w)   |
| Business card | 1 1/2" x 2 1/2" (w) |

- Ads are printed black and white; spot color (determined by issue press run color) can be added for an additional 15% fee.
- Send electronic files in .pdf, .jpg, .tif, or .eps format to jennifer@wannerassoc.com. Camera ready art can be accepted as well.
- Link your company to the ASHE website. E-mail your company name, logo, and url address to jennifer@wannerassoc.com. Your company will appear for one year on the Consultants, Contractors and Suppliers page.

## Profile

The SCANNER is published quarterly by the American Society of Highway Engineers and delivered to over 5,700 readers nationwide.

- 18% are State D.O.T. Employees
- 62% are Engineering Consultants
- 10% are Contractors
- 10% are Related Professions
- 45% of the membership have a professional status

## SCANNER Correspondence

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