



American Traffic Safety Services Association's Roadway Safety Quarterly Magazine

About the Magazine

Published quarterly, **Roadway Safety** is the official magazine of the American Traffic Safety Services Association (ATSSA). It is the ideal tool to promote your products and services to thousands of ATSSA members across the country.

Your ad will also be included in the digital edition of **Roadway Safety** magazine, which is emailed to 10,000 influential professionals in the industry, and posted on ATSSA's website.

Deadlines

Issue	Purchase (art due)
Winter 2024	Nov. 8 (Nov. 15)
Spring 2024	March 6 (March 13)
Supplement	March 22 (March 29)
Summer 2024	May 29 (June 5)
Fall 2024	Aug. 20 (Aug. 27)
Supplement	Aug. 29 (Sept. 6)

Advertising Rates

	Member			Non-Member
	1x	3x	6x	1x, 3x, 6x
Back Cover*	\$2,365	\$2,200	\$1,660	\$2,640
Inside Covers*	\$2,240	\$1,900	\$1,510	\$2,490
Full Page*	\$1,540	\$1,360	\$1,145	\$1,750
1/2 Page	\$1,190	\$1,010	\$900	\$1,320
1/3 Page	\$950	\$770	\$645	\$1,050

***Ad sizes that allow bleeds. Set bleeds to 0.125".**

Hyperlink your ad in the digital magazine — \$65 per issue

- Guaranteed placements (other than covers) are subject to a 15% premium.
- All rates are net.

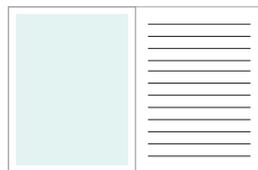
Specifications

Ink	Full Color
Trim Size	8.5" x 11"
Binding	Saddle Stitch
Published	Quarterly
Circulation	1,600 printed 10,000 emailed

Art Requirements

- A high resolution PDF is the preferred file format.
- All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- For ads with bleed, export PDFs with 1/8" (0.125") bleed settings. No crop marks.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

Inside Covers & Full Pages



7.5" x 10"

Inside Covers & Full Pages with Bleed



8.75" x 11.25"
Bleed: 0.125"
(8.5" x 11" trim size)

Back Cover



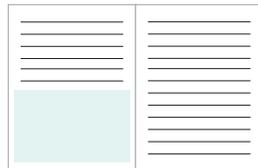
7.5" x 7.5"

Back Cover with Bleed



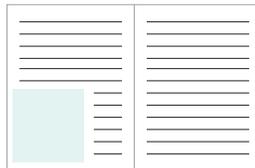
8.75" x 8.625"
Bleed: 0.125"
(8.5" x 8.5" trim size)

1/2 Page



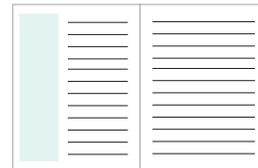
7.5" x 4.75"

1/3 Page



4.9375" x 4.75"

1/3 Page



2.375" x 9.625"

Ad Material

Upload files at <https://ygsgroup.egnyte.com/ul/U0662d0aur>

- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email ccaldwell@thewymancompany.com for more detailed specifications.

More information:

CHRIS CALDWELL
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ccaldwell@thewymancompany.com