



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.

Magazine Deadlines

Issue	Purchase (art due)
Winter 2025	Nov. 15 (Nov. 22)
Spring 2025	March 20 (March 27)
Summer 2025	June 20 (June 27)
Fall 2025	Sept. 17 (Sept. 24)

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.

More information:

CHRIS CALDWELL
678-787-5599
ccaldwell@thewymancompany.com

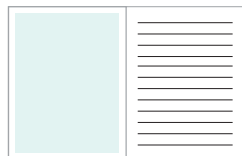
Magazine Advertising Rates

	1x	Member 2x	4x	Non-Member 1x, 2x, 4x
Back Cover*	\$2,600	\$2,420	\$1,825	\$2,910
Inside Covers* Or CEO Column	\$2,465	\$2,090	\$1,660	\$2,740
Full Page*	\$1,695	\$1,495	\$1,260	\$1,925
1/2 Page	\$1,310	\$1,110	\$900	\$1,455
1/3 Page	\$1,045	\$850	\$710	\$1,155

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

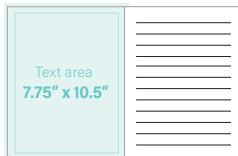
*Ad sizes that allow bleeds.
Set bleeds to 0.125"

Inside Covers, CEO Column
& Full Pages



7.5" x 10"

Inside Covers, CEO Column
& Full Pages with Bleed



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

Back Cover



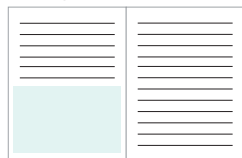
7.5" x 7.5"

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"

About the eNewsletter

ATSSA's **Roadway Safety News Break** is a bi-weekly aggregate email blast sent to nearly 19,000 roadway safety professionals. The email metrics boast a nearly 20% open rate and regular engagement, giving your ad exposure to the audience you're seeking, directly in their inbox. Rates start at \$1,000 per digital placement for members. Contact the sales office for rate packages.

Submission

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.

