

## 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 2025	<b>Nov. 15</b> (Nov. 22)
Spring 2025	<b>March 20</b> (March 27)
Summer 2025	<b>June 20</b> (June 27)
Fall 2025	<b>Sept. 17</b> (Sept. 24)

### Specifications

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

### 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.

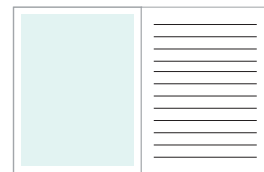
### Advertising Rates

	Member			Non-Member
	1x	2x	4x	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

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

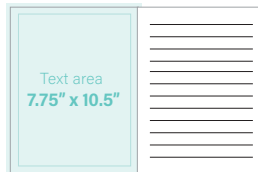
- Guaranteed placements (other than covers) are subject to a 15% premium.
- All rates are net.

Inside Covers, CEO Column & Full Pages



7.5" x 10"

Inside Covers, CEO Column & Full Pages with Bleed



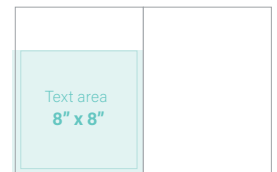
8.75" x 11.25"  
Bleed: 0.125"  
(8.5" x 11" trim size)

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"

### More information:

CHRIS CALDWELL  
678-787-5599  
[ccaldwell@thewymancompany.com](mailto:ccaldwell@thewymancompany.com)

### 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](mailto:ccaldwell@thewymancompany.com) for more detailed specifications.