General Information

Issuance

An invaluable annual publication, the NYSCHSA Yearbook & Directory serves as a reference directory for all New York State county highway superintendents and commissioners of public works, and contains informative articles and historical information.

Established: 1958

Placement Policy

Advertisements placed at standard page rates will be interspersed throughout the editorial at the sole discretion of the publisher. Please indicate on the contract those companies you would not like to be placed near.

Circulation

Over 1,200 copies of the New York State County Highway Superintendents Association annual yearbook is circulated each year. These readers include county highway superintendents, commissioners, engineers, county delegates and state officials.

Retention of Ad Copy

Files are held by the Association unless other instructions are received from the advertiser.

Publication Schedule

Issue: Summer 2022
Space Reservation Deadline: May 13, 2022
Final Artwork Due: May 31, 2022

For Further Information

New York State County Highway Superintendents Association
230 Washington Avenue Extension, Suite 101
Albany, New York 12203

518.730.0052 phone | 518.463-8656 fax
info@countyhwys.org | www.countyhwys.org

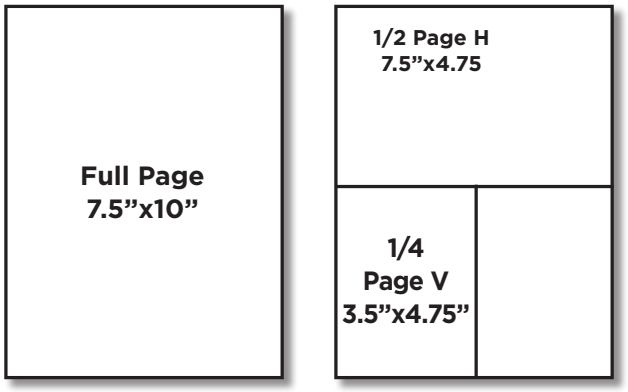
New York State County Highway Superintendents Association
230 Washington Avenue Extension, Suite 101
Albany, NY 12203

2022
YEARBOOK & DIRECTORY
ADVERTISING RATE CARD

New York State County Highway Superintendents Association

Advertisement Order Form

Ad Size Specifications



Production Requirements

All ads must be provided in high resolution electronic format. For best quality reproduction, advertisers should supply artwork in one of the following electronic formats: PDF with all fonts changed to outline, JPG, or TIFF. Please include a hard copy of the advertisement with your high resolution electronic files. You may email file to info@countyhwys.org.

Need Help?

Not sure how to create a PDF? Don't worry. Our design team is available to answer any questions you may have regarding electronic advertisement submissions. Let us help to make this process easier for you! Call Association Headquarters at 518.730.0052.

Advertisement Design Services

NYSCHSA can provide high-quality advertisement design services at the reduced rate of $95/hour. Please call Association Headquarters at 518.730.0052 for more information or to request a quote.

Payment

Full payment made payable to NYSCHSA must accompany all ads. The publisher reserves the right to discontinue an advertising schedule for which payments are not made at the time of submission. Advertisers who use advertising agencies are responsible for any debts incurred by those agencies in the advertiser's name.

Contact Information

(as listed in yearbook)

NAME

AFFILIATION

ADDRESS

CITY STATE ZIP

PHONE FAX

EMAIL WEB

❑ ***YES! I would like to be listed in the Professional Engineering Section. This section is designed specifically for engineering firm ads and is located in the middle of the yearbook, clearly identified and in alphabetical order.***

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Ad Space	Affiliate Member	Non-Member
Full Page	❑ $710	❑ $810
1/2 Page Horizontal	❑ $410	❑ $510
1/4 Page Vertical	❑ $295	❑ $395

Premium Ad Space (full page, full color, members only)

Back Cover	❑ $1400
Inside Front Cover	❑ $1200
Inside Back Cover	❑ $1000

Total Amount Enclosed $ _____

❑ Please use the same ad (Full Page, 1/2 Page H, or 1/4 Page V) from last year. Ads must be the same size as last year.

Classified Directory Listings

Please indicate below your choices for classified listings:

- ❑ Aggregates
- ❑ Air Compressors
- ❑ Asphalt Distributors
- ❑ Asphalt Maintenance
- ❑ Asphalt Maintenance Equipment
- ❑ Asphalt Modifiers
- ❑ Asphalt Paving
- ❑ Asphalt Paving Equipment
- ❑ Asphalt Recycling
- ❑ Asphaltic Concrete
- ❑ Asphaltic Materials
- ❑ Associations
- ❑ Auction Services
- ❑ Automotive
- ❑ Bituminous Materials
- ❑ Bridge/Highway Design
- ❑ Bridge Evaluations
- ❑ Bridge Forms
- ❑ Bridge Maintenance Equipment
- ❑ Bridge Management
- ❑ Bridge Repair
- ❑ Bridges
- ❑ Calcium Chloride
- ❑ Cement - Ready Mix Concrete
- ❑ Chip Spreaders
- ❑ Cold Planing
- ❑ Computer Software & Hardware
- ❑ Concrete Products
- ❑ Construction Management/Inspection
- ❑ Contractors Supplies
- ❑ Corrugated Steel Pipe
- ❑ Crack & Joint Materials
- ❑ Crushed Stone
- ❑ Crushing
- ❑ Culverts & Drainage Systems
- ❑ Cutting Edges
- ❑ Engines - Diesel & Gasoline
- ❑ Environmental Services
- ❑ Excavating
- ❑ Gabions
- ❑ Gear Lubricants & Greases
- ❑ Gears - Differential & Transmission
- ❑ General Contractors
- ❑ Geotextiles
- ❑ Guide Rail
- ❑ Guide Rail Installation
- ❑ Heavy Equipment
- ❑ Highway Construction
- ❑ Highway Drainage
- ❑ Highway Safety
- ❑ Hot Mix Asphalt
- ❑ Hotels & Resorts
- ❑ Hydraulic Pumps & Parts
- ❑ Hydraulic Tools
- ❑ Ice Control - Chemical, Salt
- ❑ Ice Control Equipment
- ❑ Landfill Construction
- ❑ Loaders
- ❑ Maps
- ❑ Mowers
- ❑ Municipal & Construction Equipment Sales, Service & Rental
- ❑ Oils & Lubricants
- ❑ Pavement Management
- ❑ Pavement Marking
- ❑ Petroleum Equipment
- ❑ Pipe - Polyethylene, Plastic, Steel
- ❑ Pre-Cast Concrete Products
- ❑ Professional Engineering Services
- ❑ Publications
- ❑ Pumps
- ❑ Rental Equipment
- ❑ Salt
- ❑ Salt/Sand Storage
- ❑ Sand & Gravel
- ❑ Shotcrete
- ❑ Signs
- ❑ Snow Removal Equipment
- ❑ Soil Stabilization
- ❑ Spreaders
- ❑ Steel/Structural Steel
- ❑ Stone Products
- ❑ Storage & Maintenance Buildings
- ❑ Surveying Services
- ❑ Tank Testing/Removal
- ❑ Trailers
- ❑ Transmissions
- ❑ Truck Equipment
- ❑ Trucks & Truck Parts
- ❑ Vegetation Control Services
- ❑ Water & Sewer Supplies
- ❑ Waterproofing
- ❑ Welding