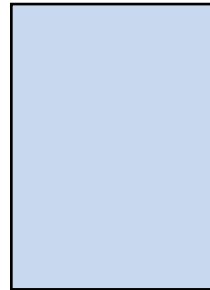




# AMERICAN CONCRETE PAVEMENT ASSOCIATION

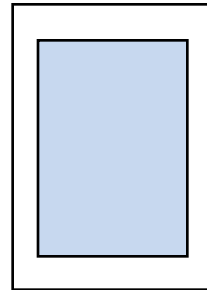
**Trim Size:**  
8 1/2" x 11"

## 2010 *Concrete Pavement Progress* Mechanical Specifications



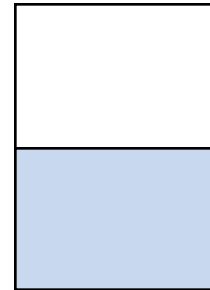
**Full Page  
Bleed**

8 3/4" x 11 1/4"



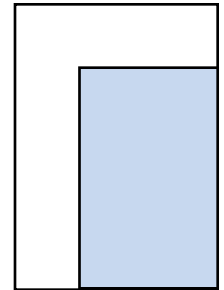
**Full Page  
Non-Bleed**

7 3/8" x 10"



**Half Page  
Horizontal**

7 3/8" x 4 3/4"



**Half  
Island**

4 3/4" x 7 1/2"

### Preferred Materials:

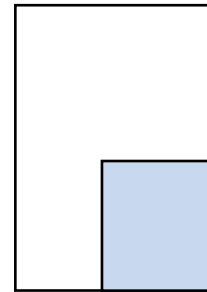
Digital pre-flighted files supplied on CDs, DVDs, or via e-mail. All files must include all linked scans, artwork, and fonts used in the file. Files can be supplied in the following programs: Adobe InDesign CS3 or 4, Illustrator, PhotoShop or Press Quality PDF files. Press Quality PDF files are preferred.

### File Formats:

Encapsulated PostScript (EPS), TIFF and JPEG.  
Compression: Files may be compressed.

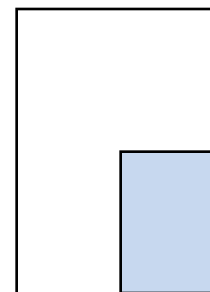
### Resolution:

Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%. If the ad is not provided as a press-quality PDF, a PDF of the ad must be provided by e-mail, FAX, or mail so we can ensure the ad is outputting correctly. If a PDF proof is not supplied, we cannot be held responsible for the ad appearing as you intended.



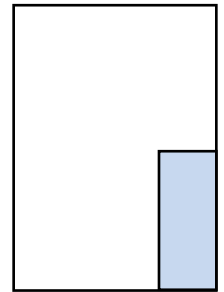
**One Third  
Square**

4 3/4" x 4 3/4"



**Quarter Page  
Vertical**

3 1/2" x 4 3/4"



**One Sixth  
Vertical**

2 1/4" x 4 3/4"

### Send Advertising Materials To:

Victoria Lonergan  
WH&L Associates LLC., 15754 Widewater Drive  
Dumfries, VA 22026  
Phone: 703.897.4414 Fax: 703.878.7314  
Email: victoria@whlassociates.org

### Advertising Artwork Deadlines

*Concrete Pavement Progress* 3rd Quarter 2010 Issue .....August 16, 2010  
*Concrete Pavement Progress* 4th Quarter 2010 Issue..... October 22, 2010

Please direct all questions concerning advertising requirements or specifications to  
Victoria Lonergan at WH&L Associates LLC. Call 703.897.4414 or email victoria@whlassociates.org