

ATLANTIC CONCRETE ASSOCIATION • READY MIX NEWS

ad space		ad size	1 time
full page		10 3/8"w x 12 3/8"h	\$3185
junior page		7 5/8"w x 9 3/8"h	\$1810
half page	horizontal	10 3/8"w x 6 3/16"h	\$1595
	vertical	5 1/8"w x 12 3/8"h	
quarter page		5 1/8"w x 6 3/16"h	\$805
eighth page		5 1/8"w x 3 1/8"h	\$405
twelfth page		5 1/8"w x 2 1/16"h	\$275
front oage banner		5 1/8"w x 2 1/16"h	\$760
quarter page banner		10 3/8"w x 3 1/8"h	\$805

Readership 32,125*

- All prices are net
- Process Colour \$650
- Open line rate \$2.16 Net
- Flyers & Inserts – Prices upon request

- 1. Publication Information** – ACTJ is published quarterly by Transcontinental Media Inc.
- 2. Circulation** – Circulated through Canada Post and the Globe & Mail to individual subscribers, contractors, Engineers, Suppliers, Architects, Construction Associations, Roofing Contractors, Road Building Association, APTA, TANS, Marine Industry, Airport Authorities, Railways and Federal and Provincial government members.
- 3. Mechanical** – Publication is offset tabloid. Image area is 10 3/8" x 12". Column width 1 1/8" with 8 columns per page. Agate Lines maximum size is 172. Line screens: B&W = 150. Colour = 300 Lines per inch.

- Please ask if further information required.
- 4. Digital Ad Submissions** – to send ad copy electronically - if ad is 3mb or less send by email using acceptable software to naster.tracz@transcontinental.ca if ad is over 3mb load ad to our ftp site: Host.holidaymedia.servftp.com User: HolidayUp, Pass: ClientAds
 - 5. Acceptable Software** – Screen and printer versions of all fonts, all graphic files (logos should be converted to cmyk and saved as JPEG, EPS, PDF, or TIFF high-resolution 300 dpi single files, Quark X-Press, Illustrator, Freehand, Indesign, Photoshop

*Based on 2.5 readers per copy

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Ask your Account Executive about focused marketing opportunities available throughout the business year such as:

- Ready Mix News
- Landscape
- Road Builders
- Railways
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- Residential Builders
- Other

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The ACTJ is managed and published by Transcontinental Specialty Publications
 A Division of Transcontinental Media Inc.
 Suite 609, 1888 Brunswick St., Halifax, NS B3J 3J8



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