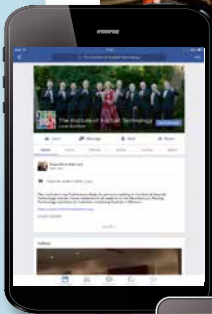
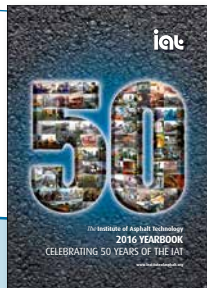


iat AsphaltProfessional

JOURNAL OF THE INSTITUTE OF ASPHALT TECHNOLOGY

2017 MEDIA FILE

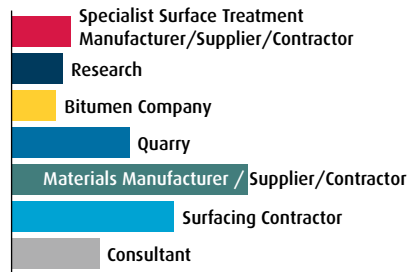


SEEN BY OVER 1500 MEMBERS
OF THE ASPHALT INDUSTRY

WHY ADVERTISE IN ASPRO

- The AsPro is distributed in hard copy to over 1000 IAT members as part of their membership subscription
- The IAT Yearbook is distributed to all members and to every National Conference delegate as part of their Welcome Pack
- Our readers include directors, managers, supervisors, contractors, designers, technicians, operative and consultants
- Working in partnership with Highways Magazine, each issue of AsPro is distributed to further non-IAT Members, drawn each issue from a random pool of Consultants, Local Authorities, National Government Agencies and Contractors within the Highways Industry
- Our readers come from Local Authorities, Government organisations, quarries, asphalt producers, asphalt plant manufacturers, specialist surface treatment companies, surfacing contractors, bitumen companies and research facilities
- We provide a high level of exposure through promotions in social media - LinkedIn (with a growing following of over 4500 global asphalt professionals), Facebook and Twitter (@The_IAT)

Which of the following apply to you?



What is your main role?



IN THE LAST 12 MONTHS



4,447 MEMBERS



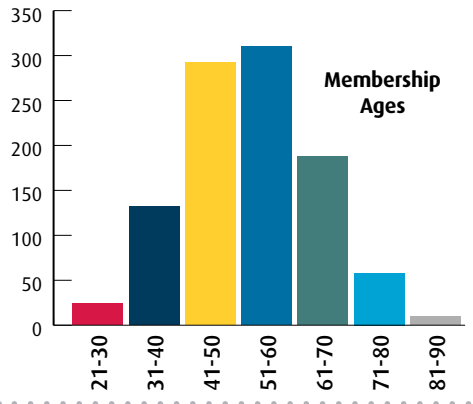
186 TWEETS



46,100 TWEET IMPRESSIONS



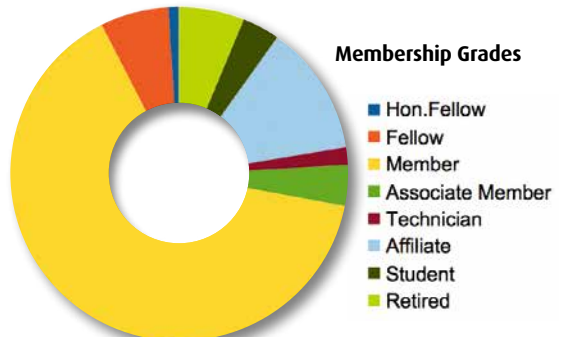
387 LIKES



New for 2017 !

Plant and Manufacturer classified ads and advertorials, focussed on products and equipment for the asphalt industry - smaller ads for smaller prices but the same audience reach!

Membership Grades



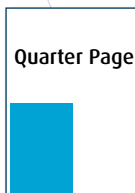
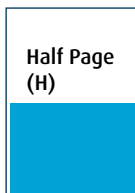
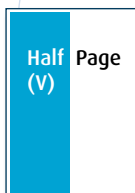
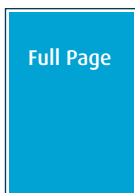
CALLING ALL 2017 ADVERTISERS!

We understand that you want to get the best value out of your advertising budget. After the success of the Golden Packages in our 50th year, we have decided to extend our offer for 2017 publications.

Our **2017 PACKAGES** include an advert in all four 2017 Asphalt Professionals and an advert in the Yearbook with matched editorial space – essentially a double page spread in the Yearbook if you take out a full page.

2017 ADVERTISING PACKAGES

Full page	£4500	SAVE £850!
Half page	£2500	SAVE £500!
Quarter page	£1400	SAVE £250!



ASPRO ADVERTISING RATES

Back Page	£1,500
Inside Front	£1,250
Inside Back	£1,250
Full Page	£1,000
Half Page	£550
Quarter Page	£300

Keep an eye out for new offers throughout 2017 and beyond including Classifieds, Web Advertising and Sponsored Tweets...

ADVERTISING DIMENSIONS

Full Page – Bleed	216mm wide x 303mm high
Full Page – Trim	210mm wide x 297mm high
Full Page – Type Area	187mm wide x 264mm high
Half Page – Vertical	89mm wide x 264mm high
Half Page – Horizontal	187mm wide x 125mm high
Quarter Page	89mm wide x 125mm high

TO CONTACT THE EDITOR

email: publications@instituteofasphalt.org

FOR ADVERTISING SALES AND ADMINISTRATION

Vanessa Hunter, Admin Assistant

tel: 01506 238 397

email: vanessa@instituteofasphalt.org

71

ASPRO 71 - FEBRUARY 2017

Investment in Asphalt

Copy Deadline: 6th January 2017

Advertising Deadline: 17th January 2016

72

ASPRO 72 - APRIL 2017

Failures and solutions

Copy Deadline: 10th March 2017

Advertising Deadline: 21st March 2017

YB

2017 YEARBOOK - JUNE 2017

Driving Forward, Keeping Pace with Change in the Industry

Copy Deadline: 21st April 2017

Advertising Deadline: 9th May 2017

73

ASPRO 73 - SEPTEMBER 2017

Conference Report

Copy Deadline: 4th August 2017

Advertising Deadline: 15th August 2017

74

ASPRO 74 - NOVEMBER 2017

Surfacing Alternatives

Copy Deadline: 29th September 2017

Advertising Deadline: 10th October 2017

Working in partnership with

HIGHWAYS

www.highways-mag.co.uk

YEARBOOK AND CONFERENCE SPONSORSHIP

Enquiries and Bookings

Deirdre Flinn: dflinn@iat-irt.ie

Russell Hunter

russell@instituteofasphalt.org

For Trade Stands - Tom Walsh:

tom.walsh@rms.ie

Packages

Contact us to talk about joint sponsorship, trade stands and Yearbook packages

YEARBOOK ADVERTISING RATES 2017

Double Page Ad & Double Page Editorial	£1800
Full Page Ad & Full Page Editorial	£1350
Half Page Ad & Half Page Editorial	£800
Quarter Page Ad & Quarter Page Editorial	£450

Yearbook copy deadline: 21st April 2017

Yearbook advertising deadline: 9th May 2017

*We offer the same space editorial for every advert booked
i.e. double page spread for the price of one full page.*

Full details and online booking at
www.iatconference.co.uk

IAT ANNUAL CONFERENCE 2017

DRIVING FORWARD

'Keeping Pace with Change in the Asphalt Industry'

14-15 June 2017

at

The Johnstown Estate Hotel & Spa

Enfield, Co Meath

Ireland

Hosted by the Irish Branch

in celebration of Geraldine Walsh completing
her two year term as President of the Institute