



CalAPA Newsletter FAQ:

(Updated July 11, 2017)

Here are the most frequently asked questions we receive about CalAPA's weekly electronic newsletter, the *California Asphalt Insider*.

Q: How many people subscribe to the newsletter?

A: Currently, about 2,500, but the number increases every month.

Q: Who gets the newsletter?

A: Generally it is people who are interested in asphalt pavements, including CalAPA members, non-members, agency personnel and policy-makers. Most of the subscribers are located in California, but the newsletter is also sent to subscribers in many other states and countries.

Q: How often does the newsletter come out?

A: The newsletter is weekly, is sent out every Monday morning throughout the year, 52 weeks a year.

Q: Why does it come out so early in the morning?

A: We want to have the newsletter available for people as they start their workweek first thing on Monday morning. Because so many of our subscribers are on the East Coast, we send it at 4:25 a.m. Pacific Time so that it is in their mailboxes when the business day starts at 8 a.m. on the East Coast. Previous surveys of our readership identified Monday morning as the most preferred time to receive the newsletter.

Q: Must I be a member of CalAPA to get the newsletter?

A: No, the newsletter is produced as a service to the industry and our agency partners. Anyone can receive it at no cost. However, the newsletter is underwritten by dues-paying members of CalAPA. If you enjoy the newsletter, but are not a member of CalAPA, contact the association and inquire about joining to support the publication and other industry-advancement activities.

Q: Can I place an ad in the newsletter?

A: The newsletter currently does not accept advertising. There are, however, ample advertising opportunities available in the association's magazine, California Asphalt, our annual directory, and associated with CalAPA events. For information about the bi-monthly magazine visit the following link: <http://calapa.net/magazine.html>

Q: Can I place a job notice in the newsletter?

A: Notices about jobs are printed in the newsletter on a space-available basis. This free service is available to CalAPA members only.

California Asphalt Pavement Association (CalAPA)
P.O. Box 981300, West Sacramento, CA 95798
(916) 791-5044
www.calapa.net

Q: What if I see something wrong in the newsletter?

A: The editor of the newsletter strives for fairness and accuracy in all reports, but when factual errors occur a correction or clarification will be printed in the newsletter.

Q: Can I submit a story or story idea for the newsletter?

A: The editor is pleased to consider story ideas for the newsletter. Please refer to our submission guidelines [HERE](#).

Q: Where do you get your "Quote of the Week?"

A: The Quote of the Week is a longstanding tradition. You can read a commentary about it [HERE](#). Currently, CalAPA administrative assistant Ritha Nhorn scours numerous sources to put forward a Quote of the Week for consideration by the editor.

Q: What is the source material for the "Tech Term of the Week?"

A: Currently, CalAPA administrative assistant Ritha Nhorn, a civil engineering candidate at California State University, Sacramento, provides the "Tech Term," which is drawn from numerous technical sources, including the glossary of terms that is included in all CalAPA technical training class workbooks. Ideas for future Tech Terms are welcome.

Q: How can I get back issues of the newsletter?

A: CalAPA maintains an archive of recent issues of the newsletter on our webpage. Click [HERE](#) to visit the archive page. For older issues, contact CalAPA.

Q: Is the newsletter distributed by any other means besides e-mail?

A: The newsletter is also posted to CalAPA's social media feeds: Facebook, Twitter and Linked-in.

Q: Does CalAPA have more in-depth coverage of issues?

A: CalAPA produces member-only "Member Alerts" that provide additional detail and analysis and are available to CalAPA members only. Some brief newsletter stories may be expanded into in-depth articles for the CalAPA magazine, *California Asphalt*. If you are an employee of a CalAPA member company and are not receiving member alerts but would like to, please contact CalAPA to be added to our distribution list.

Q: How do I sign up to receive the newsletter?

A: A self-subscribe tool is available [HERE](#).

Q: What if I no longer wish to receive the newsletter?

A: Click on the "safe unsubscribe" link at the bottom of any e-mail to be automatically removed from the distribution list for the newsletter.

Q: I signed up for the newsletter but have not yet received it. What happened?

A: Check your spam folder, and if the newsletter is there, add it to your "safe sender" list. If it is not in the spam folder, it may be blocked by your company's anti-spam filter at the network level. Contact your IT administrator and ask to have the newsletter "white-listed" – added to a list of approved e-mail senders.

Q: If I sign up to receive the newsletter, will you sell or otherwise share my contact information with others?

A: No. It is the policy of CalAPA not to share with third parties member information, or the information of non-members who interact with the association. Read our privacy policy [HERE](#).

Q: May I share the newsletter with others?

A: Feel free to share the newsletter with others. However, newsletter content is copyrighted and the property of the California Asphalt Pavement Association. Contact CalAPA at (916) 791-5044 for guidance about reprinting or quoting from articles.