CALIFORNIA
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JOURNAL OF THE CALIFORNIA ASPHALT PAVEMENT ASSOCIATION

Editorial Calendar

December/January
Forecast Issue
December 24, 2026

February/March
Private Construction Issue
March 30, 2027

April/May
Pavement Preservation Issue
April 20, 2027

June/July
Environmental Issue
June 18, 2027

August/September
Quality Issue
August 27, 2027

October/November
Equipment Issue
October 29, 2027

*Editorial Calendar is subject to change.
We reserve the right to prioritize relevant and timely news.
Editorial submission guidelines available upon request.

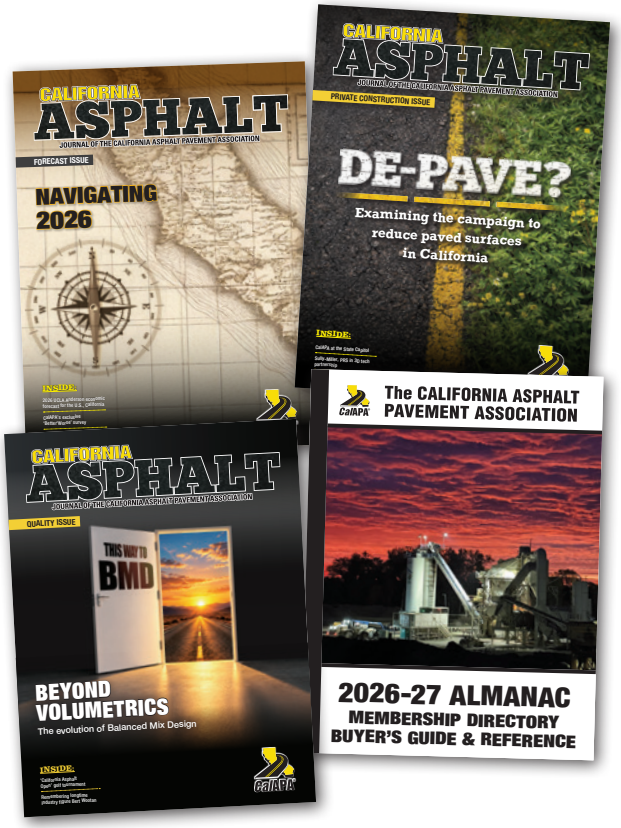
Published by:

construction marketing services

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2027 Advertising Rates & Information



Go viral! Contract advertisers also receive a free social media video for each ad to maximize impact.

California Asphalt Pavement Association Information:

Mailing Address:
P.O. Box 981300
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CalAPA®

California Asphalt Pavement Association Almanac Membership Directory Buyer's Guide & Reference

2027 Advertising Rates

Size	1x	3x	6x
Page	$1,995	$1,885	$1,725
1/2 Page	$1,365	$1,285	$1,175
1/4 Page	$1,015	$945	$895
Rates include full-color			

*Above rates are for CalAPA members only. Non-member advertisers are subject to a 15% surcharge.

Cover Positions

Position	Rate
Back Cover	$2,095
Inside Covers	$1,975
Page 3 or Special	$1,875
Position Requests	

Mechanical Requirements

Size	Width	Height
Page (Bleed)	8.25"	10.75"
Page Trim Size	8"	10.5"
1/2 Horizontal	7"	4.625"
1/4 Vertical	3.425"	4.625"

Directory Advertising (Full Color)

Size		Rate
Premium (Back Cover)	5.25" x 7.75"	$2,295
Tab Page	4.75" x 7.75"	$2,265
Full Page	4.75" x 7.75"	$1,975
1/2 Page Horizontal	4.75" x 3.75"	$1,250

Advertising in the annual CalAPA Almanac Membership Directory Buyer's Guide & Reference provides your company with direct, cost-effective exposure before key decision makers in California's asphalt industry.

* Only CalAPA members may advertise in the membership directory. For membership information call the CalAPA office at (916) 791-5044.

Acceptable Platforms and Software

Files may be produced on Apple or PC platforms using Adobe InDesign, Adobe Photoshop, Adobe Illustrator or Adobe Acrobat.

*** The preferred file format are high resolution print ready PDFs.**

CMS also has an FTP site available for large file transfers if needed.

Any questions regarding file preparation or FTP information, please contact California Asphalt at: khoover@calcontractor.com or call: **(909) 772-3121**