

## Editorial Calendar

December/January

**Forecast Issue**

December 26, 2025

February/March

**Private Construction Issue**

February 6, 2026

April/May

**Asphalt Rehabilitation Issue**

April 3, 2026

June/July

**Environmental Issue**

June 5, 2026

August/September

**Quality Issue**

August 28, 2026

October/November

**Equipment Issue**

October 30, 2026

\*Editorial Calendar is subject to change.

We reserve the right to prioritize relevant and timely news.  
Editorial submission guidelines available upon request.

## 2026 Advertising Rates & Information



Published by:

construction marketing services



For more information contact Kerry Hoover  
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**Go viral! Contract advertisers also  
receive a free social media video for  
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## California Asphalt Pavement Association Information:

### Mailing Address:

P.O. Box 981300  
West Sacramento, CA 95798

### Physical Address:

1550 Harbor Blvd., Suite 120  
West Sacramento, CA 95691

### Phone and Website:

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

### 2026 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: kahoover@calcontractor.com or call: (909) 772-3121