

Everything Roads
Since 1894.

Good Roads Quarterly
Pricing Kit

Good Roads

Readership & Credibility

Good Roads exists to connect our members to each other, to other levels of government, to academia and to relevant private sector interests. We provide our members with training, knowledge, political advocacy, and solutions to their most pressing problems. This work is important because the management of roads and transportation is changing faster than ever.

Good Roads Quarterly (GRQ) is a publication that reflects our purpose.

GRQ captures the best and brightest ideas of a sector in the throes of unprecedented change. It is a sophisticated publication that is firmly anchored in the geography and spirit of Ontario. Yet, it also keeps an eye on the trends and technologies that are posed to shape the future of transportation in Ontario.

Rachel Swiednicki
Manager,
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Good Roads
22-1525 Cornwall Rd
Oakville, ON L6J0B2
+1 289 291 6472

Did you know?

Ontario's municipalities have the purchasing power of approximately \$64 billion every year.

Good Roads puts your organization on the eyes of those municipalities and First Nations.

Quarterly Distribution

GRQ is distributed four times a year.

More than 4,000 copies printed and mailed to:

- Municipal Engineers
- Chief Administration Officers
- Volunteer Instructors at Good Roads
- Municipal Council Members
- Road Superintendents
- Public Works Managers
- Suppliers and Service Providers
- Industry Associations, Provincial leaders and Academics

Advertising Options

Get your products and services in front of municipal and First Nations decision makers in our upcoming Fall and Winter issues.

Buy two issues and save.

Advertorials

Members	(Single Issue)	\$2,100
	(Fall/Winter Issue)	\$1,300/issue
Non-Members		\$2,500

Full Page

Members	(Single Issue)	\$1,750
	(Fall/Winter Issue)	\$1,600/issue
Non-Members		\$2,100

Half Page

Members	(Single Issue)	\$1,350
	(Fall/Winter Issue)	\$1,550/issue
Non-Members		\$2,000

Top/Bottom Banner

Members	(Single Issue)	\$1,200
	(Fall/Winter Issue)	\$950/issue
Non-Members		\$1,900

Side Bar

Members	(Single Issue)	\$1,000
	(Fall/Winter Issue)	\$875/issue
Non-Members		\$1,500

All prices are subject to HST.

Production Requirements

Size	Width	Height
Full Page	7½"	10"
½ Page Horizontal	6⅝"	4¼"
½ Page Vertical	3¼"	8¾"
¼ Horizontal Bottom	6⅝"	2⅛"

*Files must be produced with 0.125" bleed on all sides.

*All ads are to be 4-colour only.

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. If file manipulation is required on supplied ads, a production fee will be charged. A fee of \$50.00 will be incurred for all digital proof requests.

Printing Dates for Good Roads Quarterly

April 10th
June 10th
September 10th
December 10th

Material Deadlines

March 20th
May 20th
August 20th
November 20th

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Premium Positioning

Premium positions are available on the inside front/back and the outside back covers. Be the first or last thing a reader sees when perusing GRQ with this premium placement of your brand or product.

Inside Front/Back Members \$1,300
 Non-Members \$2,699

Outside Back Members \$1,800
 Non-Members \$2,699
 all prices +HST.