

Good Roads Quarterly 2025 Pricing Kit

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

Rachel Swiednicki
Manager, Communications
and Marketing
rachel@goodroads.ca
905-630-0542

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.

“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 and Production Requirements

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Advertising Options

Buy two issues and save.

Advertorials

Members	(Single Issue)	\$2,100
Members	(Two Issues)	\$1,800
Non-Members		\$2,500

Full Page Ads

Members	(Single Issue)	\$1,350
Non-Members		\$2,100

Half Page

Members	(Single Issue)	\$1,100
Non-Members		\$2,000

Top/Bottom Banner

Members	(Single Issue)	\$899
Non-Members		\$1,900

Side Bar

Members	(Single Issue)	\$1,000
Members	(Two Issues)	\$750
Non-Members		\$1,500

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	\$1,800
Non-Members	\$2,699
Outside Back Members	\$1,500
Non-Members	\$2,699

All prices are subject to HST.

Production Requirements

Size	Width	Height
Full Page	7 $\frac{1}{2}$ "	10"
1/2 Page Horizontal	6 $\frac{5}{8}$ "	4 $\frac{1}{4}$ "
1/2 Page Vertical	3 $\frac{1}{4}$ "	8 $\frac{3}{4}$ "
1/4 Horizontal Bottom	6 $\frac{5}{8}$ "	2 $\frac{1}{8}$ "

*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

February 7th

May 16th

September 12th

November 29th

Material Deadlines

January 17th

April 25th

August 15th

November 8th

