

ASHE INSIDE LANE

REACH

4,200

HIGHWAY CONSTRUCTION PROFESSIONALS

EVERY WEEK

MEDIA KIT



A

MOVING YOU FORWARD
Nothing is stationary. Not in your world. Definitely not in ours.

ASHE The Inside Lane
an ASHE Industry Update

May 14, 2009
ASHE Quick Links > Home News & Information Regions Committees Membership Scholarships

Highways of the Future—A Strategic Plan for Highway Infrastructure Research and Development

from Federal Highway Administration
FEATURE Brief
As the Nation moves into the heart of the 21st century, the economic growth made possible by the highway system has fueled tremendous increases in the demands placed on it. At the same time, the Nation's investment in highway infrastructure has not kept pace with these growing demands. These circumstances present highway agencies with many critical challenges. [More](#)

Colorado's First Stimulus Highway Projects Start

from ASHE News and The Associated Press
Colorado has begun spending its \$400 million transportation stimulus money on new highway projects, starting with a \$1.2 million paving project south of Denver. Governor Bill Ritter attended a groundbreaking ceremony for that project Tuesday in Littleton as workers began curbing and sewer work on the sidewalk along Bellevue Avenue behind him. [More](#)

Hard-Hit Counties Could Miss Out on Highway Grants

from National News and The Associated Press
A new grant program allows federal officials to target areas hardest hit by the recession with money for roads and bridges, but struggling counties waiting for stimulus help could miss out on the transportation funding. [More](#)

Price Tag to Reduce Congestion, 'Go Green,' and Improve Safety Outlined in Bottom Line Report

from American Society of State and Highway Transportation Officials
By 2015, governments at all levels will need to more than double their spending on highways and bridges to keep up with increased traffic, freight congestion, the demands of aging highways and bridges, and the growth of the nation's population. Transit spending would need to quadruple to serve increased ridership. [More](#)

PRODUCT SHOWCASES

Take Full Advantage of AutoCAD® Civil 3D®



Pinnacle Series® add-on technology dramatically improves your ability to implement AutoCAD® Civil 3D®. Using links to execute the right commands, the surveying, roadway design, and plan set workflows guide users to complete their work faster while consistently following your standards and best practices. [More info](#)

Starbucks Coffee Company



It's the same rich and creamy Caramel Macchiato taste you expect, with fewer calories. Did you know? Macchiato is an Italian word meaning "marked." So a latte macchiato is steamed milk marked with a little espresso, while a cafe macchiato is espresso marked with a little milk. [More info](#)

Internet Explorer 8 Upgrade



Upgrade to Internet Explorer 8 for safer, more secure browsing. You get built-in security features, faster page and tab loading, and integrated Bing Search and MSN for all the information you need in one convenient place. [More info](#)

HNTB



The Call Factory
(800) 368-6311

Helping dealers of all sizes save money for over 25 YEARS

- Signs
- Decals
- Reflective
- Booklets
- Catalogs
- Stakes

decalfactory.com

B

F

C

D

C1

E

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 4,200 highway construction professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$1750/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
150k



Product Showcase
\$1250

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor incid-
idunt ut labore et. [More](#)

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

THE ASHE INSIDE LANE, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS AND
INFORMATION TO PROFESSIONALS IN THE
HIGHWAY CONSTRUCTION INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of contractors, consulting engineers, government agencies, material suppliers, utility companies, and other highway related agencies, the ASHE Inside Lane keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

ASHE INSIDE LANE
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN ASHE INSIDE LANE:



CREDIBLE SOURCE

For over 50 years, our members have turned to the association as the informational authority of the industry. Advertising in ASHE Inside Lane solidifies your place among weekly information provided to ASHE members.



TARGETED DISTRIBUTION

Advertising in ASHE Inside Lane allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to ASHE Inside Lane have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, ASHE Inside Lane ensures your ad will be every week by our 4,200 subscribers.



AFFORDABLE

Advertising in ASHE Inside Lane is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of ASHE Inside Lane has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in ASHE Inside Lane.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.