

2008 Editorial Calendar

January



2008 Industry Forecast
The Road-Pro's Guide to CONEXPO-CON/AGG Pre-Show Planning Guide

Highway Contractor

The primary/sub relationship

Road Manager

Do fog seals make sense?

Road Science Illustrated

Thin-lift concrete overlays

Bid List

Sweepers and sweeper attachments

Bonus Distribution: AED, WOC and ATSSA
Ad Close: December 3, 2007

February



The Road-Pro's Guide to CONEXPO-CON/AGG Exhibit Preview

Better Bridges

Highway Contractor

Controlling traffic through road repairs and rebuilds

Road Manager

Using U-turns in traffic design

Road Science

Road recycling: How green can we get?

Bid List

Utility rollers

Bonus Distribution: NAPA, ARRA-AEDMA-ISSA, IECA
Ad Close: January 2, 2008

March



CONEXPO-CON/AGG Pocket Guide

10 Ugly Truths About America's Road Program

Highway Contractor

Recruiting and keeping good crews

Road Manager

How smart can intelligent transportation get?

Road Science Illustrated

The art and science of stone matrix asphalt

Bid List

Milling machines and attachments

Bonus Distribution: CONEXPO-CON/AGG
Ad Close: February 1, 2008

April

Toll Roads: the Pros, the Antis and the Feds – Who Stands Where and Why

Highway Contractor

Pouring gutters and barriers

Road Manager

Sudden snow survival guide

Road Science

What should be in a road inventory?

Bid List

Backhoe loaders

Bonus Distribution: APWA Snow
Ad Close: March 3, 2008

July

ARRA Supplement

- In-place recycling best practices
- Milling tips and ideas

Transportation Reauthorization

Can this system be saved?

Highway Contractor

Successful agency relationships

Road Science Illustrated

Optimizing jointed concrete pavements

Bid List

Articulated haulers

Ad Close: June 2, 2008

August

ACPA Supplement

Better Bridges

- Winter maintenance for bridges

Transportation Reauthorization

The truth about earmarks

Highway Contractor

When machine control systems make sense

Bid List

Roadside management ideas for Fall

Ad Close: July 1, 2008

September

Transportation Reauthorization

Does anyone have a plan?

Highway Contractor

Software solutions for today's road contractor

Road Manager

Winter Winners: Award-winning reader photos of the war on winter

Road Science Illustrated

Thin-lift asphalt overlays

Bid List

Crawler dozers

Bonus Distribution: APWA
Ad Close: August 1, 2008

October

NAPA Supplement

- Asphalt solutions to pavement problems
- Keys to award-winning pavement

Transportation Reauthorization

Top guns in the new debate

Highway Contractor

Perfect concrete placement

Road Manager

Managing winter roads

Road Science

Extending bridge life

Bid List

Compact wheel loaders

Bonus Distribution: NRVMA, Intertraffic
Ad Close: September 1, 2008

May

Better Bridges

- IBC Show Preview
- Long-term bridge performance program

Highway Contractor

Smart trucking strategies and practices

Road Manager

Great Ideas: Chicago solves its blind curve blues

Road Science Illustrated

Perfect Drainage—and how to keep it that way

Bid List

Asphalt pavers

Ad Close: April 1, 2008

November

Better Bridges

- Exclusive bridge inventory and analysis

Transportation Reauthorization

How movers and shakers are lining up

Highway Contractor

How to stretch the construction season

Road Manager

Award-winning vegetation management projects

Road Science Illustrated

Keeping unpaved roads in tip top shape

Bid List

Work trucks, bodies and trailers

Ad Close: October 1, 2008

June

Engineering Today's Roads

Who's in Charge and Why, and is Anything Wrong with That?

Highway Contractor

Keeping your pavers in tip-top condition

Road Manager

Better Signage: Criteria to meet the challenges ahead

Bid List

Snow plows and blower attachments

Bonus Distribution: IBC

Ad Close: May 1, 2008

December

2008-2009 Industry Yearbook

- Trends to watch in road technology
- 2008 milestones
- 2009 industry calendar

Better Roads Top Rollouts Awards

Transportation Reauthorization

Better Roads' Guide to Vital Elements in the Next Transportation Act

Ad Close: November 3, 2008

Capture Your Share of the Growing Bridge Market in *Better Bridges*



As North America's bridges reach their useful life, contracts for bridge work continue to grow at a record pace – up 26% through June 2007. The collapse of the I-35 Bridge in Minneapolis served to focus the nation's attention on the problems of our decaying infrastructure. As the public and their elected officials respond to the tragedy, bridge construction and maintenance will continue to be prioritized.

Better Roads is the only publication with a dedicated editorial supplement devoted exclusively to bridge construction. From our Bridge Inventory and Analysis to construction and maintenance issues, *Better Bridges* leads the industry in providing information to help road and bridge professionals repair, maintain and build these key elements of our nation's infrastructure.

Better Bridges is the definitive source for bridge professionals with exclusive editorial in May, August and November.

Your advertising reaches all the top bridge builders, including 875 subscribers among 152 bridge-building firms on ARTBA's top 300 list.

Maximize Your PR in *Better Roads*

Learn how to submit press releases and articles for maximum exposure. Download our convenient PR Guide at www.BetterRoads.com