



ADVERTISING MEDIA KIT

WHY ADVERTISE WITH TXAPA?

Texas Asphalt and the TXAPA Member Directory are published by the Texas Asphalt Pavement Association—the only association in Texas dedicated exclusively to asphalt pavement. Together, these publications serve as trusted, industry-specific resources for the professionals who produce, design, specify, construct, and maintain asphalt pavements across the state.

Representing asphalt producers, contractors, liquid asphalt suppliers, and related firms, **TXAPA members collectively account for the majority of the asphalt industry in Texas.** The association's publications reach a highly concentrated audience of decision-makers, influencers, and technical professionals who are actively engaged in asphalt pavement work.

The Texas asphalt industry contributes more than **\$5 billion annually to the state's economy** through the production and installation of asphalt pavements for highways, roads, bridges, parking lots, and other critical infrastructure.

TXAPA members represent significant buying power—from materials and equipment to engineering services, technology, and professional solutions—making TXAPA publications a direct connection to companies that plan, specify, and invest year after year.

Advertising sales and publication services provided by The Wyman Company

Heather McMillen, Account Manager

Phone: (352) 900-3011

Email: hmcmillen@thewymancompany.com

March 9, 2026

Texas Asphalt Pavement Association
P.O. Box 1468
Buda, TX 78610

Dear TXAPA Members and Industry Partners,

As TXAPA continues to double down on protecting and growing our market, it is essential that we communicate our message with clarity, consistency, and the highest possible level of quality. To that end, I am pleased to share that we are shifting gears to a new publishing partner for Texas Asphalt Magazine.

Beginning with our upcoming issues, Texas Asphalt Magazine will be published in partnership with The Wyman Company, a firm with deep experience producing high-quality, mission-driven publications. This change reflects our commitment to elevating the magazine as a strategic tool—one that advances our narrative and strengthens advocacy for asphalt pavement across the state.

Under this new partnership, the magazine will place an increased emphasis on meaningful, relevant content that supports our industry: educational features, success stories from our members and partners in the field, and pieces that clearly articulate the value of asphalt pavement to owners, agencies, and decision-makers. At the same time, the publication will continue to drive strong statewide distribution for our advertisers, which remains—now and always—an exclusive benefit of TXAPA membership.

The Wyman Company is our new publishing partner, and we encourage you to think of them as your partner as well. We ask for your support of this evolution by staying engaged with the magazine and by ensuring your company is represented in the pages of the premier—and only—asphalt pavement publication in Texas.

We are excited about this next chapter and confident it will strengthen Texas Asphalt Magazine as a powerful voice for our industry.

Sincerely,

A handwritten signature in black ink, appearing to read "Harold C. Mullen", is written in a cursive style.

Harold C. Mullen, CEO
Texas Asphalt Pavement Association

Display Advertising (Print and Digital)

Texas Asphalt is the official magazine of the Texas Asphalt Pavement Association—the state’s only association dedicated exclusively to asphalt pavement. Each issue reaches approximately 5,000 industry professionals, including contractors, engineering consultants, and state and local agency personnel involved in asphalt pavement design, construction, and maintenance.

The magazine is distributed throughout offices, lobbies, and shared spaces, extending its visibility well beyond initial delivery. Advertising in Texas Asphalt places your company within a trusted industry publication that is read by the professionals who specify, build, regulate, and maintain asphalt pavements across Texas.

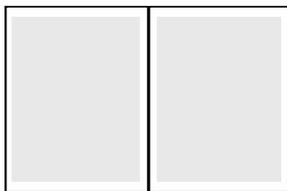
Texas Asphalt is an award-recognized association publication.

Full Color			
Ad Size	1x Rate	2x-3x Rate	4x Rate
Double Page Spread	\$3,949.50	\$3,769.50	\$3,559.50
Outside Back Cover	\$3,679.50	\$3,549.50	\$3,389.50
Inside Front Cover	\$3,429.50	\$3,299.50	\$3,139.50
Full Page	\$2,929.50	\$2,799.50	\$2,639.50
1/2-page (island)	\$1,989.50	\$1,899.50	\$1,789.50
1/2-page	\$1,719.50	\$1,639.50	\$1,549.50
1/3-page	\$1,339.50	\$1,279.50	\$1,209.50
1/4-page	\$989.50	\$939.50	\$889.50
1/8-page	\$569.50	\$539.50	\$509.50

All rates are net.

Non-cover prime positions are a 15% upcharge.

Magazine Print Specifications



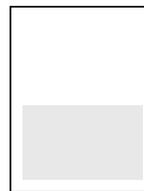
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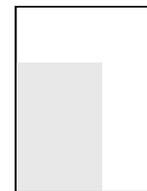
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Full Page no Bleed
7" x 9.5"



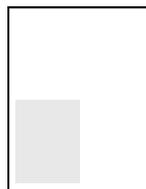
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7" x 4.583"



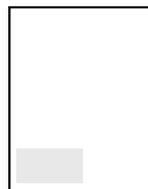
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1/4 Page
7" x 3"



1/4 Page
3.333" x 4.583"



1/4 Page
3.333" x 2.166"

Publication Schedule

Issue	Theme	Ad Copy Deadline	Mail Date
Summer 2026	The New Texas Asphalt	4/30/2026	6/24/2026
Fall 2026	51st Annual Meeting Preview* <i>* Bonus Distribution at the 2026 TXAPA Annual Meeting</i>	6/24/2026	8/24/2026
Winter 2026	End-of-Year Wrap-Up	10/15/2026	12/11/2026

Display Advertising (Print and Digital)

Display advertising in the TXAPA Member Directory places your company inside a year-round reference used daily by asphalt industry professionals across Texas. Distributed exclusively to TXAPA members, the directory lives on desks and in offices as a practical tool for finding companies, contacts, and services throughout the year.

Advertising in the directory aligns your company with a trusted, member-only resource that is consulted repeatedly, making it a durable presence within the Texas asphalt industry.

Full Color	
Ad Size	1x
Double Page Spread	\$3,909.50
Outside Back Cover	\$3,649.50
Inside Front Cover	\$3,399.50
Full Page	\$2,899.50
1/2-page	\$1,769.50
1/3-page	\$1,339.50
1/4-page	\$919.50
1/8-page	\$549.50

All rates are net.

Non-cover prime positions are a 15% upcharge.

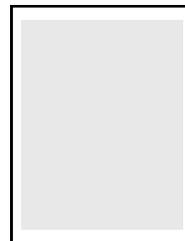
Directory Print Specifications



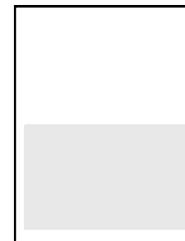
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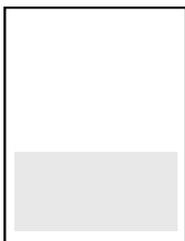
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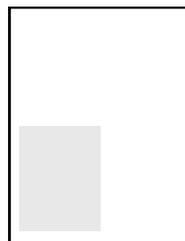
Full Page no Bleed
5" x 7.5"



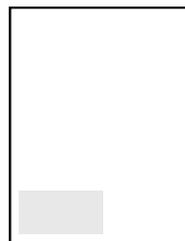
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5" x 3.666"



1/4 Page
5" x 2.333"



1/4 Page
2.333" x 3.666"



1/8 Page
2.333" x 1.666"