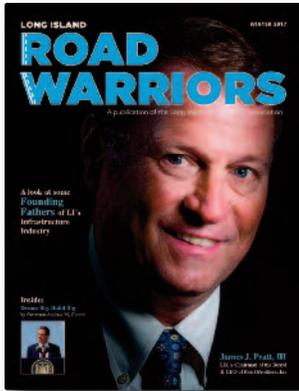


Long Island

ROAD WARRIORS Magazine



The Official Publication of the Long Island Contractors' Association (LICA)



LI ROAD WARRIORS

magazine sets itself apart from other trade publications with its high quality design, professional photography and captivating cover stories.

In addition to opening commentary from LICA's executive director, each quarterly issue will feature

articles on industry-related issues and relevant business topics including:

- **Legal:** Articles may discuss contract law, litigation, compliance or other matters of industry importance.
- **Accounting:** Read about new accounting regulations, procedures and other critical money matters.
- **Insurance/Surety:** For an industry rife with risk, our articles can help keep your business in business.
- **Banking/Finance:** Whether it's loans, banking or money management, gain important insights here.
- **Design/Engineering/Architecture:** Whether it's design/build focused or a feature on the latest trends and technology, learn more about it here.
- **Safety/Training:** Construction is a dangerous business. Learn how to keep workers safe on the job.
- **Labor:** Labor impacts our contractors and the economy, read about workforce issues/insights here.
- **News & Views:** Read the latest legislative and/or political news and views as seen by LICA's government relations consultants.
- **Political Perspectives:** Gain new perspective when you read the thoughts from different elected officials in each issue of Long Island Road Warriors.

Additional content and special editions may focus on other related topics including commercial development, transportation modernization, transformative infrastructure projects and more.

See reverse for ad rates and more information.

Long Island ROAD WARRIORS magazine is the official new publication of the Long Island Contractors' Association (LICA) which will be published four times per year, beginning with its inaugural Winter Issue in December of 2017.

Playing a significant role within Long Island's Nassau and Suffolk Counties, LICA's membership base boasts a powerful economic impact, contributing nearly \$4 billion to the area's gross regional product.

With that in mind, *Road Warriors* magazine will be circulated heavily in the Long Island/New York City Metro region as well as in Albany, our state capital. Distribution will also include other key officials and industry organizations in states across the country.

Of course LICA's member organizations, who include some of the region's largest and most respected general contractors, subcontractors, suppliers and associate business members, will be prime targets for circulation as well as our important and influential partners: labor organizations, business leaders, civic and advisory councils, transportation and educational institutions, developers and industrial development agencies.

All local and state government leaders will receive a copy of *Road Warriors* in addition to public works officials in every village, town and city in our bi-county region. Finally, circulation will include key personnel within New York State agencies including DOT, MTA/LIRR, DEC, DOL, Port Authority, ESD and the EPA.

Circulation: 1,000

Expected Readership: 3,000

Advertising Rates Per Issue:

LICA MEMBERS SAVE 20%

AD SIZE (all ads full color)	1X	2X	4X
Back Cover (Non-Member)	\$1,750	\$1,575	\$1,400
LICA Member Rate (20% discount)	\$1,400	\$1,260	\$1,120
Inside Front/Inside Back Cover (Non-Member)	\$1,500	\$1,350	\$1,200
LICA Member Rate (20% discount)	\$1,200	\$1,080	\$960
Full Page (Non-Member)	\$1,000	\$900	\$800
LICA Member Rate (20% discount)	\$800	\$720	\$640
Half Page (Non-Member)	\$750	\$675	\$600
LICA Member Rate (20% discount)	\$600	\$540	\$480
Quarter Page (Non-Member)	\$375	\$338	\$300
LICA Member Rate (20% discount)	\$300	\$270	\$240

See Ad Reservation Form for full ad specs, deadlines, payment and other publication information. For questions or advertising/editorial opportunities, contact: RWinfo@licanys.org



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Long Island ROAD WARRIORS magazine is the official publication of the Long Island Contractors' Association (LICA). LICA represents the interests of the region's premier heavy construction general contractors, subcontractors, suppliers and industry supporters. Focused primarily in the transportation infrastructure construction industry such as highways, bridges, rail, sewers and other public works, LICA's member companies play a significant role within Long Island's Nassau and Suffolk Counties. The economic impact of the industry contributes \$4 billion to the local gross regional product.

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