CELEBRATING 50 YEARS
OF THE INTERSTATE HIGHWAY SYSTEM

INTERSTATE HIGHWAY SYSTEM

ABOUT THE DWIGHT D.EISENHOWER SYSTEM OF INTERSTATE AND DEFENSE HIGHWAYS

America is a nation on wheels; its citizens benefit from a freedom of mobility that is unrivaled anywhere in the world. A substantial portion of that mobility is attributable to the federal highways system, which will celebrate its 50th anniversary in 2006. The interstate highway system, the largest public works program in history, has had an enormous impact on the nation. It has positively influenced economic growth, reduced traffic deaths and injuries, provided substantial benefits to users, and been a crucial factor in the nation's defense. On June 29, 1956, President Eisenhower signed the Federal Aid-Highway Act authorizing the interstate highway system (later formally named the Dwight D. Eisenhower System of Interstate and Defense Highways). The Act authorized 41,000 miles of high quality highways that were to tie the nation together. Later, congressional action increased the length to 42,500 miles and required super-highway standards for all interstate highways. The system was to be completed by 1975.

ABOUT THE INTERSTATE 50 COUNCIL

The INTERSTATE 50 council is an advisory panel, chaired by Rodney Slater, former U.S Secretary of Transportation and the former administrator of the Federal Highway Administration. Other members of the council include LTG Kenneth Wykle (Ret.), former Deputy Commander, U.S Transportation Command and the former administrator of the Federal Highway Administration, Rodney Pello, Vice President HNTB, and the President of the American Society of Highway Engineers, and James Cagley, President of the American Concrete Institute. Other invited members include, Bill Graves, President of the American Trucking Association, Gerald Shaheen Vice President, Caterpillar and the incoming Chairman of the Association of Equipment Manufacturers, and Peter Grass Chairman of the Asphalt Institute.

CELEBRATING 50 YEARS
OF THE INTERSTATE HIGHWAY SYSTEM

ABOUT THE 50TH ANNIVERSARY PUBLICATION

In 2006 celebrations will take place nationally to mark the occasion of the interstate system's 50th anniversary and to coincide with the anniversary, a special commemorative publication will be produced in cooperation with the INTERSTATE 50 council. Produced by specialist government & military publisher Faircount, the publication will be a high quality perfect bound edition examining the history of the interstate system, its current status and the projects currently being worked today. We will include a focus on the new federal highway spending bill, and the plans, programs, and technologies that will be implemented in the future both by the federal and state departments of transportation. The publication will also contain introductory messages and interviews from the current and former leadership of the Federal Highway Administration and industry.

THE PUBLICATION

DISTRIBUTION

COMPLIMENTARY COPIES WILL BE MAILED THROUGHOUT THE FOLLOWING ORGANIZATIONS:

- U.S. Department of Transportation
- Federal Highway Administration
- State Departments of Transportation
- State Highway Departments
- County Government
- Municipal/City Government
- State Transportation Boards & Commissions
- U.S. Department of Defense, Army, Navy, & Air Force Transportation & Logistics Personnel
- U.S. Transportation Command
- Members of the U.S. Congress, including Legislative Aides & Transportation Committee Staff
- Members of the State Legislatures, including Legislative Aides & Transportation Committee Staff
- Members of the American Society of Highway Engineers
- Members of the National Defense Transportation Association
- Independent State Construction Contractors, Civil Engineering Firms, Independent Contractors, Surveying Firms, Architectural Firms, & Industrial Construction Products Manufacturers & Suppliers

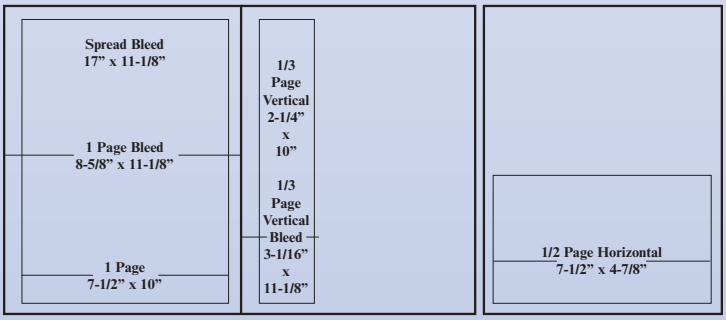
JOB TITLES AND FUNCTIONS RECEIVING THE PUBLICATION:

- Acquisition
- Administrator
- Associate Administrator
- Chief District Engineer
- Chief Engineer
- Chief Surveyors
- City/County/District Engineer
- Civil/Structural Engineer
- Commissioner
- Department Heads
- Deputy Director
- Deputy Regional Administrator
- Director
- Division Engineer
- Highway Safety & Traffic Engineers
- Managing Engineer
- Planning Administrator
- Project Engineers
- Project Managers
- Public Works Officials
- Regional Director
- Senior Executives - President/Chairman/CEO
- State Highway Engineer
- State Transportation Planner
- Superintendent of Streets/ Roads
- Traffic Management Engineer
- Traffic/Highway Engineer

CELEBRATING 50 YEARS
OF THE INTERSTATE HIGHWAY SYSTEM

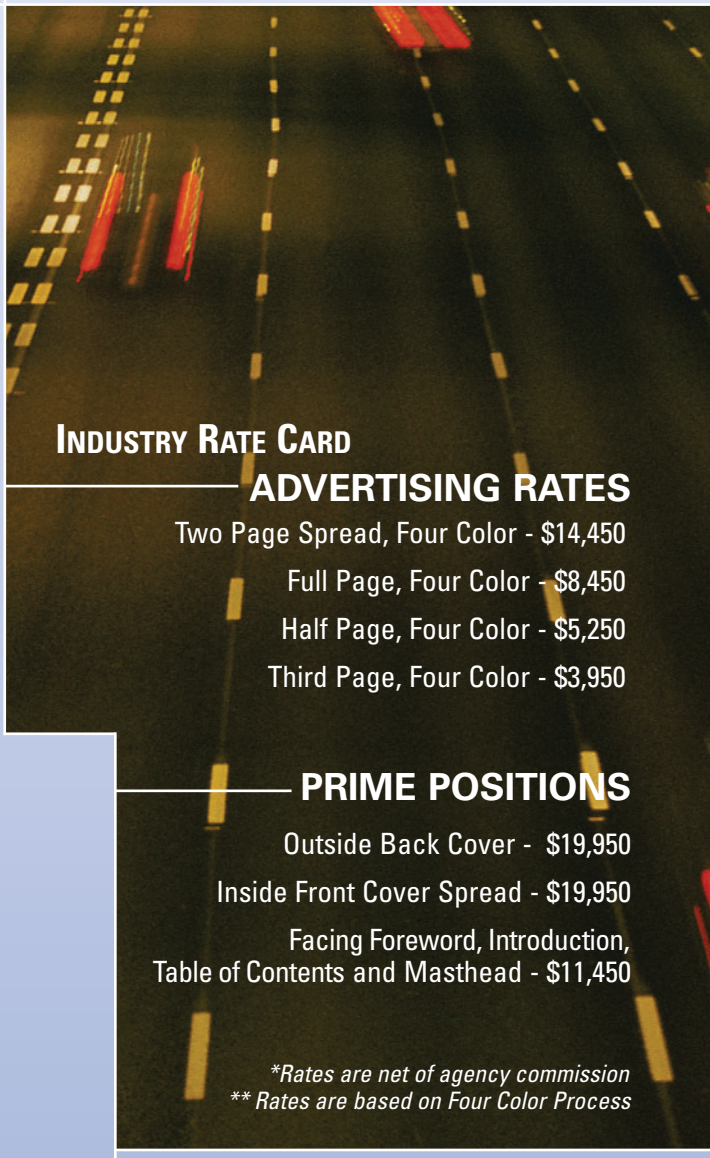
MECHANICAL REQUIREMENTS

The publication is produced using the Computer To Plate (CTP) process. For this purpose we require ads to be submitted on a Mac-format computer disk (CD or Zip). We prefer the ad to be produced in Quark Xpress though ads built in Pagemaker, Illustrator (version 10 or lower) or Photoshop are acceptable.



ADS MUST BE SUPPLIED WITH ALL SUPPORTING FILES IN THE FOLLOWING FORMATS:

- Postscript fonts only, True Type Fonts are not acceptable. You must include both printer and screen fonts.
- Images: TIFF or eps format, CMYK (or grayscale for B&W images), 300dpi. resolution. Please do all color corrections in Photoshop before you import into any application. B&W tiff images imported into Quark or Pagemaker cannot be converted to color once placed. We cannot write postscript files when colorization has been done.
- Trim size: 8 3/8" x 10 7/8"
- Bleed: Add 1/8" MINIMUM to all edges.
- Live area: 1/4" from trim preferred.
- Line Screen: 150lpi (133lpi minimum)



INDUSTRY RATE CARD

ADVERTISING RATES

Two Page Spread, Four Color - $14,450

Full Page, Four Color - $8,450

Half Page, Four Color - $5,250

Third Page, Four Color - $3,950

PRIME POSITIONS

Outside Back Cover - $19,950

Inside Front Cover Spread - $19,950

Facing Foreword, Introduction, Table of Contents and Masthead - $11,450

**Rates are net of agency commission*
*** Rates are based on Four Color Process*

FAIRCOUNT

701 North Westshore Blvd.
Tampa, FL 33609 • USA.
Tel: (813) 639-1900 • Fax: (813) 639-4344

FOR HELP WITH ADVERTISING SPECIFICATIONS CONTACT
Lorena Noya at
lorena@faircount.com or

Rebecca Laborde at
rlaborde@faircount.com