



NASTT's *Trenchless Today*

Educate - Train - Research - Publish



MEDIA
KIT
2012

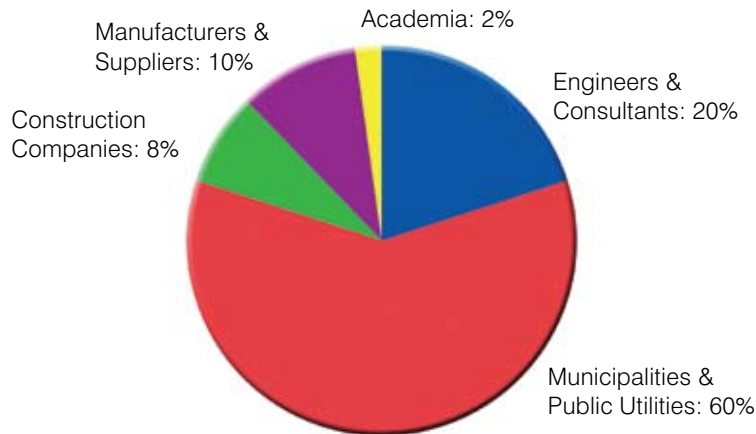


About *Trenchless Today*:

The North American Society for Trenchless Technology's *Trenchless Today* magazine focuses on NASTT members. The three issues each year include NASTT news, technical papers from the No-Dig Show, information on upcoming educational events and updates on NASTT's annual No-Dig Show.

Circulation Information: 3,000

The circulation includes all 1,500 NASTT members as well as 1,500 municipal subscribers from *Trenchless Technology* magazine. In addition, NASTT's *Trenchless Today* will be distributed at trenchless-related conferences, including the Pumper & Cleaner Environmental Expo International 2012, No-Dig, UCT, AWWA's ACE and *Trenchless Technology* Road Shows.



Editorial Calendar:

Winter (February)

- New board, five new members
- NASTT's 2012 No-Dig Show preview
- First inductees of NASTT's Trenchless Technology Hall of Fame
- Papers from NASTT's 2011 No-Dig Show
- NASTT news
- Information on new NASTT books
- Information on upcoming NASTT educational courses
- **Bonus Distribution:** Pumper & Cleaner Environmental Expo International 2012 and 2012 No-Dig Show

Spring/Summer (June)

- Recap of NASTT's 2012 No-Dig Show in Nashville, Tenn.
- Papers from NASTT's 2012 No-Dig Show
- NASTT news
- Information on new NASTT books
- Information on upcoming NASTT courses
- **Bonus Distribution:** AWWA ACE 2012 and Niagara Falls *Trenchless Technology* Road Show

Fall (September)

- A directory of all Corporate, Public and Individual NASTT members with full contact information
- Listing of Trenchless Technology Hall of Fame inductees
- Papers from NASTT's 2012 No-Dig Show
- NASTT news
- Information on new NASTT books
- Information on upcoming NASTT courses
- **Bonus Distribution:** WEFTEC 2012 and UCT 2013

Deadlines

- Please submit the insertion order by the first of the month before the issue date.
- Please submit all artwork by the 5th of the month before the issue date.

NASTT's *Trenchless Today* Advertising Rates:

Advertising rates are gross rates.

Covers:

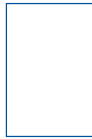
- Inside Front - \$1250
- Inside Front Spread- \$2250
- Inside Back Cover- \$1100
- Back Cover- \$1500

Display Advertising:

- Spread- \$2100
- Full Page- \$1000
- 1/2 page Island- \$750
- 1/2 page horizontal- \$640
- 1/4 square page- \$440
- Business Card- \$205 (net)

Please submit large electronic files via our file transfer service at <http://dropbox.yousendit.com/benjaminmedia>

Full Page Bleed



8-1/4" x 11-1/8"
210 mm x 282 mm

1/2 Page Horizontal



7" x 4 7/8"
178 mm x 124 mm

1/2 Page Island



4 1/2" x 7 1/2"
114 mm x 191 mm

1/4 Page Square



3 3/8" x 4 7/8"
86 mm x 124 mm

Ad Sizes

Full Page Trim Size: 8-1/8" x 10-7/8" (206 mm x 276 mm)

Spread: 16-1/4" x 10-7/8" (413 mm x 276 mm)

Business Card: 3-1/2" x 2" (88.9 mm x 50.8 mm)

Bleed Specs

Single Page: 8-1/4" x 11-1/8" (210 mm x 282 mm)

Spread: 16-1/2" x 11-1/8" (419 mm x 282 mm)

Allow minimum 1/4" (6 mm) in from trim edge for live matter.

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Advertising Materials

NASTT's *Trenchless Today* is produced using computer-to-plate technology.

Digital Files

File Formats: PDF/x1a, PDF (Press Optimized), EPS, and Tiff. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Color space: CMYK, or grayscale; no spot colors, no RGB. Ads not conforming to color specifications will be converted to CMYK. Benjamin Media Inc. is not responsible for color shifts due to conversions from RGB to CMYK. Hard-copy proofs are recommended but not required with all submitted materials. We accept no responsibility for color, content or quality if a color proof is not provided. Benjamin Media Inc. reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

Files created on the Macintosh platform must have fonts and all linked files included and will be sent to our printer for file conversion with additional charge. Use Postscript fonts only. Other fonts (TrueType, etc.) must be converted to outline or rasterized.

Additional Ad Charges

There is a minimum additional charge for the following:

- Mac File Converted to IBM: \$55
- Ad Creation/Modification: \$75/hour

Special Positions

Guaranteed only with a 10% extra charge added to space rate.

Agency Commissions

15% of gross billing is allowed to recognized agencies on space, color, special positions and inserts.

Shipping Instructions

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