

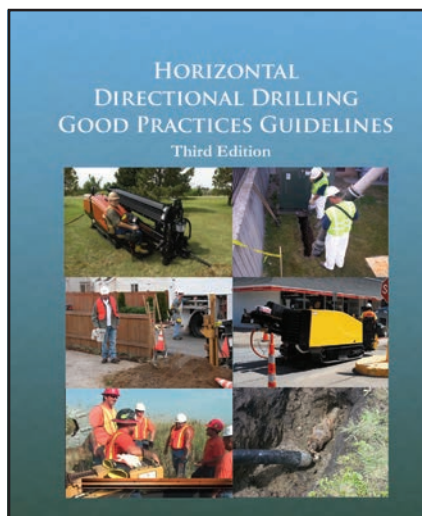


NASTT's Trenchless Today

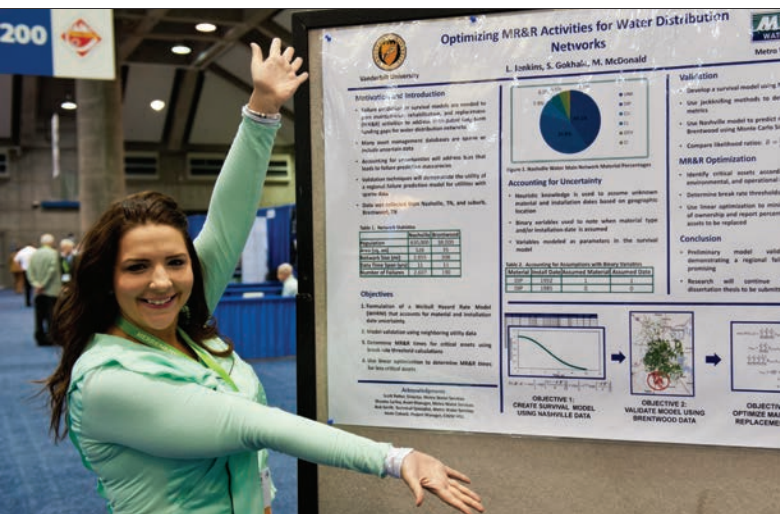
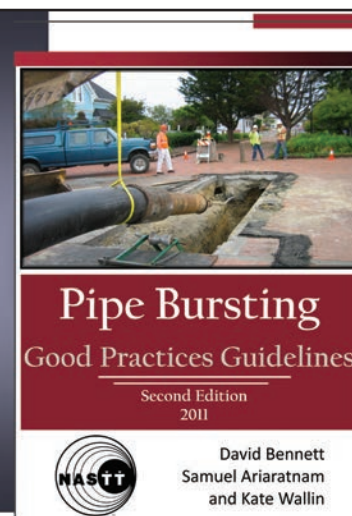
Educate - Train - Research - Publish



EDUCATE



PUBLISH



RESEARCH



TRAIN

MEDIA KIT 2014

www.nastt.org | 330-467-7588

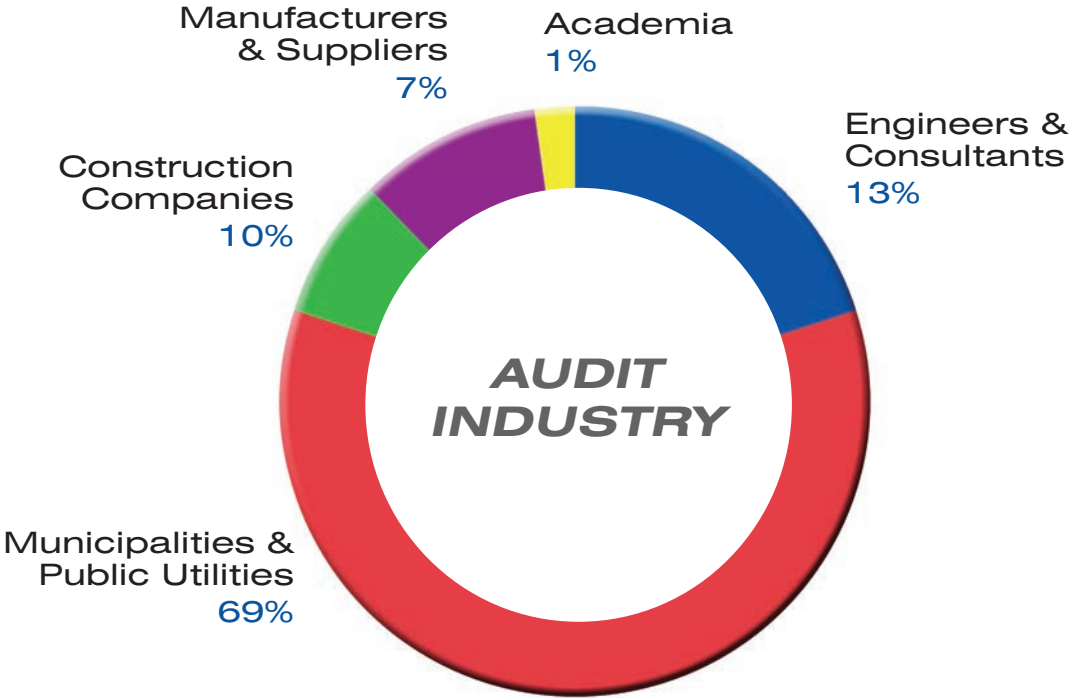
ABOUT *TRENCHLESS TODAY*

The North American Society for Trenchless Technology's *Trenchless Today* magazine focuses on NASTT members. The three issues published each year include NASTT news, trenchless project updates, technical papers and information on upcoming educational events. We also highlight outstanding members throughout the year, including NASTT's Hall of Fame inductees and give you everything you need to know about NASTT's No-Dig Show.

CIRCULATION

Total circulation is 3,000, including all NASTT members. In addition, NASTT's *Trenchless Today* will be distributed at trenchless-related conferences, including:

- Pumper & Cleaner Environmental Expo International 2014
- NASTT's 2014 No-Dig Show
- UCT
- AWWA's ACE
- *Trenchless Technology* Road Shows
- APWA Congress & Exposition 2014



*Publisher's Own Data

NASTT'S TRENCHLESS TODAY MEDIA KIT 2013

NASTT's *Trenchless Today* is a custom publication of Benjamin Media Inc.
 www.benjaminmedia.com | Phone: 330-467-7588 | Fax: 330-468-2289
 Editorial: Andrew Farr, 330-467-7588 | afarr@benjaminmedia.com
 Advertising: Brittany Maurer, 330-467-7588 | bmaurer@benjaminmedia.com



EDITORIAL CALENDAR

- Insertion orders are due on the 1st of the month prior to the issue.
- Ad materials are due on the 15th of the month prior to the issue.

WINTER (FEBRUARY)

- New NASTT Board Members
- NASTT's 2014 No-Dig Show Preview
- NASTT's 2014 Hall of Fame Inductees
- NASTT Regional Chapter News
- Trenchless Project Updates
- Papers from NASTT's 2013 No-Dig Show

Bonus Distribution:

- NASTT's 2014 No-Dig Show
- Pumper & Cleaner Environmental Expo 2014

SPRING/SUMMER (JUNE)

- Recap of NASTT's 2014 No-Dig Show
- NASTT's 2014 No-Dig Award Winners
- NASTT Student Scholarships/Awards
- NASTT Regional Chapter News
- Trenchless Project Updates
- Papers from NASTT's 2014 No-Dig Show

Bonus Distribution:

- AWWA's ACE 2014
- APWA Congress & Exposition 2014

FALL (SEPTEMBER)

- Directory of all Corporate, Public and Individual NASTT Members with Full Contact Information for Corporate members.
- Announcement of 2015 NASTT Hall of Fame Inductees
- NASTT Regional Chapter News
- Trenchless Project Updates
- Papers from NASTT's 2014 No-Dig Show

Bonus Distribution:

- WEFTEC 2014
- UCT 2015

ADVERTISING RATES

FOUR-COLOR RATES

	GROSS
2-Page Spread	\$3,150
Full Page	1,500
1/2 Island	1,125
1/2 Verical	960
1/2 Horizontal	960
1/3 Square	810
1/3 Vertical	810
1/4 Square	660
1/4 Horizontal	660
BC (NET RATES)	310
Directory Logo Enhancement (September issue only)	150

COVER RATES

(RATES INCLUDE FOUR-COLOR)

Inside Front Spread	\$3,375
Inside Front	1,876
Inside Back Cover	1,650
Back Cover	2,250

BELLY BAND

GROSS
\$3,200

Based on a 6" bellyband printing 4/C process inks 1 side, on 80# Pubgloss 88

FOR MORE INFORMATION OR TO RESERVE SPACE

CONTACT 330-467-7588

If you need an ad designed, ask about our layout and design services.

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AD SPECIFICATIONS

ADVERTISING MATERIALS

Ads are 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.

***Additional Ad Charges**
 There is a minimum additional charge for the following:
 • Ad Creation/Modification\$75/hour

INSERTS

Please call for pricing.

SPECIAL POSITIONS

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

SHORT RATES

Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space that their billing was based.

AGENCY COMMISSIONS

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

SHIPPING INSTRUCTIONS

Please send all advertising materials to:
 Benjamin Media Inc.
 Attn: Advertising
 10050 Brecksville Rd.
 Brecksville, OH 44141 USA
 Ph: 330-467-7588
 Fax: 330-468-2289

AD SIZES

Full Page Trim Size: 8 1/8" x 10 7/8" (206 mm x 276 mm).
 Gatefold Cover: 16 1/4" x 10 7/8" (413 mm x 276 mm).
 Spread: 16 1/4" x 10 7/8" (413 mm x 276 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.

NON-PAYMENT

In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency individually and/or jointly liable.

PLEASE SUBMIT LARGE ELECTRONIC FILES VIA OUR FILE TRANSFER SERVICE AT
[HTTP://DROPBOX.YOUSENDIT.COM/BENJAMINMEDIA](http://dropbox.yousendit.com/benjaminmedia)

 Full Page 8 1/4" x 11 1/8" 210 mm x 282 mm	 2/3 Page 4 1/2" x 9-3/4" 114 mm x 247 mm	 1/2 Page Vertical 3 3/8" x 9 3/4" 86 mm x 247 mm	 1/2 Page Island 4 1/2" x 7 1/2" 114 mm x 191 mm	 1/2 Page Horizontal 7" x 4 7/8" 178 mm x 124 mm	 1/3 Page Vertical 2 3/16" x 9 3/4" 56 mm x 247 mm
	 1/4 Page Square 3 3/8" x 4 7/8" 86 mm x 124 mm	 1/4 Page Horizontal 7" x 2 3/8" 178 mm x 60 mm	 1/3 Page Square 4 1/2" x 4 7/8" 114 mm x 124 mm	 BC 2" x 3 1/2" 50.8 mm x 88.9 mm	

DISCLAIMER: Advertisers and ad agencies assume liability for all content (including text, representations and illustrations of advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising that he/she feels is not in keeping with the publication's standards. Publisher cannot guarantee bonus distribution.

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EXHIBITS

NETWORKING

EDUCATION



Since its inception in 1991, NASTT's No-Dig Show has been the premier North American conference and trade show for the trenchless technology industry. Thousands of professionals from around the globe attend to learn new methods and systems that will save money and improve infrastructure. This conference provides attendees an opportunity to learn trenchless methods, network with peers and gain knowledge from vendors during exhibit hall hours. NASTT's No-Dig Show is the ideal event for municipalities, contractors and engineers.



NASTT'S 2014 NO-DIG SHOW

ORLANDO, FLORIDA
APRIL 13-17, 2014
GAYLORD PALMS



NASTT'S 2015 NO-DIG SHOW

DENVER, COLORADO
MARCH 15-19, 2015
DENVER CONVENTION CENTER

WHAT IS THE COST TO EXHIBIT?

NASTT Member Rate:

\$18.50/ft. in-line
\$20.00/ft. corner or island

Non-Member Rate:

\$29.50/ft. in-line
\$31.00/ft. corner or island

SPONSORSHIPS

There are a variety of sponsorship opportunities for every price range.

- Gala Awards Dinner Event Sponsor
- Kick-Off Breakfast Sponsor
- Directional Floor Sign Sponsorship
- Auction Reception Sponsor
- iPhone App Sponsor

www.nodigshow.com

CONTACT

Brittany Maurer
bmaurer@benjaminmedia.com or
330-467-7588 to reserve exhibit
space or a sponsorship.

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