2019 Media Kit

Bonus Distribution to Boost Your Exposure At Canadian Trenchless Events

Geo-Targeted Digital Options To Help You Grow Your Brand in Canada

Exhibit & Sponsorship Opportunities

2019 EDITORIAL CALENDAR
Trenchless Technology has been the leading publication for North American coverage of the no-dig industry since its launch in 1992, and Canada has always been a large and important part of that coverage. The Trenchless Technology Canada edition provides expanded editorial coverage of the underground infrastructure work being done specifically in Canada. Trenchless Technology Canada offers marketers the opportunity to reach Canadian contractors, engineers and municipalities/utilities within the Trenchless Technology brand that’s been influencing trenchless industry decision-makers for more than 25 years.
Editorial Calendar

**Insertion orders** due on the 5th of the month prior to issue.

**Ad materials** due on the 10th of the month prior to issue.

### Winter (February)
- Mail Date: Feb. 8
- **Features:**
  - Editorial Roundtable
  - Pipe Cleaning
  - Pipe Relining
  - Horizontal Directional Drilling
  - 2019 Trenchless Technology Road Show Preview/Exhibitor Showcase
  - Association Updates
- **Bonus Distribution:**
  - 2019 WWETT Show
  - NASTT’s 2019 No-Dig Show

### Summer (August)
- Mail Date: August 9
- **Features:**
  - CIPP Pipe Relining
  - Vacuum Excavation
  - Utility Locating
  - Leak Detection
  - 2019 No-Dig North Preview/Exhibitor Showcase
  - Association Updates
- **Bonus Distribution:**
  - 2019 WEFTEC Show
  - 2019 CCGA Damage Prevention Symposium
  - 2019 No-Dig North

### Spring (May)
- Mail Date: May 10
- **Features:**
  - Pressure Pipe Relining
  - Pipebursting
  - Horizontal Directional Drilling
  - Condition Assessment
  - Utility Tunnelling
  - Association Updates
- **Bonus Distribution:**
  - 2019 Trenchless Technology Road Show
  - 2019 AWWA/ACE
  - ASCE Pipelines Conference 2019

### Fall (November)
- Mail Date: November 8
- **Features:**
  - Spray-Applied Relining
  - Sliplining
  - Manholes
  - Horizontal Directional Drilling
  - Microtunnelling
  - Association Updates
- **Bonus Distribution:**
  - 2020 HDD Academy

---

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  - dsisko@benjaminmedia.com
- Hannah Schiffman
  - 330-315-2133
  - hschiffman@benjaminmedia.com
- Maura Dugan
  - 330-940-2211
  - mdugan@benjaminmedia.com
- Michael Kezdi
  - 330-752-1916
  - mkezdi@benjaminmedia.com

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- Michael Kezdi
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  - mkezdi@benjaminmedia.com
**Website**
trenchlesstechnology.com

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16,711
Average Global Users per Month

32,494
Average Global Pageviews per Month

1,205
Average Canadian Users per Month**

1,600
Average Canadian Pageviews per Month**

** Please note, background skins are not guaranteed to show on mobile devices and tablets

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**Google Analytics Jan-June 2018**

Benjamin Media uses Google DFP for all ad impressions. Ads and impressions are tracked when possible. Advertisers using a third-party service are responsible for tracking their own banner ad clicks.

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**Banner Advertising**

<table>
<thead>
<tr>
<th>Branded Background Skins*</th>
<th>USD (CPM Net Rate)</th>
<th>CAD (CPM Net Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$13,500 Annual</td>
<td>$16,711</td>
<td></td>
</tr>
<tr>
<td>$15,900 Annual</td>
<td>$20,052</td>
<td></td>
</tr>
<tr>
<td>1260 x 760 (optimized for 1280 wide browsers)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1440 x 800 (optimized for 1400 wide browsers)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appears on the left and right side of the website page.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Leaderboard Banner</th>
<th>USD (CPM Net Rate)</th>
<th>CAD (CPM Net Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$90</td>
<td>$115</td>
<td></td>
</tr>
<tr>
<td>728 x 90</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Large Leaderboard Banner</th>
<th>USD (CPM Net Rate)</th>
<th>CAD (CPM Net Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>$130</td>
<td></td>
</tr>
<tr>
<td>970 x 90</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PushDown Banner</th>
<th>USD (CPM Net Rate)</th>
<th>CAD (CPM Net Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$125</td>
<td>$160</td>
<td></td>
</tr>
<tr>
<td>970 x 90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner expands to 970 x 250</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard Banner</th>
<th>USD (CPM Net Rate)</th>
<th>CAD (CPM Net Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$60</td>
<td>$75</td>
<td></td>
</tr>
<tr>
<td>300 x 250</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Skyscraper Banner</th>
<th>USD (CPM Net Rate)</th>
<th>CAD (CPM Net Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$85</td>
<td>$110</td>
<td></td>
</tr>
<tr>
<td>300 x 600</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interstitial Ad</th>
<th>USD (CPM Net Rate)</th>
<th>CAD (CPM Net Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200</td>
<td>$255</td>
<td></td>
</tr>
<tr>
<td>600 x 400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad pops up while a user is browsing between pages.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inline Banner</th>
<th>USD (CPM Net Rate)</th>
<th>CAD (CPM Net Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$125</td>
<td>$160</td>
<td></td>
</tr>
<tr>
<td>300 x 250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appears within the natural flow of editorial content on run of site.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

Ask about geo-targeted ads delivered to Canadian visitors!

---

**Advertising**

| Dan Sisko | 330.315.2657 | disko@benjaminmedia.com |
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| Maura Dugan | 330.946.2231 | mdugan@benjaminmedia.com |
| Michael Kezdi | 330.752.1916 | mkezdi@benjaminmedia.com |

**Editorial**

1,205
Average Canadian Users per Month**

1,600
Average Canadian Pageviews per Month**

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**Ask about geo-targeted ads delivered to Canadian visitors!**

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*Please note, background skins are not guaranteed to show on mobile devices and tablets

** Google Analytics Jan-June 2018

Benjamin Media uses Google DFP for all ad impressions. Ads and impressions are tracked when possible. Advertisers using a third-party service are responsible for tracking their own banner ad clicks.
Digital Edition

Trenchless Technology Canada Digital Edition Landing Page

The Digital Edition Landing Page is similar to a tip cover on the print editions. It’s the first thing a reader will see when they open the digital edition.

- Ad is specific to an issue and will always remain a part of the issue in the archives.
- Can be designed to look like a web page adding images, links, video, etc.
- Digital Edition Landing Page ads are visible on desktops and mobile devices.
- Your company will be recognized as an issue sponsor in the digital edition email notification.

Digital Edition Landing Page

Landing Page Ad Sizes/Specs:

- Full page: 8-1/4” wide x 11-1/8” high (209.55 mm x 282.57 mm)
- Spread: 16-1/2” wide x 11-1/8” high (419 mm x 282.57 mm)
- Acceptable files include: .pdf, .eps and .tif. 300 dpi.

 Rates (NET)

<table>
<thead>
<tr>
<th>Digital Edition Landing Page</th>
<th>CAD</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>$385 per issue - Full page</td>
<td>$300 per issue - Full page</td>
<td></td>
</tr>
<tr>
<td>$515 per issue - Spread</td>
<td>$400 per issue - Spread</td>
<td></td>
</tr>
<tr>
<td>$130 per issue</td>
<td>$100 per issue</td>
<td></td>
</tr>
<tr>
<td>$65 per issue</td>
<td>$50 per issue</td>
<td></td>
</tr>
</tbody>
</table>

*Publishers own data

Advertising

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Editorial

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Events

Generate leads and gain company exposure with these face-to-face events! Trenchless Technology’s conferences will provide qualified names for every aspect of the trenchless market – contact us today to learn more about exhibit and sponsorship opportunities!

For sponsorship and exhibiting opportunities, please contact Brittany Cline at bcline@benjaminmedia.com or 330-467-7588.
Print (Ad appears in Print & Digital Editions)

### Display Ads (4-COLOR, GROSS)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CAD</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$4,300</td>
<td>$4,100</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,060</td>
<td>$1,950</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>$1,540</td>
<td>$1,475</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,320</td>
<td>$1,255</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,110</td>
<td>$1,050</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$900</td>
<td>$850</td>
</tr>
<tr>
<td>Business Card (Net Rate)</td>
<td>$430</td>
<td>$400</td>
</tr>
</tbody>
</table>

### Cover Rates (4-COLOR, GROSS, USD)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CAD</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover Spread</td>
<td>$4,630</td>
<td>$4,400</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,575</td>
<td>$2,440</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,265</td>
<td>$2,150</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$3,090</td>
<td>$2,900</td>
</tr>
</tbody>
</table>

### Digital

#### Website (CPM Net Rate)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CAD</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Banner (300 x 250)</td>
<td>$75</td>
<td>$60</td>
</tr>
<tr>
<td>Skyscraper Banner (300 x 600)</td>
<td>$110</td>
<td>$85</td>
</tr>
<tr>
<td>Leaderboard Banner (728 x 90)</td>
<td>$115</td>
<td>$90</td>
</tr>
<tr>
<td>Large Leaderboard Banner (970 x 90)</td>
<td>$130</td>
<td>$100</td>
</tr>
<tr>
<td>PushDown Banner (970 x 90)</td>
<td>$160</td>
<td>$125</td>
</tr>
<tr>
<td>Inline Banner (300 x 250)</td>
<td>$160</td>
<td>$125</td>
</tr>
<tr>
<td>Interstitial Ad (600 x 400)</td>
<td>$255</td>
<td>$200</td>
</tr>
<tr>
<td>Branded Background Skin</td>
<td>$15,900 Annual</td>
<td>$13,500 Annual</td>
</tr>
</tbody>
</table>

Regional Impressions available.
Contact your sales representative for more details.

#### Digital Edition (NET)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CAD</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Edition Landing Page</td>
<td>$385 per issue - Full page</td>
<td>$300 per issue - Full page</td>
</tr>
<tr>
<td>Play Video Hyperlink</td>
<td>$130 per issue</td>
<td>$100 per issue</td>
</tr>
<tr>
<td>Advertisement Hyperlink</td>
<td>$65 per issue</td>
<td>$50 per issue</td>
</tr>
</tbody>
</table>

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**Editorial**
**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.

**Material Submission Instructions**
Please submit large electronic files via our file sharing service at https://spaces.hightail.com/uplink/benjaminmedia.

**2/3 Page**
- Inches: 4 1/2 x 9-3/4
- Decimal: 4.5 x 9.75

**1/2 Page Vertical**
- Inches: 7 x 4 7/8
- Decimal: 7.0 x 4.875

**1/2 Page Island**
- Inches: 4 1/2 x 7 1/2
- Decimal: 4.5 x 7.5

**1/2 Page Horizontal**
- Inches: 7 x 4 7/8
- Decimal: 7.0 x 4.875

**1/3 Page Vertical**
- Inches: 3 1/2 x 9 3/4
- Decimal: 3.375 x 9.75

**1/3 Page Square**
- Inches: 4 1/2 x 4 7/8
- Decimal: 4.5 x 4.875

**1/4 Page Vertical**
- Inches: 3 1/2 x 7 1/2
- Decimal: 3.375 x 7.5

**1/4 Page Island**
- Inches: 4 1/2 x 3 1/2
- Decimal: 4.5 x 3.25

**1/4 Page Horizontal**
- Inches: 7 x 4 7/8
- Decimal: 4.5 x 4.875

**1/6 Page Vertical**
- Inches: 2 3/16 x 4 7/8
- Decimal: 2.1875 x 4.875

**1/6 Page Horizontal**
- Inches: 4 5/8 x 2 3/16
- Decimal: 4.25 x 2.1875

**Bleed - 8 1/4” x 10 3/4”:** Printing that goes beyond the edge of the sheet and will be trimmed off. It ensures that your ad will seemlessly blend to the edge of the page with no white margin.

**Page Edge (Trim) - 8” X 10 1/2”**

**Safety - 1/4” in from trim:** This is the area that is far enough away from the edge of the page that no important logos or text will be cut off during the printing process. You should make sure all important elements in your ad are within this zone.

**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.

**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.

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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**Editorial**

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Digital Specs

Website Specs
All dimensions shown below are W & H in pixels. Benjamin Media uses Google DFP for all ad impressions. Ads and impressions are tracked when possible. Advertisers using a third-party service are responsible for tracking their own banner ad clicks.

- **Branded Background Skins**
  1260 x 760 (optimized for 1280 wide browsers)
  1440 x 800 (optimized for 1400 wide browsers)
  - Please supply left and right side artwork in .jpg format (a 320 x 50 banner is also required so your ad appears on mobile devices)
  - Please note, background skins are not guaranteed to show on mobile devices and tablets
  - DFP and 3rd party tags are not accepted for background skins. Please contact your sales rep for details.

- **Leaderboard Banner**
  728 x 90
  (a 320 x 50 banner is also required so your ad appears on mobile devices)

- **PushDown Banner**
  970 x 90
  (Banner expands to 970 x 250)

- **Large Leaderboard**
  970 x 90
  (a 320 x 50 banner is also required so your ad appears on mobile devices)

- **Standard Banner**
  300 x 250

- **Skyscraper**
  300 x 600

- **Interstitial Ad**
  600 x 400

- **Inline Banner**
  300 x 250

- **300 x 250, 728 x 90, 300 x 600, 970 x 90 Static Banners**
  - Size may not exceed 35k (300 x 600 can be 45k)
  - .jpg, .gif and .png files are accepted - 3x max rotation of .gifs (SWF files will not be accepted)
  - Google DFP, 3rd party ad servers and javascript files are also accepted
  - Publication will not host any images for javascript or 3rd party tags

Digital Spec Landing Page

- **Digital Edition Landing Page Ad Sizes/Specs:**
  - Full page: 8-1/4” wide x 11-1/8” high
  - Spread: 16-1/2” wide x 11-1/8” high
  - Acceptable files include: .pdf, .eps and .tif. 300 dpi.