2019 Media Kit

Digital Options
To Help You Acquire
More Customers

NEW!
Year At-A-Glance
Marketing Calendar

Build Your Brand And
Generate Leads With The
Playbook

2019 EDITORIAL CALENDAR

2018 TRENCHLESS
TECHNOLOGY
READER STUDY
RESULTS
When you subscribe to a magazine called *Trenchless Technology*, there is no question what you will find on its pages. For more than 25 years, our magazine has 100 percent focused on covering all sides of the trenchless technology industry — rehabilitation and new installation. It's what we do. Period.

No other North American publication can make that statement.

The trenchless industry media is a pretty competitive bunch. When taking stock of where you want to spend your advertising dollars or share your trenchless story, *Trenchless Technology* is the place you want to do both. Take a look at what we offer you.

Combined, our editors have 50-plus years of experience in covering this dynamic industry. Think about that for a moment. The editorial team entrusted with telling the story of the trenchless industry has been a part of its growth and witnessed its innovations firsthand, whether that entails going to jobsites, industry events or taking part in leading trenchless organizations. Our marketing team knows how to best brand your company and your products through our multiple media platforms to reach your target audience.

As the trenchless industry has grown and expanded, so has the way we gather and present that growth and expansion — whether through print, digital or social media means. Cool case studies. Interesting profiles. Objective perspective. These are all the things you will find in each issue of the magazine, as well as our special supplements.

Our circulation is the best in the industry, reaching more than 140,000 monthly, through our multiple media touch points — print, web, email, webinars, social media and conferences. We connect, follow, friend with the best in the industry. Our print edition is BPA audited so you know who you are reaching when you market your products in *Trenchless Technology*.

We know our readers and advertisers demand high-quality, informative and engaging editorial in multiple platforms. We are up to the challenge to meet the expectations of our readers, advertisers, vendors and all stakeholders in the industry we serve. *Trenchless Technology* is more than a magazine — we are the most influential brand in the trenchless industry. Hands down.

Let us show you what we can do for your company. Team with us in 2019.

Sharon M. Bueno
Managing Editor
sbueno@benjaminmedia.com
Ph 330-315-2196
Readership

Your #1 Trenchless Source

196,844
Average Monthly Reach*

91.6%
Direct Request Subscribers

38,125
Circulation - Print

16,711
Average Users per Month

2,481
Circulation - Digital*

32,494
Average Pageviews per Month

399
Average Registrants*

12,473
Average Distribution

64,813
Circulation - Pass Along*

32,494
Average Pageviews per Month

2,894
Followers @TrenchlessTech*

399
Average Registrants*

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Advertising

Editorial

Hannah Schiffman
330.315.2135
hschiffman@benjaminmedia.com

*Publisher’s Own Data
Readership

Subscribers’ primary trenchless activities:

- **10%** Rehabilitation
- **16%** New Installation
- **73%** Both (rehab & new install)

Title

- **41.6%** Executive Level: Owner/partner, President, Vice President, CEO, COO/CFO, Director/Commissioner
- **30.5%** Management Level: Manager/Coordinator/Administrator, Superintendent
- **14.9%** Engineer/Estimator/Consultant
- **9.9%** Operator/Field Personnel/Technician, Supervisor/Foreman/Inspector, Safety Personnel
- **3%** Other

Primary Business

- **34.2%** Government/Public Works
- **30.3%** Contracting Firms
- **17.9%** Engineering Firms/Consultants
- **6.2%** Utility Companies
- **6.3%** Manufacturers/Suppliers
- **4.3%** Others Allied to the Industry
- **1%** Industrial Facilities

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- Dan Sisko 330.315.2057
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- Maura Bourquin 330.940.2211
mbourquin@benjaminmedia.com
- Sharon Bueno 330.315.2186
sbueno@benjaminmedia.com

Editorial

*Publisher’s Own Data*
76% of Respondents said Trenchless Technology magazine has information they usually don’t find elsewhere.

**Reading Habits:**
Respondents report that they pass along their issues of Trenchless Technology to a mean number of 1.7 other professionals for a total pass along readership of 64,813.

**Frequency**
- 4 of 4 most recent issues – 69%
- 3 of 4 most recent issues – 11%
- 2 of 4 most recent issues – 13%
- 1 of 4 most recent issues – 5%

**Trenchless Technology subscribers like to read:**
- Product/Technology Innovations – 64%
- Case Histories – 62%

**Respondents reported the top 5 topics they like to read about in Trenchless Technology are:**
1. Horizontal Directional Drilling
2. Pipe Relining
3. Manhole Rehabilitation
4. Pipe Inspection
5. Pipe Cleaning

**The top 3 reasons respondents visit TrenchlessTechnology.com**
1. Learn about products/services
2. Learn about upcoming conferences/events
3. Review current content

*Reader survey was conducted August 2018 and is Publisher’s Own Data*

**Trenchless Technology subscribers take action!**
In the last 12 months, respondents have taken the following actions as a result of reading Trenchless Technology:
- Discussed article/item with others: 63%
- Passed article/item along to others: 56%
- Saved article/item for future reference: 50%
- Visited advertiser’s website: 42%
- Sought further information on a topic: 35%

*Trenchless Technology reaches newcomers to the industry AND long-time industry professionals!*

**Respondents reported they’ve worked in the trenchless industry:**
- 30 or more years: 28%
- 20-29 years: 26%
- 10-19 years: 22%
- 5-9 years: 10%
- 1-4 years: 14%

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**Advertising**
- Dan Sisko: 330.315.2057
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- Hannah Schiffman: 330.315.2135
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- Maura Bourquin: 330.942.2211
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**Editorial**
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mbourquin@benjaminmedia.com
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sbueno@benjaminmedia.com
# 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.

## January
- **Mail Date:** Jan. 17
- **Topics:**
  - Microtunneling
  - Storm Water
  - FiberGlass Pipe
  - Pipe Relining
  - NASSCO Rehab Report
- **HDD Section**
  - Compact Drills
  - Fiber Installation
- **Bonus Distribution:**
  - HDD Academy
  - 26th Annual Microtunneling Short Course
- **Sponsored Content Section:**
  - HDD Section
  - Sponsored Content Section: Pipe Cleaning

## February
- **Mail Date:** Feb. 8
- **Topics:**
  - No-Dig Preview
  - Pipe Inspection
  - Pipe Robotics
  - WWT Show Preview
  - NASSCO Rehab Report
- **HDD Section**
  - Tooling
  - Navigation/Steering
- **Pipe Cleaning Section**
  - Jet/Vac Units
- **Bonus Distribution:**
  - Water & Wastewater Equipment Treatment & Transport Show
  - NASTT’s 2019 No-Dig Show
  - CGA Congress
  - NUSCA Annual Convention

## March
- **Mail Date:** Mar. 5
- **Topics:**
  - Person of the Year
  - Leak Detection
  - Pipe Relining
  - Manhole Rehabilitation
  - NASSCO Rehab Report
- **HDD Section**
  - Drilling Fluids
  - Drill Pipe
- **Pipe Cleaning Section**
  - Mud Systems
  - Contractor Profile
- **Bonus Distribution:**
  - NASSCO’s 2019 No-Dig Show
  - NASSCO Annual Convention

## April
- **Mail Date:** Apr. 10
- **Topics:**
  - Laterals
  - Pumps
  - Spray-on Rehab Systems
  - HDPE Pipe
  - NASSCO Rehab Report
- **HDD Section**
  - Drilling Fluids
  - Drill Pipe
- **Pipe Cleaning Section**
  - Large Diameter Cleaning
- **Bonus Distribution:**
  - Trenchless Technology Road Show, British Columbia

## May
- **Mail Date:** May 10
- **Topics:**
  - No-Dig Wrap UP
  - Microtunneling
  - Auger Boring
  - Vitrified Clay Pipe
  - Condition Assessment
  - NASSCO Rehab Report
- **HDD Section**
  - Tooling
  - Locating & Tracking
- **Bonus Distribution:**
  - AWWA ACE 2019

## June
- **Mail Date:** Jun. 10
- **Topics:**
  - Mid-range Drills
  - Vacuum Excavation
  - Pipe Cleaning Section
  - Vacuum Excavation Equipment
- **Bonus Distribution:**
  - Pipelines 2019

## July
- **Mail Date:** Jul. 18
- **Topics:**
  - Microtunneling
  - Piercing Tools
  - Pipe Inspection
  - Pumps
  - PVC Pipe
  - GPR
  - NASSCO Rehab Report
- **HDD Section**
  - HDD Product Pipe
  - Pipeline Projects
- **Bonus Distribution:**
  - The Water Expo

## August
- **Mail Date:** Aug. 15
- **Topics:**
  - Manhole Rehabilitation
  - Leak Detection
  - Ductile Iron Pipe
  - Spray-on Rehab Systems
  - ICUEE Preview
  - NASSCO Rehab Report
- **HDD Section**
  - Tooling
  - Maxi Rigs
- **Pipe Cleaning Section**
  - Fats/Roots/Oil and Grease
- **Bonus Distribution:**
  - ICUEE 2019

## September
- **Mail Date:** Sep. 12
- **Topics:**
  - Resins
  - Pipe Relining
  - Pipe Bursting
  - Grouting
  - NASSCO Rehab Report
- **HDD Section**
  - Directional Drilling Contractor Spotlight
  - Drill Rig Maintenance
- **Bonus Distribution:**
  - WEFTEC 2019
  - ICUEE 2019

## October
- **Mail Date:** Oct. 15
- **Topics:**
  - Projects of the Year
  - Laterals
  - Condition Assessment
  - NASSCO Rehab Report
  - Advertiser Section: Vaccum Excavation Extravaganza
- **HDD Section**
  - Mud Systems
  - Fiber Applications
- **Pipe Cleaning Section**
  - Scheduled Operation/ Maintenance
- **Sponsored Content Section:**
  - Vacuum Excavation

## November
- **Mail Date:** Oct. 31
- **Topics:**
  - Pipe Relining
  - Sewer Rehab/ I/I Removal
  - Steel Pipe
  - Pipe Ramming
  - NASSCO Rehab Report
- **HDD Section**
  - Drilling Fluids
  - Rock Drilling

## December
- **Mail Date:** Dec. 12
- **Topics:**
  - Top 50 Trenchless Engineering Firms
  - Water Main Relining
  - Auger Boring
  - NASSCO Rehab Report
- **HDD Section**
  - Locating & Tracking Equipment Procurement/ Financial
- **Pipe Cleaning Section**
  - Pipe Cleaning Accessories

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**Sponsored Content Section:**

- **Pipe Cleaning Section**
- **Manhole Products**
- **Supplement:**
  - Horizontal Directional Drilling Guide
- **Sponsored Content Section:**
  - Pipe Relining Guide
- **Supplement:**
  - Finalized Trenchless Technology Directory
# Marketing Calendar

## Advertising

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bonus Distribution:</strong> HDD Academy</td>
<td><strong>Bonus Distribution:</strong> HDD Academy</td>
<td><strong>Person of the Year – Congratulatory Ads</strong></td>
<td><strong>Bonus Distribution:</strong> Trenchless Technology Road Show</td>
<td><strong>Bonus Distribution:</strong> AWWA’s ACE 2019</td>
<td><strong>Bonus Distribution:</strong> Pipelines 2019</td>
</tr>
<tr>
<td><strong>HDD E-News Vertical:</strong> January 7th</td>
<td><strong>Show Previews:</strong> HDD E-News Vertical</td>
<td><strong>Bonus Distribution:</strong> HDD Academy</td>
<td><strong>HDD E-News Vertical:</strong> March 4th</td>
<td><strong>HDD E-News Vertical:</strong> June 3rd</td>
<td><strong>Pipe Cleaning Section in June TT</strong></td>
</tr>
<tr>
<td><strong>Pipe Relining E-News Vertical:</strong> January 21st (MLK day)</td>
<td><strong>Pipe Cleaning Section in Feb TT</strong></td>
<td><strong>HDD E-News Vertical:</strong> March 18th</td>
<td><strong>Condition Assessment E-News Vertical:</strong> October 7th</td>
<td><strong>Pipe Cleaning E-News Vertical:</strong> June 17th</td>
<td><strong>Condition Assessment E-News Vertical:</strong> June 10th</td>
</tr>
<tr>
<td><strong>Pipe Cleaning E-News Vertical:</strong> January 14th</td>
<td><strong>TT Canada Winter Issue</strong></td>
<td><strong>Pipe Relining E-News Vertical:</strong> March 18th</td>
<td><strong>Condition Assessment E-News Vertical:</strong> October 21st</td>
<td><strong>Condition Assessment E-News Vertical:</strong> December 9th</td>
<td><strong>Sponsored Content Section:</strong> Engineering Spotlight – place an ad in December issue and receive an advertorial of equal size</td>
</tr>
</tbody>
</table>

- Purchase logo/category ad in 2019/2020 Directory of the North American Trenchless Technology Industry

## Editorial

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bonus Distribution:</strong> ICUEE &amp; ICCUE</td>
<td><strong>Bonus Distribution:</strong> ICUEE &amp; ICCUE</td>
<td><strong>Projects of the Year – Congratulations Ads</strong></td>
<td><strong>Special Section:</strong> North American Microtunneling 2019 Review</td>
<td><strong>Bonus Distribution:</strong> HDD E-News Vertical: November 4th</td>
<td><strong>Top 50 Trenchless Engineering Firms</strong></td>
</tr>
<tr>
<td><strong>Show Previews:</strong> ICUEE</td>
<td><strong>Show Previews:</strong> WEFTEC</td>
<td><strong>Sponsored Content Section:</strong> Vacuum Excavation Spotlight – place an ad in October issue and receive an advertorial of equal size</td>
<td><strong>Add your logo in the Microtunneling Directory for $250</strong></td>
<td><strong>HDD E-News Vertical:</strong> November 18th</td>
<td><strong>HDD E-News Vertical:</strong> December 2nd</td>
</tr>
<tr>
<td><strong>Pipe Cleaning Section in August TT</strong></td>
<td><strong>Pipe Relining Guide Add your logo in the Pipe Relining Guide for $250</strong></td>
<td><strong>Condition Assessment E-News Vertical:</strong> September 14th</td>
<td><strong>Pipe Cleaning Section in October TT</strong></td>
<td><strong>Pipe Relining E-News Vertical:</strong> November 11th</td>
<td><strong>Condition Assessment E-News Vertical:</strong> December 16th</td>
</tr>
<tr>
<td><strong>HDD E-News Vertical:</strong> July 1st</td>
<td><strong>HDD E-News Vertical:</strong> August 5th</td>
<td><strong>HDD E-News Vertical:</strong> September 3rd</td>
<td><strong>HDD E-News Vertical:</strong> October 7th</td>
<td><strong>HDD E-News Vertical:</strong> December 2nd</td>
<td><strong>Condition Assessment E-News Vertical:</strong> December 16th</td>
</tr>
<tr>
<td><strong>Pipe Relining E-News Vertical:</strong> July 15th</td>
<td><strong>Pipe Relining E-News Vertical:</strong> August 19th</td>
<td><strong>Pipe Relining E-News Vertical:</strong> September 16th</td>
<td><strong>Pipe Relining E-News Vertical:</strong> October 21st</td>
<td><strong>Condition Assessment E-News Vertical:</strong> December 9th</td>
<td><strong>Sponsored Content Section:</strong> Engineering Spotlight – place an ad in December issue and receive an advertorial of equal size</td>
</tr>
<tr>
<td><strong>Pipe Cleaning E-News Vertical:</strong> July 8th</td>
<td><strong>Condition Assessment E-News Vertical:</strong> September 9th</td>
<td><strong>Pipe Cleaning E-News Vertical:</strong> October 1st</td>
<td><strong>Condition Assessment E-News Vertical:</strong> November 11th</td>
<td><strong>Pipe Cleaning E-News Vertical:</strong> November 11th</td>
<td><strong>Sponsored Content Section:</strong> Engineering Spotlight – place an ad in December issue and receive an advertorial of equal size</td>
</tr>
</tbody>
</table>

- **Supplement:** Horizontal Directional Drilling Guide
- **TT Canada Summer Issue**
# Rates

**Print (Ad appears in Print & Digital Editions)**

**Display Ads (4-COLOR, GROSS)**
Rates apply to *Trenchless Technology, Horizontal Directional Drilling Guide, Pipe Relining Guide*

<table>
<thead>
<tr>
<th>Spread</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$12,180</td>
<td>$11,934</td>
<td>$11,575</td>
<td>$11,220</td>
<td>$10,880</td>
</tr>
<tr>
<td>Full Page</td>
<td>$8,170</td>
<td>$8,070</td>
<td>$7,820</td>
<td>$7,590</td>
<td>$7,360</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$6,710</td>
<td>$6,580</td>
<td>$6,380</td>
<td>$6,185</td>
<td>$6,000</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$6,050</td>
<td>$5,865</td>
<td>$5,685</td>
<td>$5,520</td>
<td>$5,350</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$5,375</td>
<td>$5,270</td>
<td>$5,110</td>
<td>$4,960</td>
<td>$4,810</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$4,315</td>
<td>$4,230</td>
<td>$4,100</td>
<td>$3,980</td>
<td>$3,855</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,640</td>
<td>$3,570</td>
<td>$3,460</td>
<td>$3,355</td>
<td>$3,255</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$3,160</td>
<td>$3,095</td>
<td>$3,000</td>
<td>$2,910</td>
<td>$2,820</td>
</tr>
<tr>
<td>Business Card (Net Rate)</td>
<td>$640</td>
<td>$620</td>
<td>$600</td>
<td>$580</td>
<td>$560</td>
</tr>
</tbody>
</table>

Black & white display advertising - deduct 20% off the above rates

**Cover Rates (4-COLOR, GROSS)**

<table>
<thead>
<tr>
<th>2nd Cover</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8,750</td>
<td>$8,230</td>
<td>$7,730</td>
</tr>
<tr>
<td>3rd Cover</td>
<td>$8,230</td>
<td>$7,850</td>
</tr>
<tr>
<td>4th Cover</td>
<td>$9,140</td>
<td>$8,750</td>
</tr>
<tr>
<td>Inside Front Cover Spread</td>
<td>$12,865</td>
<td>$12,220</td>
</tr>
</tbody>
</table>

**Pipe Cleaning Section (4-COLOR, NET)**

<table>
<thead>
<tr>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3115</td>
<td>$2980</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2450</td>
<td>$2335</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1835</td>
<td>$1745</td>
</tr>
</tbody>
</table>

**Advertising**

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**Editorial**
A low-cost advertising section inside the pages of *Trenchless Technology* featuring pipe cleaning and preventive maintenance products and services.

### Editorial Calendar

**February**
- **Mail Date:** Feb. 8
- **Pipe cleaning Section:** Jet/Vac Units
- **Bonus Distribution:**
  - Water & Wastewater Equipment Treatment & Transport Show
  - NASTT’s 2019 No-Dig Show
  - CGA Congress
  - NUCA annual Convention

**April**
- **Mail Date:** Apr. 10
- **Pipe cleaning Section:** Large Diameter Cleaning
- **Bonus Distribution:**
  - *Trenchless Technology* Road Show, British Columbia

**June**
- **Mail Date:** June 10
- **Pipe cleaning Section:** Pipe Cleaning Accessories
- **Bonus Distribution:**
  - Pipelines 2019

**August**
- **Mail Date:** Aug. 9
- **Pipe cleaning Section:** Fats/Roots/Oil and Grease

**October**
- **Mail Date:** Oct. 10
- **Pipe cleaning Section:** Scheduled Operation/Maintenance

**December**
- **Mail Date:** Dec. 10
- **Pipe cleaning Section:** Pipe Cleaning Accessories

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### Rates (4-COLOR NET)

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>$3,115</td>
<td>$2,980</td>
<td>$2,530</td>
</tr>
<tr>
<td><strong>1/2 Page</strong></td>
<td>$2,450</td>
<td>$2,335</td>
<td>$2,100</td>
</tr>
<tr>
<td><strong>1/4 Page</strong></td>
<td>$1,835</td>
<td>$1,745</td>
<td>$1,560</td>
</tr>
</tbody>
</table>

*Publisher’s Own Data*

Ads will appear in the Pipe Cleaning section and may be stacked.

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

Ad materials due on the 10th of the month prior to issue.
2019-2020

Directory of the North American Trenchless Technology Industry

An annual supplement to Trenchless Technology

Make sure prospects find your company in the ONLY stand-alone Directory of the North American Trenchless Technology Industry!

- Ad placement works all year long! The Directory has a shelf life of one year, making it an economical buy for trenchless advertisers.

- Maximize your exposure at industry trade shows! The Directory will be distributed at industry trade shows from June 2019 - May 2020.

- Advertiser listings get more visibility! Your listing(s) in the specialty section will be bolded and will include the page number of your ad.

**Circulation**

Mails polybagged with the May issue of Trenchless Technology.

**Bonus Distribution**

- WEFTEC 2019
- NUCA 2020
- NASTT’s 2020 No-Dig Show
- 2020 HDD Academy

**Specs**

Please refer to Trenchless Technology specs page of the media kit.

**Deadlines**

Insertion Orders are due 4/1/2019

Ad Materials are due 4/8/2019

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*Publisher’s Own Data*

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**Rates**

| Display Ads (4-COLOR, GROSS) 1X |  
|---|---|
| 2-Page Spread | $9,135 |
| Full Page | $6,130 |
| 2/3 Page | $5,035 |
| 1/2 Page Island | $4,540 |
| 1/2 Page | $4,030 |
| 1/3 Page | $3,235 |
| 1/4 Page | $2,735 |
| 1/6 Page | $2,380 |
| Business Card (Net Rate) | $480 |

**Enhanced Listings (NET)**

| Logo - Color | $340 |
| Logo - B&W | $240 |
| Bold Company Name | $165 |
| Category Ad - Color | $360 per inch |
| Category Ad - B&W | $260 per inch |

**Cover Rates (4-COLOR, GROSS)**

| Inside Front Cover | $6,560 |
| Inside Back Cover | $6,220 |
| Back Cover | $6,855 |

Black & white display advertising - deduct 20% off the above rates
Horizontal Directional Drilling Guide

An annual supplement to Trenchless Technology

You’ll want to advertise your directional drilling products and/or services in this supplement that is jam-packed with practical information for utilities, contractors and engineers performing today's HDD installations!

Editorial Features
The Horizontal Directional Drilling Guide will take a comprehensive look at the HDD industry, covering an array of topics for today's HDD professional.

- HDD Market Overview
- Rig+Vacuum Excavator Specifications
- Design Considerations
- Application Case Studies
- Vac Units
- New Technology
- Tracking and Locating

*Publishers own data

Circulation
Mails polybagged with the July issue of Trenchless Technology.

Bonus Distribution
- ICUEE 2019
- 2020 Trenchless Technology Road Show
- 2020 HDD Academy
- NASTT’s 2020 No-Dig Show

Specs
Please refer to Trenchless Technology specs page of the media kit.

Deadlines
Insertion Orders are due 6/5/2019
Ad Materials are due 6/10/2019
Mail Date: July 10
Pipe Relining Guide
An annual supplement to Trenchless Technology

Advertise your relining products in this comprehensive guide designed to help owners, engineers and contractors attain a better understanding of all the pipe relining methods — CIPP, UV CIPP, sliplining, spray-applied, spot/sectional repair — available today, their applications and other important issues that are critical to the pipe relining process.

Editorial Features

- Overview of Pipe Relining Market
- Case Studies (Sewer, Water, Lateral, Culvert)
- Pipe Relining Directory - Add your logo for $250.
- Data Management
- Engineering Considerations
- QA/QC
- Products and Material Testing

*Publishers own data

Circulation
Mails polybagged with the September issue of Trenchless Technology.

Bonus Distribution
- WEFTEC 2020
- 2020 Trenchless Technology Road Shows
- NASTT’s 2020 No-Dig Show
- Water & Wastewater Equipment, Treatment & Transport Show

Specs
Please refer to Trenchless Technology specs page of the media kit.

Deadlines
Insertion Orders are due 8/5/2019
Ad Materials are due 8/12/2019
Mail Date: September 10

Rates

Display Ads (4-COLOR, GROSS)

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$12,180</td>
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<tr>
<td>Full Page</td>
<td>$8,170</td>
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<tr>
<td>2/3 Page</td>
<td>$6,710</td>
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<tr>
<td>1/2 Island</td>
<td>$6,050</td>
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<td>1/2 Page</td>
<td>$5,375</td>
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<td>$4,315</td>
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<td>BC (NET RATES)</td>
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<tr>
<td>Logo</td>
<td>$250</td>
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</table>

Cover Rates (4-COLOR, GROSS)

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Cover (Inside Front)</td>
<td>$8,750</td>
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<tr>
<td>3rd Cover (Inside Back)</td>
<td>$8,230</td>
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<td>4th Cover (Back Cover)</td>
<td>$9,140</td>
</tr>
<tr>
<td>Inside Front Cover Spread</td>
<td>$12,865</td>
</tr>
</tbody>
</table>

*Publishers own data
Trenchless Technology Canada offers marketers the opportunity to reach Canadian contractors, engineers and municipalities/utilities via the strong Trenchless Technology brand that's been influencing trenchless industry decision-makers for more than 25 years.

Editorial Calendar

- **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

- **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

- **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

- **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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**Rates**

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<tr>
<th>Trenchless Technology Canada (4-COLOR, GROSS, USD)</th>
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<td>1/2 Page</td>
</tr>
<tr>
<td>1/3 Page</td>
</tr>
<tr>
<td>1/4 Page</td>
</tr>
<tr>
<td>Business Card (Net Rate)</td>
</tr>
</tbody>
</table>

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

- Inside Front Cover Spread: $3,580 / $3,400
- Inside Front Cover: $1,990 / $1,890
- Inside Back Cover: $1,750 / $1,660
- Back Cover: $2,390 / $2,270

*Insertion orders due on the 5th of the month prior to issue. Ad materials due on the 10th of the month prior to issue.

*Publishers own data based on Summer 2018 issue.*
Website
trenchlesstechology.com

16,711
Average Users per Month

32,494
Average Pageviews per Month

Banner Advertising

- **Branded Background Skins***
  
  $13,500 Annual
  
  1260 x 760 (optimized for 1280 wide browsers)
  
  1440 x 800 (optimized for 1400 wide browsers)
  
  Appears on the left and right side of the website page. Plus, 300 X 250 banner for mobile.

- **Leaderboard Banner**
  
  $100
  
  728 x 90 (320 x 50 for mobile)

- **Inline Banner**
  
  $135
  
  970 x 90 (300 x 250 for mobile)

- **Homepage Banner**
  
  $200
  
  970 x 250 (300 x 250 for mobile)
  
  4,000 impressions per month max.

- **Standard Banner**
  
  $65
  
  300 x 250

- **Skyscraper Banner**
  
  $95
  
  300 x 600

- **Homepage Newsfeed Advertorials**
  
  $1,700/month
  
  Horizontal photo, 15-25 preview words & a hyperlink
  
  * Advertorial is also included in 2 Trenchless Technology eNewsletters

- **Interstitial Ad**
  
  $200
  
  600 x 400
  
  Ad pops up while a user is browsing between pages.

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

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.
eNewsletter

Weekly Trenchless Technology eNewsletter
Distributed every Wednesday

12,473
Average Distribution

Specs

Banner Advertisement size: 580 x 80 (72 dpi)
• Acceptable file formats are .jpg and .gif
• Maximum file size is 25k
• Provide URL address for link
• Max looping 3x for .gif files

Advertorial:
• Headline
• 25 words and image/logo
• Provide URL address for link

Rates (NET)

Banner Advertisement $1,400 per month
Ad included in each weekly eNewsletter

Advertorial $500 per issue

Advertising
Dan Sisko 330-315-2057
dsisko@benjaminmedia.com
Hannah Schiffman 330-315-2135
hschiffman@benjaminmedia.com
Maura Bourquin 330-940-2211
mbourquin@benjaminmedia.com
Sharon Bueno 330-315-2196
sbueno@benjaminmedia.com

Editorial
Vertical eNewsletters
Distributed 1X per month

One exclusive sponsor per issue!

Horizontal Directional Drilling eNewsletter
Distributed the first Monday of each month

- Total Distribution: 6,902

Pipe Relining eNewsletter
Distributed the third Monday of each month

- Total Distribution: 3,316

Pipe Cleaning eNewsletter
Distributed Jan 14, Mar 11, May 13, July 8, Sept 9, Nov 11

- Total distribution: 3,205*

Condition Assessment eNewsletter
Distributed Feb 11, April 8, June 10, Aug 12, Oct 14, Dec 9

- Total distribution: 4,605

Banner Advertisement size: 600 x 300 (72 dpi)
- Acceptable file formats are .jpg and .gif
- Maximum file size is 25k
- Provide URL address for link
- Max looping 3x for .gif files

Rates (NET)

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Rate</th>
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<tbody>
<tr>
<td>HDD eNewsletter</td>
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<tr>
<td>Pipe Relining eNewsletter</td>
<td>$990 per issue</td>
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<tr>
<td>Pipe Cleaning eNewsletter</td>
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<tr>
<td>Condition Assessment eNewsletter</td>
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</table>

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Advertising

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dan Sisko</td>
<td>330.315.2057</td>
<td><a href="mailto:disisko@benjaminmedia.com">disisko@benjaminmedia.com</a></td>
</tr>
<tr>
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</tr>
<tr>
<td>Sharon Bueno</td>
<td>330.315.2186</td>
<td><a href="mailto:sbueno@benjaminmedia.com">sbueno@benjaminmedia.com</a></td>
</tr>
</tbody>
</table>

Editorial

*Publisher's Own Data
Native Advertising

With Trenchless Technology’s Native Advertising Program, your content will appear like a news story within the natural layout of Trenchless Technology’s media channels. Sponsored content is marked as sponsored, but it blends into the native content.

Native advertising has been shown to increase brand lift by **82%**

If native ads include rich media, conversion rates could go up to **60%**

Statistics From Adweek, 4/17/2017

Viewers spend almost as much time on native ads as they do on editorial content.

With Trenchless Technology’s Native Advertising Program, your content will appear like a news story within the natural layout of Trenchless Technology’s media channels. Sponsored content is marked as sponsored, but it blends into the native content.

Your content remains in the top 10 stories on the homepage for duration of your program.

Your content included for the duration of your program.

Your content is tweeted regularly over the duration of your program.

Contact your sales representative for rates.
Digital Edition Advertising Guide

NEW Format in 2019!

Readers choose the view they like best on desktop or mobile devices

Content View

Page View

Desktop/Tablet

Mobile

Desktop/Tablet

Mobile

Advising

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Sharon Bueno
330.315.2186
sbueno@benjaminmedia.com

Editorial
Digital Edition Rates & Specs
All ad options are visible on desktop & mobile devices.

**Sponsored Content Inline Ad**
(A 1 advertiser spot per issue)

A Sponsored Content Inline ad is a strategic advertisement placed in-line with editorial content, just like articles, these advertisements can be clicked on for full content, including images, links, and video.

**Preview Tile (image reader initially sees):**
500Wx240H, file type must be gif, png, or jpeg

**Expanded Content (content reader sees after clicking on the preview tile):**
Image size – 1024Wx360H
Text – 500 words

$300 per 1 Edition
$765 per 3 Editions
$1,440 per 6 Editions [Best Value]
$2,700 per 12 Editions [Best Value]

**Exclusive Ticker Ad**
(1 advertiser spot per issue)

The Ticker displays clickable text and/or a small image at the bottom of the screen and is persistent throughout the digital edition. It can direct the reader to your website.

**Image:** 500Wx20H, file type must be a gif, png, or jpeg

**Text:** Does not have a limit, but if too long it will be cut on mobile devices.

$500 per 1 Edition
$1,275 per 3 Editions
$2,400 per 6 Editions
$4,500 per 12 Editions [Best Value]

**Interstitial Ad**
(1 advertiser spot per issue)

A popular advertising feature, Interstitial Pages can be set to slide up in front of readers on any page of the digital edition. Interstitial Pages are like any other page and can contain links, video, audio, and animations. Interstitial ads launch 1x per user session.

**Full page:** 8-1/4" wide x 11-1/8" high
File type must be a PDF. File dimensions MUST be the same as the pages in the issue.

$250 per 1 Edition
$750 per 3 Editions
$1,200 per 6 Editions
$2,250 per 12 Editions [Best Value]

**Landing Page Ad**
(1 advertiser spot per issue)

Full page ad located to the left of the cover on the desktop edition. Ad is specific to an issue and will always remain a part of the issue in the archives.

**Full page:** 8-1/4" wide x 11-1/8" high
PDF files only – 300 DPI

$300 per 1 Edition
$765 per 3 Editions
$1,440 per 6 Editions
$2,700 per 12 Editions [Best Value]

**Display Ad Hyperlink**
Available on Page View Only

Your ad in the print edition will display in the Page View version of the digital edition. Add a hyperlink to your ad to direct people to your website or digital collateral.

$50 per issue

**Display Ad PLAY VIDEO Hyperlink**
Available on Page View Only

Your ad in the print edition will display in the Page View version of the digital edition. Add a PLAY VIDEO button and hyperlink readers to your video online.

$100 per issue
Work with the *Trenchless Technology* editor to create an exclusive, customizable Special Report with content centered around your products, technology and/or company. The Special Report will be a downloadable, topic-specific guide that includes the latest news and market analysis, along with content and ads from your company.

<table>
<thead>
<tr>
<th>Product</th>
<th>Frequency</th>
<th>Total Reach</th>
<th>Value (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trenchless Technology eNewsletters advertorial</td>
<td>4X</td>
<td>12,473 average distribution x 4 issues = 49,892</td>
<td>$1,400</td>
</tr>
<tr>
<td>½ Page, 4/C ad in Trenchless Technology</td>
<td>1X</td>
<td>38,125 circulation x 1 issues = 38,125</td>
<td>$4,568</td>
</tr>
<tr>
<td>300 x 250 ad on trenchlesstechnology.com</td>
<td>12 Months</td>
<td>10,000 impressions x 12 months = 120,000</td>
<td>$7,200</td>
</tr>
<tr>
<td>Tweets from @TrenchlessTech</td>
<td>4X</td>
<td>2,880 followers x 4 tweets = 11,520</td>
<td>$400</td>
</tr>
<tr>
<td>Trenchless Technology Special Report email blast</td>
<td>1X</td>
<td>10,000 distribution</td>
<td>$3,275</td>
</tr>
<tr>
<td>Professionally designed Special Report featuring your brand (PDF format)</td>
<td></td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>229,537</strong></td>
<td><strong>$24,843</strong></td>
</tr>
</tbody>
</table>

**Your Net Rate:** $19,000

**Qualified Leads**

The Special Report will be available on trenchlesstechnology.com for 12 months (as well as be posted on your company’s site). Readers will be required to complete a form prior to downloading. Leads from completed forms will be shared with your company.

**Promotional Campaign**

The *Trenchless Technology* Special Report promotional campaign is designed to increase brand awareness and funnel leads to your company for a full year.

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**Advertising**

Dan Sisko  
330-315-2057  
disko@benjaminmedia.com

Hannah Schiffman  
330-315-2135  
hschiffman@benjaminmedia.com

Maura Bourquin  
330-940-2211  
mbourquin@benjaminmedia.com

Sharon Bueno  
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**Editorial**

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disko@benjaminmedia.com

Hannah Schiffman  
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Maura Bourquin  
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mbourquin@benjaminmedia.com

Sharon Bueno  
330-315-2196  
sbueno@benjaminmedia.com
Maximum Exposure Options

STAND OUT from the crowd with these high exposure advertising options.

- **Belly Band:**
  Using a belly band is a sure way to gain visibility. Readers must remove the belly band to get to the magazine. Thus, it is impossible to ignore your advertisement.

- **Post-It® Notes:**
  Using Post-It® Notes adds attention to your full-page ad and encourages the reader to use it as a reminder to respond to your call to action.

- **Sticker:**
  If you’re afraid readers may miss your ad, lead them to it with a Sticker on the front cover of the magazine.

- **Cover options:**
  The front cover is the most visible page of a magazine, designed to draw the reader's attention. Take advantage of this prime real estate with a special cover option.

Give the readers something extra.

- **Ride Along Outsert:**
  Let the power of Trenchless Technology's brand carry the load for your next direct mailing.

- **Tipping:**
  Magazine tipping allows you to insert product samples, removable advertisements, and even posters and brochures.

- **Other Special Advertising Options:**
  - Printed Polybag
  - Poster
  - Fold-Out Tabs
  - Business Reply Card

Contact your sales representative for rates.

Advertising
<table>
<thead>
<tr>
<th>Dan Sisko</th>
<th>330.315.2057</th>
<th><a href="mailto:disisko@benjaminmedia.com">disisko@benjaminmedia.com</a></th>
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Editorial
Case Study & White Paper Marketing

Let *Trenchless Technology* market your case study or white paper and deliver leads to your inbox year-round. It’s as easy as 1-2-3.

1. You provide the case study or white paper.

2. We create a landing page and download request form on trenchlesstechnology.com.

3. We market your case study or white paper via emails, social media and *Trenchless Technology* and deliver qualified leads to your inbox!

95% of past *Trenchless Technology* Reader Survey respondents said case studies and white papers are influential in helping evaluate a technology or product.

**Marketing Campaign includes:**

- 1X Dedicated email blast sent to 5,000 select *Trenchless Technology* subscribers ($1,675 value)
- 3X Dedicated tweet with link ($300 value)
- 4X *Trenchless Technology*’s E-newsletter advertisement ($1,400 value)
- Featured on trenchlesstechnology.com for one year ($1,800 value)

**Rate: $3,950 Net**

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hschiffman@benjaminmedia.com

Maura Bourquin  
330-940-2211  
mbourquin@benjaminmedia.com

Sharon Bueno  
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sbueno@benjaminmedia.com
You deliver the presentation.
We deliver the qualified leads.

What you provide:
- Company logo, presentation description and image.
- Up to 5 custom pre-event survey questions for the registration form.
- Final PPT presentation 2 days prior to live event. Note, videos can be used in your webinar presentation!

What we provide:
- One ½ page 4-color ad in Trenchless Technology promoting your webinar session.
- Two dedicated email blasts promoting webinar session to Trenchless Technology subscribers.
- Event posts on @TrenchlessTech and other Benjamin Media social media networks.
- 60-minute Webinar (recommended 45 minutes for presentation and 15 minutes for Q&A).
- Following the event, sponsor will be provided with a final report including:
  - List of all registrants (including all contact information)*
  - A list of all questions asked during event
  - Answers to custom pre-event survey and any polls given during the event
  - Webinar recording on www.trenchlesstechnology.com for one year

Sponsorship Rate: $8,250 Net

5 Reasons to Sponsor a Trenchless Technology Webinar

1. You’ll generate qualified leads ready for your sales team. We will add custom questions to your registration form to help you determine the fit and interest of each lead.

2. You’ll get to know your target audience. Interact with your audience through polls and a Q&A session and get a better understanding of their current situation, challenges and needs.

3. You’ll raise brand awareness. Our multi-channel webinar marketing campaign will raise brand awareness while promoting your event.

4. You’ll position your company as a market leader. Present a high-quality educational webinar and become the authority on a subject.

5. It’s cost-effective. Not only is it cost-effective for you, it’s also cost-effective for attendees! Win-win!

* Due to the Canadian Anti-Spam Legislation, we are unable to provide email addresses for Canadian registrants. We will be able to provide mailing addresses and phone numbers for Canadian registrants.

Please contact Brittany Cline at bcline@benjaminmedia.com or 330-467-7588.
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.
Rates

Print (Ad appears in Print & Digital Editions)

Display Ads (4-COLOR, GROSS)

Rates apply to Trenchless Technology, Horizontal Directional Drilling Guide, Pipe Relining Guide

<table>
<thead>
<tr>
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<td>$5,865</td>
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<td>$4,315</td>
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<tr>
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<td>$3,570</td>
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<td>$3,095</td>
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<td>Business Card</td>
<td>$640</td>
<td>$620</td>
<td>$600</td>
<td>$580</td>
<td>$560</td>
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Black & white display advertising - deduct 20% off the above rates

Cover Rates (4-COLOR, GROSS)

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<td>$8,230</td>
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<tr>
<td>4th Cover</td>
<td>$9,140</td>
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<tr>
<td>Inside Front Cover Spread</td>
<td>$12,865</td>
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<td>$11,495</td>
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Pipe Cleaning Section (4-COLOR, NET)

<table>
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<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3115</td>
<td>$2980</td>
<td>$2530</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2450</td>
<td>$2335</td>
<td>$2100</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1835</td>
<td>$1745</td>
<td>$1560</td>
</tr>
</tbody>
</table>

Trenchless Technology Canada (4-COLOR, GROSS, USD)

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$3,340</td>
<td>$3,175</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,590</td>
<td>$1,510</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>$1,190</td>
<td>$1,140</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,020</td>
<td>$970</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$860</td>
<td>$820</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$700</td>
<td>$660</td>
</tr>
<tr>
<td>Business Card</td>
<td>$325</td>
<td>$310</td>
</tr>
</tbody>
</table>

Cover Rates (4-COLOR, GROSS, USD)

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover Spread</td>
<td>$3,580</td>
<td>$3,400</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,990</td>
<td>$1,890</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,750</td>
<td>$1,660</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,390</td>
<td>$2,270</td>
</tr>
</tbody>
</table>

Advertising
Dan Sisko
330.315.2057
disko@benjaminmedia.com

Hannah Schiffman
330.315.2135
hschiffman@benjaminmedia.com

Maura Bourquin
330.982.2211
mbourquin@benjaminmedia.com

Sharon Bueno
330.315.2186
sbueno@benjaminmedia.com

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

**Digital**

<table>
<thead>
<tr>
<th>Website (CPM Net Rate)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Banner (300 x 250)</td>
<td>$65</td>
</tr>
<tr>
<td>Skyscraper Banner (300 x 600)</td>
<td>$95</td>
</tr>
<tr>
<td>Leaderboard Banner (728 x 90)</td>
<td>$100</td>
</tr>
<tr>
<td>Inline Banner (970 x 90)</td>
<td>$135</td>
</tr>
<tr>
<td>Interstitial Ad (600 x 400)</td>
<td>$200</td>
</tr>
<tr>
<td>Homepage Banner (970 x 250)</td>
<td>$200</td>
</tr>
<tr>
<td>Homepage Newsfeed Advertorial</td>
<td>$1,700 per month</td>
</tr>
<tr>
<td>Branded Background Skin</td>
<td>$13,500 Annual</td>
</tr>
</tbody>
</table>

**Social Media Posts (NET)**
Scheduled posts on Trenchless Technology's Twitter and Facebook are normal text-based posts that include one external link sent on the day/time you specify. Subject to editor approval.

- **Rate**: $200 per post

**Weekly eNewsletter (NET)**
- **Banner Advertisement**: $1,400 per month
- **Advertisorial**: $500 per issue

**Monthly eNewsletter (NET)**
- **HDD eNewsletters**: $990 per issue
- **Pipe Relining eNewsletters**: $990 per issue
- **Pipe Cleaning eNewsletters**: $990 per issue
- **Condition Assessment eNewsletters**: $990 per issue

**Digital Edition (NET)**
See page 19

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**Directory of the North American Trenchless Technology Industry**

<table>
<thead>
<tr>
<th>Display Ads (4-COLOR, GROSS) 1X</th>
<th>Enhanced Listings (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>Logo - Color</td>
</tr>
<tr>
<td>$9,135</td>
<td>$340</td>
</tr>
<tr>
<td>Full Page</td>
<td>Logo - B&amp;W</td>
</tr>
<tr>
<td>$6,130</td>
<td>$240</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>Bold Company Name</td>
</tr>
<tr>
<td>$5,035</td>
<td>$165</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>Category Ad - Color</td>
</tr>
<tr>
<td>$4,540</td>
<td>$360 per inch</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>Category Ad - B&amp;W</td>
</tr>
<tr>
<td>$4,030</td>
<td>$260 per inch</td>
</tr>
<tr>
<td>1/3 Page</td>
<td></td>
</tr>
<tr>
<td>$3,235</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>Inside Front Cover</td>
</tr>
<tr>
<td>$2,735</td>
<td>$6,560</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>$2,380</td>
<td>$6,220</td>
</tr>
<tr>
<td>Business Card (Net Rate)</td>
<td>Back Cover</td>
</tr>
<tr>
<td>$480</td>
<td>$6,855</td>
</tr>
</tbody>
</table>

Black & white display advertising - deduct 20% off the above rates

---

**Advertising**

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---

**Editorial**

See page 19
**Bleed - 1/8” on each side:** 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 1/8" X 10 7/8”**

**Safety - 1/4” 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.

*Allow a safety of 3/8” for borders.

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**Material Submission Instructions**

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

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**Advertising Materials**

Ads are produced using computer-to-plate technology.

**Digital Files**

Accepted File Formats: All files should be PDF or PDF/ x1a. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Fonts should be outlined when possible.

**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.

**There is a minimum additional charge for 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.

**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.
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 300 x 250 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)

- **Homepage Banner**
  970 x 250
  (a 300 x 250 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**
  970 x 90
  (a 300 x 250 banner is also required so your ad appears on mobile devices)

- **Homepage Newsfeed Advertorial**
  Horizontal photo, 15-25 preview words & a hyperlink

- **300 x 250, 728 x 90, 300 x 600, 970 x 250 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 Specs
- See Page 19

eNewsletter Specs
- **Weekly Trenchless Technology eNewsletters**
  - Banner Ad size: 580 x 80 (72 dpi)
  - Advertorial
    - Headline
    - 25 words and image/logo
    - Include URL link

- **Monthly Vertical eNewsletters**
  - Banner Ad Size: 600 x 300 (72 dpi)
    - Acceptable file formats are .jpg and .gif
    - Maximum file size is 25k
    - Provide URL address for link
    - Max looping 3x for .gif files

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