

# Rates



## Directory of the North American Trenchless Technology Industry

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

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

### Advertising

**Dan Sisko**  
330-315-2057  
dsisko@benjaminmedia.com

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

**Maura Dugan**  
330-940-2211  
mdugan@benjaminmedia.com

### Editorial

**Sharon Bueno**  
330-315-2196  
sbueno@benjaminmedia.com

## Digital

### Website (CPM Net Rate)

<b>Standard Banner</b> (300 x 250)	\$60
<b>Skyscraper Banner</b> (300 x 600)	\$85
<b>Leaderboard Banner</b> (728 x 90)	\$90
<b>Large Leaderboard Banner</b> (970 x 90)	\$100
<b>PushDown Banner</b> (970 x 90)	\$125
<b>Inline Banner</b> (300 x 250)	\$125
<b>Interstitial Ad</b> (600 x 400)	\$200
<b>Branded Background Skin</b>	\$13,500 Annual

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

### Twitter (NET)

Scheduled tweets are normal text-based tweets that include one external link sent on the date/time you specify. Tweet content is subject to editor approval.

**Rate** \$100 per tweet

### Weekly eNewsletter (NET)

<b>Banner Advertisement</b>	\$1,400 per month
<b>Advertorial</b>	\$500 per issue

### Monthly eNewsletter (NET)

<b>HDD eNewsletters</b>	\$990 per issue
<b>Pipe Relining eNewsletters</b>	\$990 per issue
<b>Pipe Cleaning eNewsletters</b>	\$990 per issue
<b>Condition Assessment eNewsletters</b>	\$990 per issue

## Digital Edition (NET)

<b>Digital Edition Landing Page</b>	\$300 per issue - Full page
	\$400 per issue - Spread
<b>Play Video Hyperlink</b>	\$100 per issue
<b>Advertisement Hyperlink</b>	\$50 per issue