

TRENCHLESS JOURNAL



THE OFFICIAL PUBLICATION OF THE NORTHWEST CHAPTER OF
THE NORTH AMERICAN SOCIETY FOR TRENCHLESS TECHNOLOGY

LOOKING TO REACH TRENCHLESS
PROFESSIONALS THROUGHOUT
**ALBERTA, SASKATCHEWAN &
MANITOBA?**

NASTT-NW'S TRENCHLESS JOURNAL HAS A CONTROLLED CIRCULATION OF
2,000, WITH A PASS-ALONG READERSHIP OF OVER 6,000*

THIS HIGHLY QUALIFIED AUDIENCE IS MADE UP OF KEY DECISION MAKERS THROUGHOUT THE THREE PROVINCE
AREAS – THE CORE OF YOUR MARKET. ALL COPIES OF EACH ISSUE ARE INDIVIDUALLY ADDRESSED TO QUALIFIED
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**Based on statistical research, on average, specialized business
publications have pass-along readership rates of 3-4 people per copy.*

BE A PART OF THE TRENCHLESS JOURNAL

Dear colleague,

As someone directly involved in the practice and advancement of the trenchless technology profession here in Western Canada, I know that you and your company have a vested interest in the profession's progress. As Chair of the North American Society for Trenchless Technology – Northwest Chapter (NASTT-NW), representing professionals across our unique and distinctive three-province area, I can assure you that NASTT-NW shares your desire to make our profession as strong, vibrant and progressive as possible.

To that end, we invite you to be part of the *Trenchless Journal*. This semiannual magazine plays a vital role in our communication, recognition and education process right here in our Chapter's geographical area of Alberta, Saskatchewan and Manitoba. The *Journal* can be read in its print format that is distributed directly to our members and other industry stakeholders as well as in its interactive electronic version hosted on the NASTT-NW web site.

As we strive to ensure that our region's *Trenchless Journal* accomplishes its important education and communication responsibilities, I urge you to take full advantage of its targeted readership to effectively promote your company's people, products, and services, and to demonstrate your commitment to, and support of, the important work being done by NASTT-NW and its members. Chad Morrison of our publishing partner – Craig Kelman & Associates Ltd. – will be contacting you in the near future to discuss your participation in the upcoming issue. Your involvement will prove beneficial to all!

Thank you for your interest, participation, and support. ■ ■ ■

Sincerely,
Alan Miller, Chair

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NASTT-NW's semiannual magazine provides in-depth information on techniques, processes, and trends in the ever-expanding and evolving trenchless technology profession, as well as on individuals, companies, projects and industry events that are timely and relevant in the three-province area. It is the official voice of the profession that is dedicated to promoting the benefits of trenchless technology through enhanced training and education.



ISSUE 1

SPACE CLOSING: MID APRIL
DISTRIBUTION: EARLY MAY

✓ BONUS DISTRIBUTION!
AT NASTT TECHNICAL PROGRAMS



ISSUE 2

SPACE CLOSING: LATE SEPTEMBER
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CHAD MORRISON, MARKETING MANAGER

PHONE: 866-985-9788 FAX: 866-985-9799

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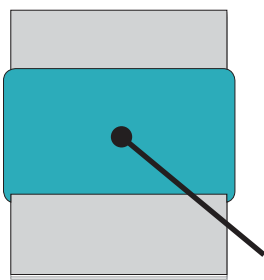
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

BELLYBANDS

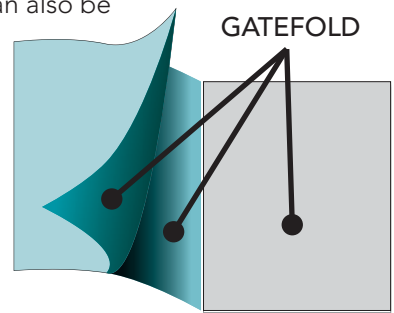
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



BELLYBAND

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GATEFOLD

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FREE
to print
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A USER-FRIENDLY, INTERACTIVE MEDIA RICH PDF FORMAT THAT INCLUDES:

1. Active hyper-links to all websites and e-mails contained in the publication
2. Active links to the specific stories from the front cover and contents page
3. Active links to advertiser websites from their ads

■ ■ ■ VISIT US ONLINE. WWW.NASTT-NW.COM ■ ■ ■

Production Requirements:

- Adobe InDesign CS6
- Adobe Photoshop CS6
- Adobe Illustrator CS6

(earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS / IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or e-mail a pdf for proofing purposes

- We support **CDs** and **DVDs**
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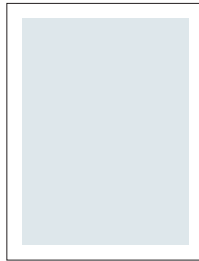
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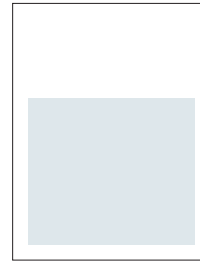
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

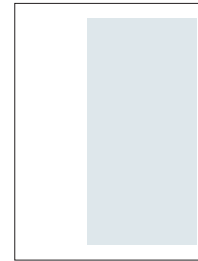
Full page



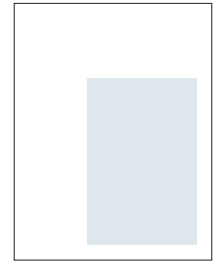
2/3 Horizontal



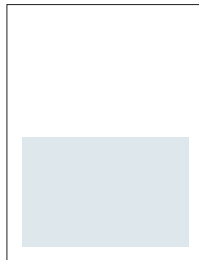
2/3 Vertical



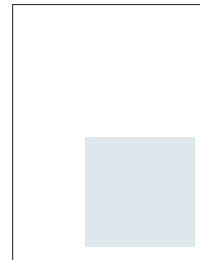
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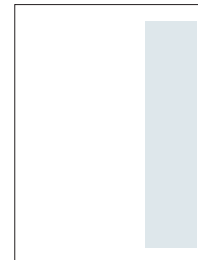
1/2 Horizontal



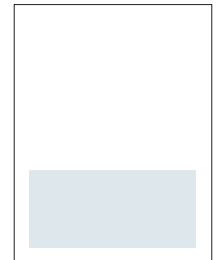
1/3 Square



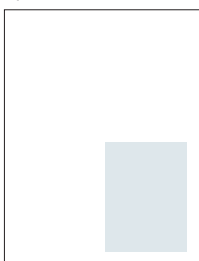
1/3 Vertical



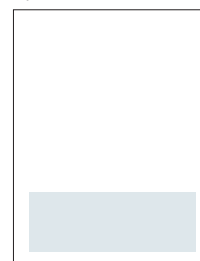
1/3 Banner



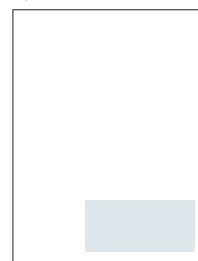
1/4 Vertical



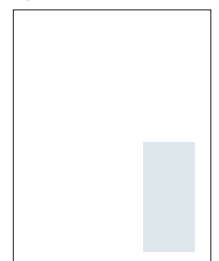
1/4 Banner



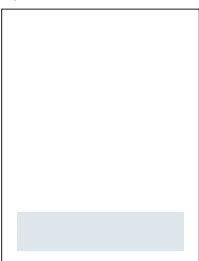
1/6 Horizontal



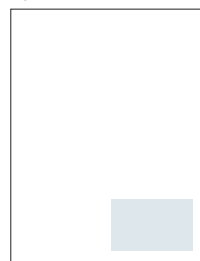
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

