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# TRENCHLESS NORTH AMERICA



The Official Magazine of the North American Society for Trenchless Technology

**EXTRA 5%  
DISCOUNT  
FOR NASTT  
MEMBERS!**



# MEDIA KIT 2025

# Welcome



The North American Society for Trenchless Technology (NASTT) is excited to announce the continued publishing of our highly regarded membership magazine *Trenchless North America* now in its 15th year. Published four times a year beginning with the Winter/2025 Technical edition, *Trenchless North America* provides quality information on the trenchless industry to our NASTT membership.

Published by A To B Publishing Inc, *Trenchless North America* continues to reflect the NASTT mission and guiding purpose, focusing on the trenchless professionals working at the forefront of our industry. The people whose work demonstrates better, greener, and more responsible ways to manage North America's underground infrastructure. Truly, we are all about Trenchless Technology in North America, our complete focus and dedication!

Because it reaches decision makers, important stakeholders, officials for underground infrastructure and the trenchless technology industry community, advertisements in our unique and innovative publication highlight your company. Advertising in *Trenchless North America* helps us promote your company, associating your name with our education and awareness program as we invest back into the future people and markets for trenchless technology, further developing the usage of trenchless technology applications to benefit the members of our industry and wider society.

Please consider pledging a portion of your 2025 marketing dollar to advertise in *Trenchless North America*. Our publication demonstrates the cost savings, social and environmental benefits of utilizing trenchless technology as the preferred method for installation and maintenance of underground infrastructure across the United States, Canada and Mexico.

Thank you for your support,

*Matthew Izzard*

Matthew Izzard, Executive Director  
North American Society for Trenchless Technology (NASTT)  
mizzard@nastt.org





# Publishing Mission



NASTT members are a society of individuals, public organizations and private companies with strong beliefs in the practical, social and environmental benefits of trenchless technology. These are professionals at the forefront of the trenchless industry who all promote better and more responsible ways to manage our underground infrastructure.

The North American Society for Trenchless Technology's **Trenchless North America** magazine is published by and for NASTT members and trenchless industry professionals.

The four issues published each year include NASTT and trenchless industry news, member spotlights, Q&As, technical papers and information on upcoming educational events. We also highlight outstanding industry leaders and innovators throughout the year, and provide you with everything you need to know about the NASTT annual No-Dig Show, and No-Dig North.

**In addition, *Trenchless North America* is distributed at over 20 NASTT training events on the following topics:**

- Cured-in-Place Pipe (CIPP)
- Trenchless for gas infrastructure
- Horizontal Directional Drilling (HDD)
- Introduction to Trenchless Technology: New Installation
- Introduction to Trenchless Technology: Rehabilitation
- Laterals
- New Methods and Approaches
- Pipe Bursting
- R&D Innovations



Total circulation is

# 4100

including all  
NASTT members.

## 2300

NASTT Members

## 1800

Additional Government/  
Public Works Recipients



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## 2025 AD RATES/MECHANICAL REQUIREMENTS

SIZE	1x	2x	4x
DPS	\$2395	\$2275	\$2175
FP	\$1795	\$1655	\$1575
2/3	\$1465	\$1395	\$1335
1/2 ISL	\$1145	\$1045	\$975
1/2	\$1095	\$995	\$925
1/3	\$845	\$795	\$755
1/4	\$675	\$605	\$565
1/6	\$485	\$445	\$415
1/8	\$375	\$335	\$315
OBC	\$2175	\$2075	\$1975
IBC	\$1975	\$1875	\$1775
IFC	\$2075	\$1975	\$1875

\*\*\*Net rates - non-commissionable • \*\*\* 1x, 3x, 6x rates = cost per insertion

Electronic files can be accepted only as: PDF (press optimized), TIFF or JPEG (300 dpi), EPS (all fonts and graphics embedded), InDesign or Illustrator (include all fonts and imported graphics). No other electronic files are acceptable.

**PLEASE EMAIL FILES TO: [marcomap@shaw.ca](mailto:marcomap@shaw.ca)**

SIZE	DIMENSIONS
Full Page Bleed	8 5/8" x 11 1/8"
Full Page Bordered	7 x 9 1/2"
2/3 Horizontal	7 x 6 1/4"
1/2 Horizontal	7 x 4 5/8"
1/2 Vertical	4 5/8" x 7"
1/2 Long Vertical	3 3/8" x 9 1/2"
1/3 Horizontal	7 x 3"
1/3 Vertical	2 1/8" x 9 1/2"
1/3 Square	4 5/8" x 4 5/8"
1/4 Horizontal	4 5/8" x 3 3/8"
1/4 Vertical	3 3/8" x 4 5/8"
1/4 Banner	7 x 2 1/8"
1/6 Horizontal	4 5/8" x 2 1/8"
1/6 Vertical	2 1/8" x 4 5/8"
1/8 Horizontal	3 3/8" x 2 1/8"
1/8 Vertical	2 1/8" x 3 3/8"
Trim Size	8 3/8" x 10 7/8"
Line Screen	133 / 4C / Density: 300

Full Page Bleed

Full page Bordered

2/3 Horizontal

1/2 Vertical

1/2 Horizontal

1/2 Long Vert.

1/3 Square

1/3 Vertical

1/3 Horizontal

1/4 Vertical

1/4 Horizontal

1/4 Banner

1/6 Horizontal

1/6 Vertical

1/8 Horizontal

1/8 Vertical

EXTRA 5% DISCOUNT FOR NASTT MEMBERS!



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### Trenchless North America 2025

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## Editorial Calendar 2025

### WINTER Technical Edition

Deadline: Friday, January 17  
Distribution: Friday, February 7

#### Content:

- Into Trenchless
- Q & A
- Morty's Trenchless Academy
- NASTT 2025 No-Dig Show Preview
- Technical Papers
- Project Reports
- Eye on Industry
- NASTT No-Dig Show Trenchless Paper Award Winners

#### Bonus Distribution:

- NASTT 2025 No-Dig Show
- NASTT Regional Chapter Events
- NASTT Training Events

### SPRING 2025 No-Dig Show

Deadline: Friday, March 7  
Distribution: Friday, March 21

#### Content:

- Into Trenchless
- Q & A
- Morty's Trenchless Academy
- NASTT Board Members
- NASTT 2025 No-Dig Show Preview
- NASTT 2025 Hall of Fame Inductees
- Eye on Industry
- NASTT No-Dig Show Trenchless Paper

#### Bonus Distribution:

- NASTT 2025 No-Dig Show
- NASTT Regional Chapter Events
- NASTT Training Events

### SUMMER Trenchless Innovations

Deadline: Friday, July 11  
Distribution: Wednesday, August 6

#### Content:

- Q & A
- Morty's Trenchless Academy
- Innovations/Innovators
- NASTT 2025 No-Dig Show Recap
- NASTT 2025 No-Dig Show Awards
- NASTT Student Scholarships/Awards
- Eye on Industry
- NASTT No-Dig Show Trenchless Paper

#### Bonus Distribution:

- APWA - PWX 2025
- NASTT Regional Chapter Events
- NASTT Training Events

### FALL – NASTT Membership Directory

Deadline: Thursday, September 26  
Distribution: Wednesday, October 15

*Directory of all corporate, government and individual NASTT members with full contact information for corporate members. An invaluable resource!*

#### Content:

- Q & A
- Morty's Trenchless Academy
- No-Dig North 2025 ISTT Show Preview
- NASTT Regional Chapter News
- Eye on Industry
- Student Chapter News
- NASTT No-Dig Show Trenchless Paper

#### Bonus Distribution:

- No-Dig North 2025
- IPLOCA Annual Convention
- NASTT Regional Chapter Events
- NASTT Training Events



### The NASTT 2025 No-Dig Show

March 30 - April 3, 2025

Colorado Convention Center  
Denver, Colorado

#### Directory Logo Enhancement

(Fall issue only)

**\$195 (NET)**



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## NASTT Conferences

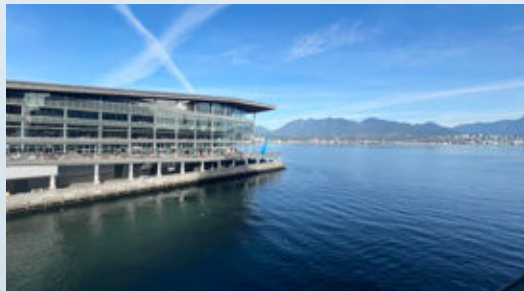


### The NASTT 2025 No-Dig Show

March 30 - April 3

Colorado Convention Center  
Denver, Colorado

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.



### NO-DIG NORTH 2025

October 27 - 30

Vancouver Convention Centre  
Vancouver, British Columbia

No-Dig North is the largest trenchless technology conference in Canada where municipalities, contractors, consulting engineers, public utilities, industrial facilities, and damage prevention professionals attend to learn new techniques that will save money and improve infrastructure. This show offers topic tracks over the course of two days with peer-reviewed, non-commercial presentations, including case studies detailing environmentally friendly trenchless solutions and cost-saving opportunities. Additionally, an exhibition hall and networking events are offered throughout the week for opportunities to exchange ideas with colleagues. NASTT's suite of Good Practices Courses is offered on the first day of the conference as well.

### WHAT IS THE COST TO EXHIBIT?

#### NASTT MEMBER RATE:

\$2,750 In-line 10'X10'

\$2,950 Corner/Island 10'X10'

#### NON-MEMBER RATE:

\$4,500 In-line 10'X10'

\$4,700 Corner/Island 10'X10'

### SPONSORSHIPS:

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

- Gala Awards Dinner Event Sponsor
- Closing Luncheon Sponsor
- Mobile App Sponsorship Opportunities
- Pre-Gala Reception Sponsor

To sponsor or exhibit at any of these events, please contact:

Jessie Clevenger  
NASTT Conference & Sales Director

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jclevenger@nastt.org