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TRENCHLESS NORTH AMERICA



The Official Magazine of the North American Society for Trenchless Technology

**NOW
4X/YEAR!**



MEDIA KIT 2024

Welcome



The North American Society for Trenchless Technology (NASTT) is excited to announce our highly regarded membership magazine *Trenchless North America* will now publish on a quarterly cycle beginning with the new Winter/2024 Technical edition. Publishing four times a year will provide greater opportunity to provide quality information on the trenchless industry to our valued members.

Published four times annually by A To B Publishing Inc, *Trenchless North America* will continue 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 2024 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.

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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2024 AD RATES/MECHANICAL REQUIREMENTS

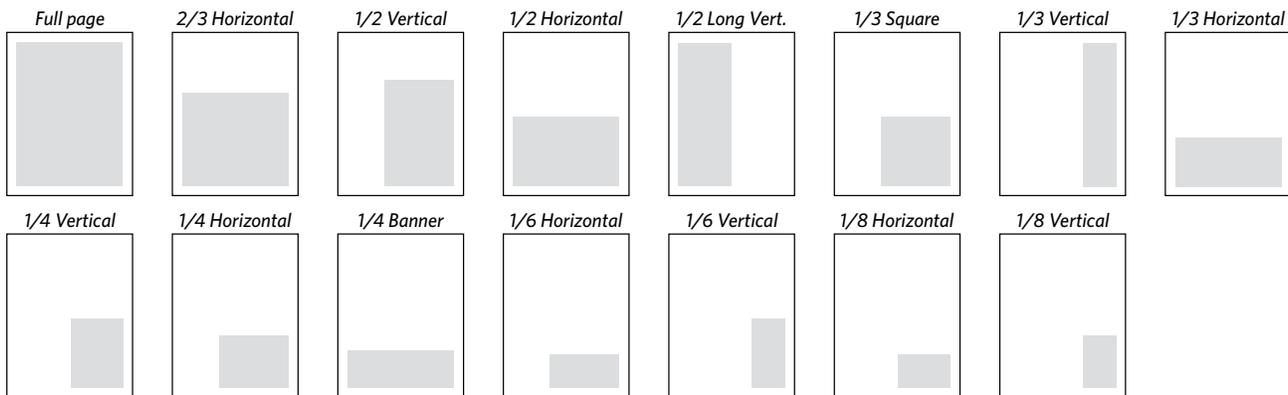
SIZE	1x	2x	4x
DPS	\$2275	\$2175	\$2075
FP	\$1655	\$1575	\$1495
2/3	\$1395	\$1335	\$1275
1/2 ISL	\$1045	\$975	\$905
1/2	\$995	\$925	\$855
1/3	\$795	\$755	\$715
1/4	\$605	\$565	\$525
1/6	\$445	\$415	\$385
1/8	\$335	\$315	\$295
OBC	\$2075	\$1975	\$1875
IBC	\$1875	\$1775	\$1675
IFC	\$1975	\$1875	\$1775

*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

SIZE	DIMENSIONS
Full Page Bleed	8 5/8" x 11 1/8"
Full Page	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"
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Advertising Sales: Andrew Pattison

Tel. (204) 275-6946 | Fax (855) 510-5801

Email: marcomap@shaw.ca



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Editorial Calendar 2024

WINTER Technical Edition

Deadline: Friday, January 12
Distribution: Friday, February 2

Content:

- Into Trenchless
- Q & A
- Morty's Trenchless Academy
- NASTT 2024 No-Dig Show Preview
- Technical Papers
- Project Reports
- Eye on Industry
- NASTT No-Dig Show Trenchless Paper

Bonus Distribution:

- NASTT 2024 No-Dig Show
- NASTT Regional Chapter Events
- NASTT Training Events

SPRING 2024 No-Dig Show

Deadline: Friday, March 8
Distribution: Friday, March 29

Content:

- Into Trenchless
- Q & A
- Morty's Trenchless Academy
- NASTT Board Members
- NASTT 2024 No-Dig Show Preview
- NASTT 2024 Hall of Fame Inductees
- Eye on Industry
- NASTT No-Dig Show Trenchless Paper

Bonus Distribution:

- NASTT 2024 No-Dig Show
- NASTT Regional Chapter Events
- NASTT Training Events

SUMMER Trenchless Innovations

Deadline: Friday, July 12
Distribution: Wednesday, August 7

Content:

- Q & A
- Morty's Trenchless Academy
- Innovations/Innovators
- NASTT 2024 No-Dig Show Recap
- NASTT 2024 No-Dig Show Awards
- NASTT Student Scholarships/Awards
- Eye on Industry
- NASTT No-Dig Show Trenchless Paper

Bonus Distribution:

- APWA - PWX 2024
- NASTT Regional Chapter Events
- NASTT Training Events

FALL – NASTT Membership Directory

Deadline: Thursday, September 27
Distribution: Wednesday, October 16

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 2024 Show Preview
- NASTT Regional Chapter News
- Eye on Industry
- Student Chapter News
- NASTT No-Dig Show Trenchless Paper

Bonus Distribution:

- No-Dig North 2024
- IPLOCA Annual Convention
- NASTT Regional Chapter Events
- NASTT Training Events



The NASTT 2024 No-Dig Show

April 14 - 18

Rhode Island Convention Center
Providence, Rhode Island

Directory Logo Enhancement

(Fall issue only)

\$175 (NET)



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NASTT Conferences

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.



The NASTT 2024 No-Dig Show

April 14 - 18
Rhode Island Convention Center
Providence, Rhode Island



The NASTT 2025 No-Dig Show

March 30 - April 3
Colorado Convention Center
Denver, Colorado



The NASTT 2026 No-Dig Show

March 29 - April 2
Palm Springs Convention Center
Palm Springs, California

What is the cost to exhibit?

NASTT Member Rate:

\$2,650 In-line 10'X10'
\$2,850 Corner/Island 10'X10'

Non-Member Rate:

\$4,400 In-line 10'X10'
\$4,600 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:

NASTT: 888-993-9935