

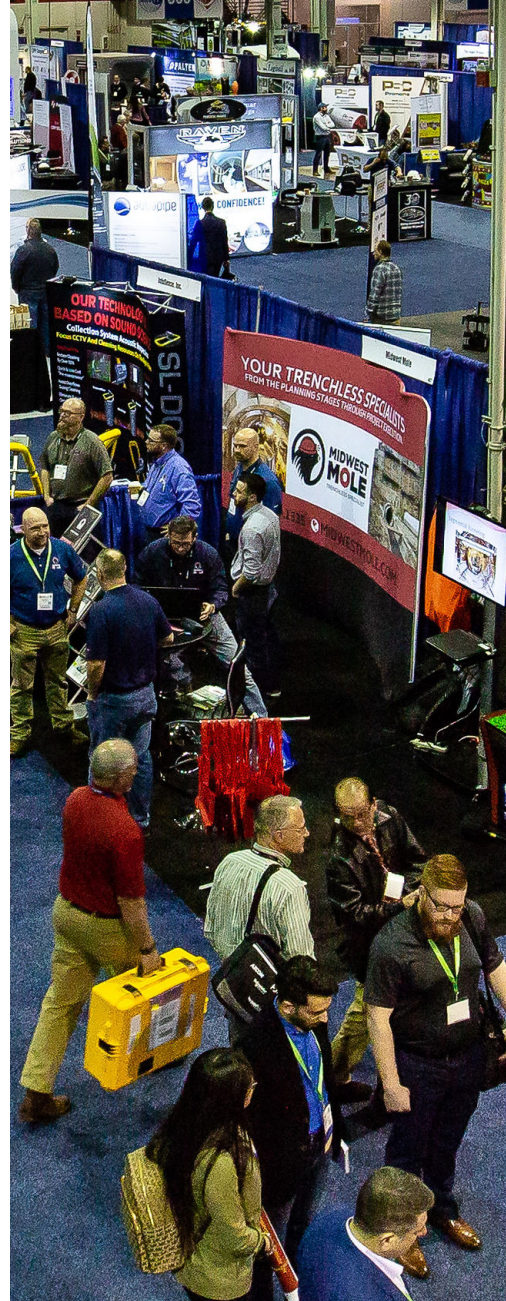
2020 Media Kit



Educate



Train



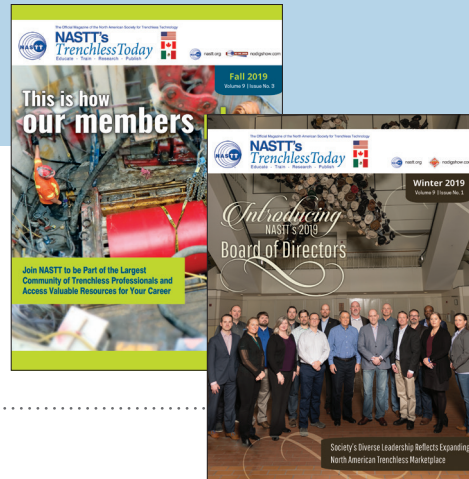
Research



Publish

Editorial Mission

3,000
MAGAZINE
Circulation - Print & Digital



The North American Society for Trenchless Technology's *Trenchless Today* magazine is published for NASTT members and trenchless industry professionals. The three 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 throughout the year, including NASTT's Hall of Fame inductees, and provide you with everything you need to know about NASTT's annual No-Dig Show.

In addition, *NASTT's Trenchless Today* will be distributed at over 20 NASTT training events on the following topics:

- Cured-in-Place Pipe (CIPP)
- Trenchless in the gas market
- Horizontal Directional Drilling (HDD)
- Introduction to Trenchless Technology - New Installation
- Introduction to Trenchless Technology - Rehabilitation
- Laterals
- New Methods and Approaches
- Pipe Bursting



NASTT's *Trenchless Today* is published by Benjamin Media, Inc., an internationally recognized and award-winning publisher serving the oil & gas, water, wastewater, solar, tunneling, utility and construction markets.

10050 Brecksville Rd.
Brecksville, Ohio 44141 USA
Ph: 330-467-7588
www.benjaminmedia.com

Total circulation is 3,000, including all NASTT members.



- 2,200 - NASTT Members
- 800 - Additional Government/Public Works Recipients



NASTT members are an engineering 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.

Advertising Rates



Display Ads (4-COLOR, GROSS)

2-Page Spread	\$3,000
Full page	\$1,600
1/2 Island	\$1,210
1/2 Page	\$1,030
1/3 Page	\$870
1/4 Page	\$710
Business Card (NET)	\$340

Cover Rates (4-COLOR, GROSS)

Inside Front Cover Spread	\$3,200
Inside Front	\$1,915
Inside Back Cover	\$1,685
Back Cover	\$2,295

Advertising

Brittany Cline

330-467-75588

bcine@benjaminmedia.com

Editorial

Andrew Farr

330-752-1919

afarr@benjaminmedia.com

Directory Logo Enhancement

(September issue only)

\$150 (NET)



Editorial Calendar

WINTER (February)

Mail Date: Feb. 17

Insertions: Jan. 1

Materials: Jan. 15

Topic:

- New NASTT Board Members
- NASTT's 2020 No-Dig Show Preview
- NASTT's 2020 Hall of Fame Inductees
- NASTT Regional Chapter News
- Eye on the Industry
- Papers from NASTT's 2019 No-Dig Show

Bonus Distribution:

- NASTT's 2020 No-Dig Show
- NASTT Regional Chapter Events
- NASTT Training Events

SPRING/SUMMER (June)

Mail Date: June 13

Insertions: May 1

Materials: May 15

Topic:

- Recap of NASTT's 2020 No-Dig Show
- NASTT's 2020 No-Dig Show Awards
- NASTT Student Scholarships/Awards
- NASTT Regional Chapter News
- Eye on the Industry
- Papers from NASTT's 2020 No-Dig Show

Bonus Distribution:

- APWA - PWX 2020
- NASTT Regional Chapter Events
- NASTT Training Events

FALL (September)

Mail Date: Sep. 14

Insertions: Aug. 1

Materials: Aug. 15

Topic:

- Directory of all corporate, government and individual NASTT members with full contact information for corporate members.
- No-Dig North Show Preview
- NASTT Regional Chapter News
- Eye on the Industry
- Papers from NASTT's 2020 No-Dig Show

Bonus Distribution:

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

NASTT's Corporate Membership provides North American companies the tools and services they need to be better connected in the trenchless industry. For more information about Corporate Memberships and what they can do for your company, call Carolyn Hook, Membership Outreach & Data Manager, at 888-993-9935 or visit nastt.org and click the Membership link.

Print Specs

Material Submission Instructions

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



Full Page

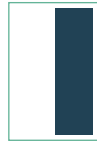
Inches: 8 1/4 x 10 3/4*
Decimal: 8.25 x 10.75*

*This includes a 1/8" (.125") bleed on each side.



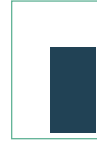
2/3 Page

Inches: 4 1/2 x 9-3/4
Decimal: 4.5 x 9.75



1/2 Page Vertical

Inches: 3 3/8 x 9 3/4
Decimal: 3.375 x 9.75



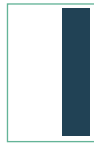
1/2 Page Island

Inches: 4 1/2 x 7 1/2
Decimal: 4.5 x 7.5



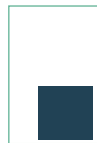
1/2 Page Horizontal

Inches: 7 x 4 7/8
Decimal: 7 x 4.875



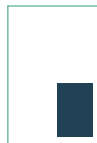
1/3 Page Vertical

Inches: 2 3/16 x 9 3/4
Decimal: 2.1875 x 9.75



1/3 Page Square

Inches: 4 1/2 x 4 7/8
Decimal: 4.5 x 4.875



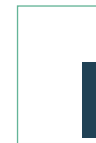
1/4 Page Square

Inches: 3 3/8 x 4 7/8
Decimal: 3.375 x 4.875



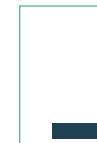
1/4 Page Horizontal

Inches: 7 x 2 3/8
Decimal: 7 x 2.375



1/6 Page Vertical

Inches: 2 3/16 x 4 7/8
Decimal: 2.1875 x 4.875



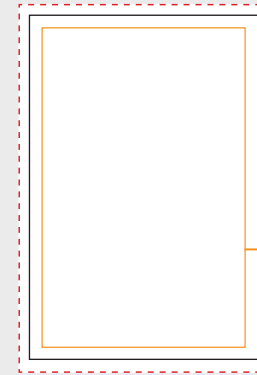
1/6 Page Horizontal

Inches: 4 5/8 x 2 3/16
Decimal: 4.625 x 2.1875



Business Card

Inches: 3 1/2 x 2
Decimal: 3.5 x 2



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 seamlessly blend to the edge of the page with no white margin.

Page Edge (Trim) - 8" X 10 1/2"

Safety - 1/4" in 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

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.

Advertising

Brittany Cline

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Editorial

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Conferences

nodigshow.com



2020



The NASTT 2020 No-Dig Show

April 5-9
Colorado Convention Center
Denver, Colorado

2021



The NASTT 2021 No-Dig Show

March 27-31
Orange County Convention Center
Orlando, Florida

2022



The NASTT 2022 No-Dig Show

April 9-13
Minneapolis Convention Center
Minneapolis, Minnesota

2023



The NASTT 2023 No-Dig Show

April 30-May 4
Oregon Convention Center
Portland, Oregon

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.

What is the cost to exhibit?

NASTT Member Rate:

\$2,300 In-line 10'X10'

\$2,500 Corner/Island 10'X10'

Non-Member Rate:

\$3,800 In-line 10'X10'

\$4,000 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:

Brittany Cline, Events Manager | bccline@benjaminmedia.com | Ph: 330-467-7588