



# WESTERN REGIONAL Trenchless Review



# 2020 MEDIA PLANNER





# WESTERN REGIONAL Trenchless Review

## Dear Industry Partner:

The Western Regional Chapter of the North American Society for Trenchless Technology (**WESTTT**) is a non-profit organization established to advance the science and practice of Trenchless Technology for public benefit in Arizona, California, Hawaii, Nevada and New Mexico.

In order to promote the **WESTTT** Chapter, highlight our member achievements, and educate end-users across the American West on the numerous advantages of trenchless technology applications we publish **Western Regional Trenchless Review** magazine in digital and print formats each year in October.

A primary objective of **WESTTT** is to raise awareness of trenchless methods by promoting and conducting training and education. This year, the centerpiece of these efforts is the planned Western Regional Webinar Series and Virtual Good Practices Course. Although the Western Chapter will not be hosting the traditional in-person annual conference and training event, the organization is still committed to providing valuable trenchless information while allowing our attendees to observe social distancing practices. The first webinar focusing on Introduction to Trenchless Construction Methods will be on July 30, 2020. The second webinar is planned for early fall. **For information and to register:** <http://www.westtt.org/events.html>.

Now in its 15th year of continuous publication, **Western Regional Trenchless Review** will work to promote the Virtual Webinar Series and provide adjunct information supporting the

events. Our highly regarded publication continues to generate widespread interest in leading edge trenchless technology applications, spurring involvement and attention from key underground infrastructure decision makers, owner groups, and other important stakeholders. Highlighting key trenchless technology projects in the West, **Western Regional Trenchless Review** demonstrates the cost savings, social benefits and environmental advantages of utilizing trenchless technology as the preferred method for re-building underground infrastructure.

Trenchless technology methods continue to show rapid growth and development, with greater usage, a wider range of applications, and a better general understanding of the financial, social and environmental advantages. Please consider advertising in the 2020 **Western Regional Trenchless Review**. Advertisements in our magazine effectively highlight your company, and help promote more education, awareness and development of trenchless technology for the public good. Greater use of trenchless applications benefits the environment and civil society.

Sincerely,

**Michelle Beason, P.E.**, Magazine Chair  
North American Society for Trenchless Technology  
Western Chapter (WESTTT)  
[mbeason@nationalplant.com](mailto:mbeason@nationalplant.com)





# WESTERN REGIONAL Trenchless Review

*Western Regional Trenchless Review* features project reports on local trenchless construction projects underway or at completion, thereby educating end users on the practical application, cost savings and environmental benefits of various trenchless methods.

*Western Regional Trenchless Review* is distributed annually to all WESTT Chapter members and industry constituents, including engineers, contractors, manufacturers and product suppliers. Also circulated to the WESTT contact list of local government public works officials and end users, reaching the key decision makers for underground infrastructure projects throughout the US West.

## CONTENT FOCUS

- Cost savings
- Reduced energy budgets
- Environmental & social benefits
- Regional Construction projects
- Local trenchless focus
- Application of trenchless techniques
- End user education

## DISTRIBUTION – DIGITAL/PRINT

- WESTT Chapter Members
- Underground infrastructure leadership
- Engineers
- Local government officials
- Public Works & Utility End-users
- Infrastructure Planning
- WESTT Conferences, seminars & courses
- NASTT 2021 No-Dig Show
- [www.westt.org](http://www.westt.org) + [www.nastt.org](http://www.nastt.org)

Advertisements in *Western Regional Trenchless Review* promote wider use and application of trenchless construction and engineering methods across the Western US: Arizona, California, Hawaii, Nevada and New Mexico.





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## 2020 AD RATES/MECHANICAL REQUIREMENTS

SIZE	RATE
DPS	\$2275
FP	\$1655
2/3	\$1395
1/2 ISLAND	\$1045
1/2	\$995
1/3	\$795
1/4	\$605
1/6	\$445
1/8	\$335
OBC	\$2075
IBC	\$1875
IFC	\$1975

\*net rates - non commissionable

**PRODUCT PROFILE - \$595.00: 1/6PG/VT -**  
one image, 75 words text, company information

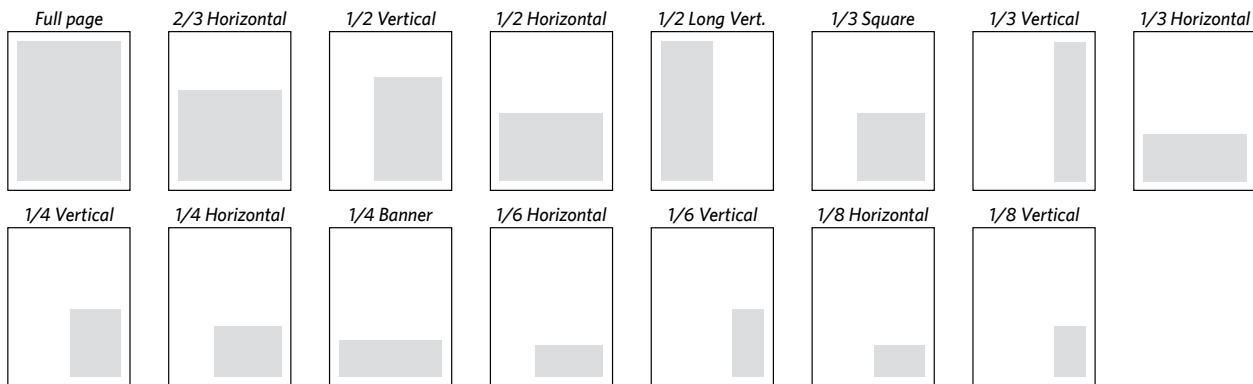
**FULL PAGE ADVERTORIAL FEATURE -**  
\$1655.00: contact your representative

**EXCLUSIVE OUTSERT MAILING:** contact your representative

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"
Line Screen	133 4C Density: 300

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 all files to: [marcomap@shaw.ca](mailto:marcomap@shaw.ca)



## WESTERN REGIONAL TRENCHLESS REVIEW 2020

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