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TRENCHLESS NORTH AMERICA



The Official Magazine of the North American Society for Trenchless Technology



MEDIA KIT 2021

Welcome



The North American Society for Trenchless Technology (NASTT) is pleased to announce the appointment of A To B Publishing Inc. as new publishers of our highly regarded NASTT membership magazine, now in its 11th year of continuous publication.

Formerly *NASTT'S Trenchless Today*, our updated magazine will be titled ***Trenchless North America*** moving forward, reflecting the NASTT mission and guiding purpose. Truly, we are all about Trenchless Technology in North America, our complete focus and dedication!

Published three times annually, ***Trenchless North America*** will continue to focus 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.

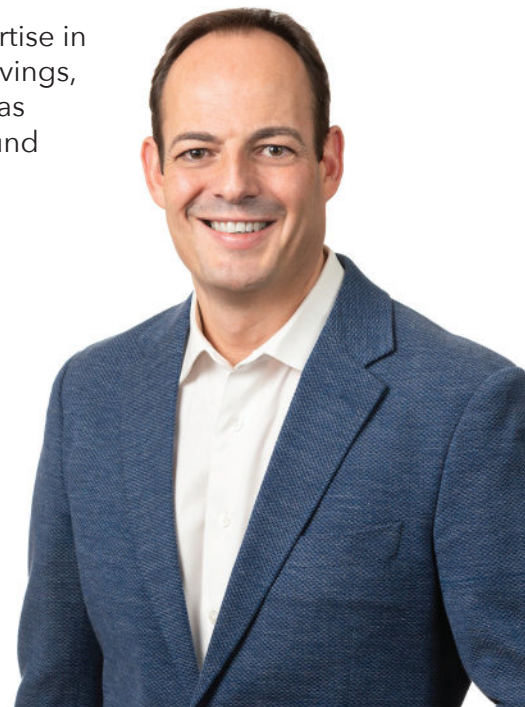
Because it reaches decision makers, important stakeholders, officials for underground infrastructure and the trenchless technology industry community, advertisements in our unique and innovative publication highlight your company. Advertising in ***Trenchless North America*** helps us promote your company, 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 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 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.

The North American Society for Trenchless Technology's ***Trenchless North America*** magazine is published by and 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 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* will be 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
4000
including all
NASTT members.

2300
NASTT Members

1700
Additional Government/
Public Works Recipients



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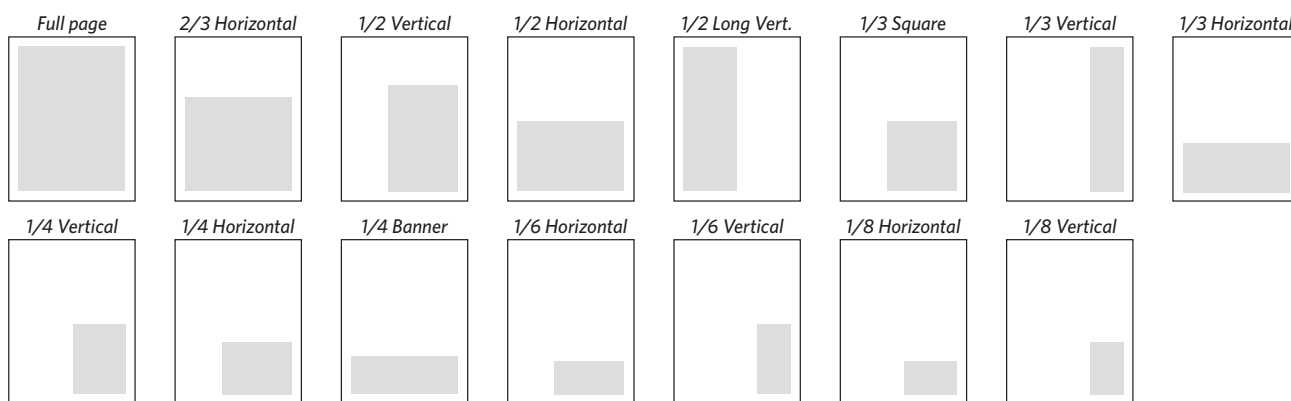
2021 AD RATES/MECHANICAL REQUIREMENTS

SIZE	1x	3x
DPS	\$2275	\$2175
FP	\$1655	\$1575
2/3	\$1395	\$1335
1/2 Island	\$1045	\$975
1/2	\$995	\$925
1/3	\$795	\$755
1/4	\$605	\$565
1/6	\$445	\$415
1/8	\$335	\$315
OBC	\$2075	\$1975
IBC	\$1875	\$1775
IFC	\$1975	\$1875

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 E-MAIL 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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Editorial Calendar 2021

WINTER 2021 No-Dig Show

Deadline: Friday, February 19

Distribution: Friday, March 12

Content:

- Into Trenchless
- Q & A
- New NASTT Board Members
- NASTT 2021 No-Dig Show Preview
- NASTT 2021 Hall of Fame Inductees
- NASTT Regional Chapter News
- Eye on Industry
- NASTT No-Dig Show Trenchless Paper

Bonus Distribution:

- NASTT 2021 No-Dig Show
- NASTT Regional Chapter Events
- NASTT Training Events

SPRING/SUMMER Trenchless Innovations

Deadline: Friday, May 28

Distribution: Friday, June 25

Content:

- Into Trenchless
- Q & A
- Innovations / Innovators
- NASTT 2021 No-Dig Show Recap
- NASTT 2021 No-Dig Show Awards
- NASTT Student Scholarships/Awards
- NASTT Regional Chapter News
- Eye on Industry
- NASTT No-Dig Show Trenchless Paper

Bonus Distribution:

- APWA - PWX 2021
- NASTT Regional Chapter Events
- NASTT Training Events

FALL - NASTT Membership Directory

Deadline: Wednesday, Sept. 22

Distribution: Friday, Oct. 15

Content:

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

- Into Trenchless • Q & A
- New NASTT Board Members
- No-Dig North 2021 Show Preview
- NASTT Regional Chapter News
- Eye on Industry
- NASTT No-Dig Show Trenchless Paper

Bonus Distribution:

- No-Dig North 2021
- IPLOCA Annual Convention
- NASTT Regional Chapter Events
- NASTT Training Events

Directory Logo Enhancement

(Fall issue only)

\$150 (NET)



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.

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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 2021 No-Dig Show

March 27-31

Orange County Convention Center
Orlando, Florida



The NASTT 2022 No-Dig Show

April 9-13

Minneapolis Convention Center
Minneapolis, Minnesota



The NASTT 2023 No-Dig Show

April 30-May 4

Oregon Convention Center
Portland, Oregon

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:

NASTT: 888-993-9935