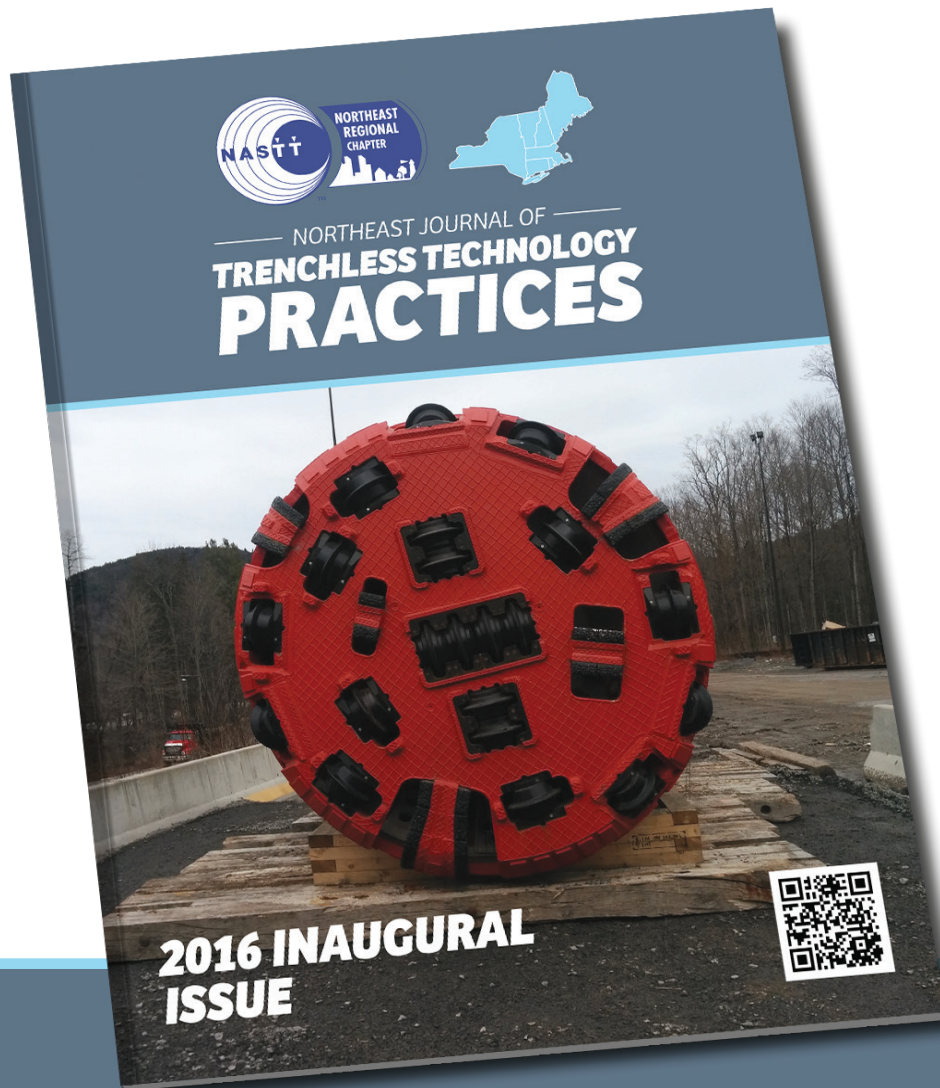




NORTHEAST JOURNAL OF TRENCHLESS TECHNOLOGY PRACTICES



MEDIA PLANNER **SPRING/2018 & FALL/2018**



NORTHEAST JOURNAL OF TRENCHLESS TECHNOLOGY PRACTICES

Dear Industry Partner:

The Northeast Regional Chapter of the North American Society for Trenchless Technology (NASTT-NE) is a non-profit organization established to advance the science and practice of Trenchless Technology for public benefit in Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont.

In order to promote NASTT-NE Regional Chapter, highlight our member achievements, and educate end-users throughout the Northeast on the advantages of Trenchless Technology, we are publishing the *Northeast Journal of Trenchless Technology Practices* magazine twice this year, in Spring/2018 and Fall/2018 editions.

With greater usage, a wider range of applications and a better general understanding of the advantages of using trenchless technology methods in underground infrastructure projects, our industry is poised for rapid growth and development. This is reflected in our successes: two well-attended Northeast Trenchless Conferences, launch of the UMass Lowell Student Chapter, and three successful print/digital editions of the *Northeast Journal of Trenchless Technology Practices* magazine. We intend to continue to build on this momentum throughout the upcoming year.

A primary objective of NASTT-NE is to raise awareness of trenchless methods by promoting and conducting training and education with seminars, short courses and field demonstrations. The Spring/2018 and Fall/2018 editions of the *Northeast Journal of Trenchless Technology Practices* will

support these efforts by generating widespread interest, involvement and attention from the key industry decision makers and owner groups. Our magazine demonstrates the cost savings, social benefits and environmental advantages of utilizing trenchless technology as the preferred method for rebuilding underground infrastructure in our region.

Please consider using a portion of your marketing dollar to advertise in the 2018 editions of *Northeast Journal of Trenchless Technology Practices*. Reaching the decision makers, important stakeholders, officials for underground infrastructure, and the trenchless technology industry community, advertisements in our magazine effectively highlight your company, and help to promote more education and development of trenchless technology for the public good, spurring the future growth of our industry.

Sincerely,

Ian Mead

Ian Mead, Chairman
North American Society for Trenchless Technology
Northeast Chapter (NASTT-NE)
imead@tighebond.com

Babs Marquis

Babs Marquis, Vice Chair
North American Society for Trenchless Technology
Northeast Chapter (NASTT-NE)
marquis@mcmjac.com





NORTHEAST JOURNAL OF TRENCHLESS TECHNOLOGY PRACTICES

The *NASTT-NE Northeast Journal of Trenchless Technology Practices* 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.

The *Northeast Journal of Trenchless Technology Practices* is circulated to all NASTT-NE Chapter members and industry constituents, including engineers, contractors, manufacturers and suppliers. It is also distributed to our exclusive contact list of local government public works officials and end users, reaching the key decision makers for underground infrastructure projects throughout the Northeast region.

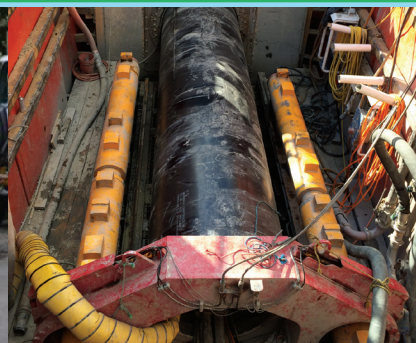
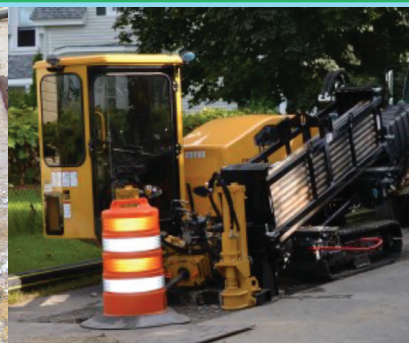
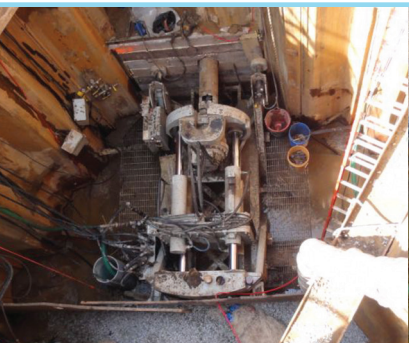
Additional copies are distributed at key trenchless events including the **NASTT-NE 2018 Northeast Trenchless Conference** and at the annual **NASTT NO-DIG** shows.

Advertisements in the *NASTT-NE Northeast Journal of Trenchless Technology Practices* promote the wider use and application of trenchless construction and engineering methods throughout Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont.

First established in 2004, in 2015 the Northeast Trenchless Association officially joined the North American Society for Trenchless Technology as the new NASTT-NE Chapter. From the original Northeast Trenchless Association website:

GOING TRENCHLESS *STILL* MAKES SENSE

1. Trenchless Utility Construction complements traditional construction methods.
2. Trenchless provides a competitive advantage for everyone from Owners and Engineers to Contractors and Subcontractors.
3. Trenchless saves money, limiting traffic disruption and lowering restoration costs.
4. Trenchless Utility Construction saves time.
5. Trenchless provides education.
6. Trenchless is Green Utility Construction—Less emissions, better traffic flow, less excavation, limited disruption to protected areas. Trenchless lowers carbon footprint.
7. Trenchless is a mature market, with over 60 years of new installation and rehabilitation experience.
8. Trenchless protects underground assets. Trenchless installation methods help locate and map current and new pipelines, conduits and cables.
9. Trenchless is the solution to lower social costs.
10. Trenchless serves many markets: water, sewer, rail, road, gas, residential, geothermal, remediation, electric, alternative energy, geotechnical, marine, telephone, cable, fibre-optic and any new pipeline installation or rehabilitation projects.





NORTHEAST JOURNAL

OF TRENCHLESS TECHNOLOGY PRACTICES

2018 – NASTT-NE AD RATES

SIZE	1X	2X
DPS	\$2275	\$2235
FP	\$1655	\$1625
2/3	\$1395	\$1365
1/2 ISLAND	\$1045	\$1015
1/2	\$995	\$965
1/3	\$795	\$775
1/4	\$605	\$585
1/6	\$445	\$425
1/8	\$335	\$315
OBC	\$2075	\$2025
IBC	\$1875	\$1825
IFC	\$1975	\$1925

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

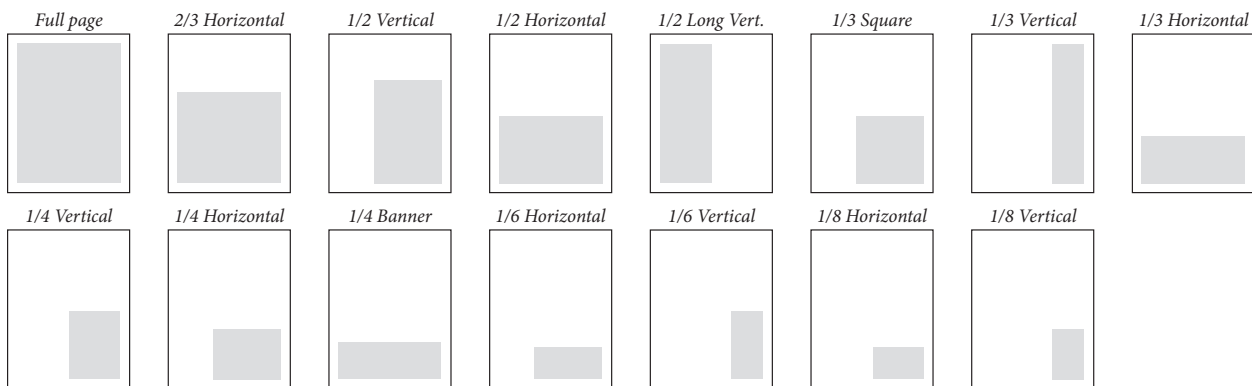
*net rates – non commissionable

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

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



NORTHEAST JOURNAL OF TRENCHLESS TECHNOLOGY PRACTICES 2018
 PUBLISHER: A TO B PUBLISHING INC. | 662 DUDLEY AVENUE, WINNIPEG, MANITOBA, CANADA R3M 1R8

ADVERTISING SALES: ANDREW PATTISON | TEL: 204.275.6946
FAX: 855.510.5801 | MARCOMAP@SHAW.CA