



MID ATLANTIC JOURNAL OF TRENCHLESS TECHNOLOGY

OFFICIAL PUBLICATION OF THE MID ATLANTIC SOCIETY FOR TRENCHLESS TECHNOLOGY



2024 MEDIA PLANNER

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DEAR TRENCHLESS COLLEAGUE:

As the Mid Atlantic Chapter of NASTT (North American Society for Trenchless Technology), **MASTT** is the voice and industry representative promoting the usage and growth of trenchless construction applications in underground infrastructure projects throughout DC, Delaware, Maryland, New Jersey, Pennsylvania, Virginia & West Virginia.

In order to grow and promote the **MASTT** Chapter and highlight the use and benefits of trenchless technology throughout our region, we are pleased to announce the publishing of the *Mid Atlantic Journal of Trenchless Technology 2024*, the tenth annual edition of our successful journal.

The *Mid Atlantic Journal of Trenchless Technology 2024* is circulated to all Chapter members and industry constituents, including engineers, contractors, manufacturers and suppliers. Because it is used to educate and promote greater usage of trenchless methods, the magazine is also distributed to an extensive list of local government public works officials and other key end users. Additional copies will be distributed at all 2024 MASTT seminars, in person and virtual events. The magazine is also circulated at other key national and international events including the **NASTT NO-DIG SHOW**.

Reaching the decision makers and purchasers in our business, important stakeholders and key officials, advertisements in the *Mid Atlantic Journal of Trenchless Technology* enhance your position within the industry, highlighting your company. Advertising in our magazine helps promote education and development of trenchless technology for the public good, furthering growth of our industry, benefiting all.

Please consider using a portion of your marketing dollar to advertise in the *Mid Atlantic Journal of Trenchless Technology 2024*. By highlighting the activities of our **MASTT** Chapter members it demonstrates the cost savings, social and environmental benefits of utilizing trenchless construction techniques as the preferred methods for re-building infrastructure in our region.

Sincerely,



Dennis Walsh P.E., Chair
Mid Atlantic Society for Trenchless Technology (MASTT)
dennismwalshpe@hotmail.com



MID ATLANTIC JOURNAL OF TRENCHLESS TECHNOLOGY 2024

The annual **Mid Atlantic Journal of Trenchless Technology 2024** magazine celebrates MASTT member accomplishments and promotes growth and further use of trenchless technology across the Mid Atlantic region. Featuring project reports on local trenchless construction projects underway or at completion, the magazine educates end users on the practical application, cost savings and environmental benefits of various trenchless methods.

Advertisements in the **Mid Atlantic Journal of Trenchless Technology 2024** directly reach underground infrastructure leadership, buyers and decision makers throughout the Mid Atlantic states. Complementing the print edition, the digital magazine works on all platforms in an enhanced interactive pdf format linked to advertiser websites.

Advertise in the **Mid Atlantic Journal of Trenchless Technology** – promoting the growth of trenchless construction and engineering methods across the Mid Atlantic.

CONTENT

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

DISTRIBUTION

- MASTT Chapter Members
- Trenchless industry leadership
- Engineers
- Local government officials
- Public Works & Utility End-users
- Infrastructure Planning
- MASTT seminars
- www.mastt.org & www.nastt.org



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2024 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

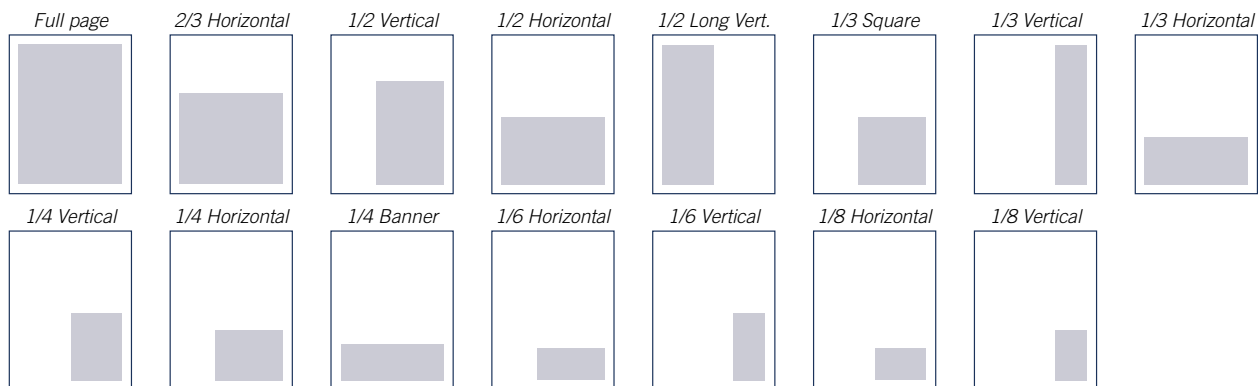
*net rates – non commissionable

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

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Please email all files to: marcomap@shaw.ca



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