



NORTHEAST JOURNAL OF TRENCHLESS TECHNOLOGY PRACTICES



MEDIA PLANNER SPRING 2024 & FALL 2024



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 the **NASTT-NE**, highlight our member achievements, and educate end-users throughout the Northeast on the advantages of Trenchless Construction Methods we publish the ***Northeast Journal of Trenchless Technology Practices*** magazine twice yearly, with Spring/2024 and Fall/2024 editions.

With greater usage, a wider range of applications and a better general understanding of the advantages of using trenchless construction methods in underground infrastructure projects, our industry continues to show rapid growth and development. This is reflected in successful **NASTT-NE** initiatives such as six well-attended **Northeast Trenchless Conferences**, launch of the UMASS Lowell NASTT Student Chapter, and nine successful print/digital editions of the ***Northeast Journal of Trenchless Technology Practices*** magazine. We intend to continue to build on this momentum as we look to the future.

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/2024 and Fall/2024 editions of the ***Northeast Journal of Trenchless Technology Practices*** will support these efforts by

generating widespread interest, involvement and attention from our 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 re-building underground infrastructure in the Northeast.

Please consider using a portion of your marketing dollar to advertise in the 2024 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, awareness and development of trenchless technology for the public good, spurring the future growth of our industry.

Sincerely,

Jonathan Kunay

Jonathan Kunay P.E., Chair
North American Society for Trenchless Technology
Northeast Chapter (NASTT-NE)
kunayje@cdmsmith.com

Charles Tripp

Charles Tripp P.E., Vice Chair
North American Society for Trenchless Technology
Northeast Chapter (NASTT-NE)
charles.tripp@aecom.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 annual **NASTT-NE Northeast Trenchless Conference**, **NASTT NO-DIG** shows, at webinars and other virtual events.

The Spring/2024 edition will be in all the delegate bags at the **NASTT 2024 No-Dig Show** in Providence RI April 14 - 18.

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.





NORTHEAST JOURNAL OF TRENCHLESS TECHNOLOGY PRACTICES

2024 – 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

*net rates – non commissionable

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

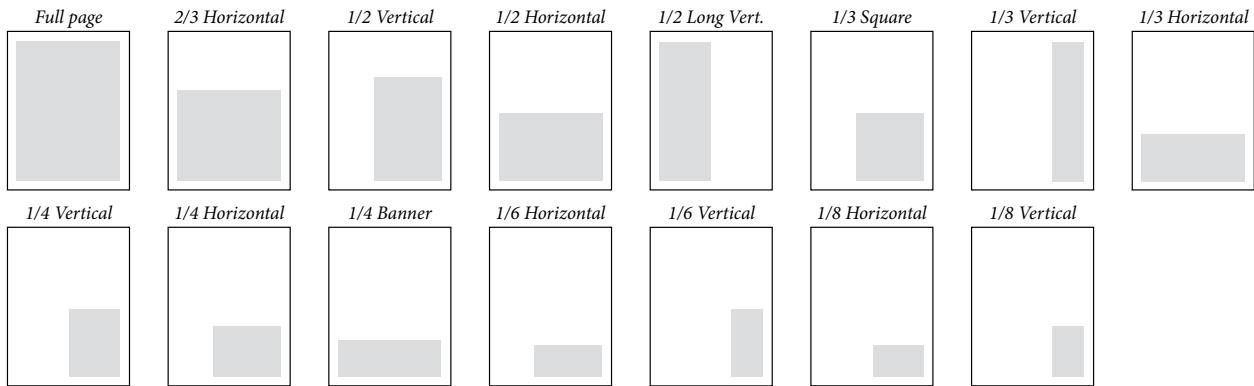
FULL PAGE ADVERTORIAL FEATURE – \$1655.00: contact your representative

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



NORTHEAST JOURNAL OF TRENCHLESS TECHNOLOGY PRACTICES 2024
 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