

WASHINGTON STATE

MEDIA KIT

PublicWorks

THE OFFICIAL PUBLICATION OF WASHINGTON PUBLIC WORKS PROFESSIONALS

Looking to reach
**public works
professionals**
throughout Washington?



Washington State Public Works has a controlled circulation of **3,000** with a pass-along readership of over **9,000*** that is direct-mailed to public and private sector individuals, agencies and companies involved in:

- Buildings and grounds
- Road and street maintenance
- Emergency management
- Transportation
- Municipal engineering
- Administration
- Fleet maintenance
- Construction management
- Water and wastewater operations
- Equipment services
- Solid waste collection and disposal
- Research
- Traffic control

* Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

Extra Exposure!

Ads booked in *Washington State Public Works* appear online FREE!

This highly qualified audience is made up of key decision makers with buying authority and influence whose positions include:

- Engineers
- Public works directors
- Senior administrators
- Transportation safety specialists
- Utilities directors
- Equipment managers
- Project managers
- Purchasing managers
- Road superintendents
- Operations managers
- Department vice-presidents
- Maintenance superintendents



Enhanced communication for key industry leaders

Dear industry supporter and prospective advertiser,

As someone who is directly involved in the delivery of high-quality public works goods and services throughout the great state of Washington, we know that you and your company have a vested interest in the industry's well-being. As president of the Washington State Chapter of the American Public Works Association, representing public works professionals statewide who are dedicated to preserving, restoring and enhancing Washington State's public resources, I can assure you that we share the desire to make our public works community as strong, vibrant and progressive as possible.

To that end, *Washington State Public Works* magazine plays a vital role in our industry's building and strengthening process. From featuring major projects and providing timely news to dealing with important issues, profiling industry professionals and helping our members become better prepared to meet the numerous challenges they face, our quarterly *Washington State Public Works* magazine is an important communication vehicle within public works.

As we strive to ensure that our magazine fulfills its important education and communication responsibilities, I urge you to take full advantage of its potential to effectively promote your company's products and services, and to demonstrate your commitment to and support of the public works industry in our state. When you are contacted by a representative of our magazine publisher, Craig Kelman & Associates, I sincerely encourage you to make the most of this high-impact and meaningful marketing opportunity by including *Washington State Public Works* magazine in your promotional plans for the year ahead. It is definitely a win-win situation for all concerned.

Sincerely,

Lorelei Williams

RECENT ADVERTISERS INCLUDE:



Reach your target market at key times

Washington State Public Works magazine reaches key players in this multi-million-dollar market at four strategic times throughout the year, including a spring issue that is the **Official Show Guide to APWA Washington State Spring Conference & Trade Show**, and a fall issue that is the **Official Show Guide to the APWA Washington State Fall Conference & Trade Show**.



SPRING

Official Show Guide to APWA Washington State Spring Conference & Trade Show

BONUS DISTRIBUTION AT CONFERENCE

Space Closing: Early February
Distribution: Early March

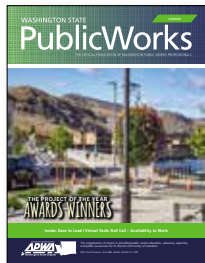


FALL

Official Show Guide to the APWA-WA Fall Conference

BONUS DISTRIBUTION AT CONFERENCE

Space Closing: Late July
Distribution: Mid-September



SUMMER

Project of the Year Awards

Space Closing: Mid-May
Distribution: Late June



WINTER

Fall Conference Recap

Space Closing: Mid-November
Distribution: Late December

Covers are subject to change.

As the official membership publication of the Washington State Chapter of the American Public Works Association, *Washington State Public Works* is committed to providing a strong and informative voice in all matters pertaining to the delivery of high-quality public works goods and services.

FULL COLOR ADVERTISING RATES *Ads booked in the print magazine will **APPEAR ONLINE AT NO EXTRA COST!**

	1 Time Rate	4 Time Rate	Online Magazine*
OBC	\$1,550	\$1,425	FREE with print booking!
IFC/IBC	\$1,450	\$1,325	FREE with print booking!
Full page	\$1,175	\$1,100	FREE with print booking!
1/2 page island	\$1,000	\$950	FREE with print booking!
1/2 page	\$925	\$875	FREE with print booking!
1/3 page	\$675	\$625	FREE with print booking!
1/4 page	\$575	\$525	FREE with print booking!
1/6 page	\$475	\$425	FREE with print booking!
1/8 page	\$450	\$400	FREE with print booking!

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- The publisher and the WA-APWA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and the WA-APWA cannot be held liable for any material used or claims made in advertising included in this publication.
- Rates are net of agency commission.

SEE PAGE 5 FOR PREMIUM ADVERTISING OPPORTUNITIES

WASHINGTON STATE



FREE to print advertisers

INTERACTIVE EDITION

PublicWorks

THE OFFICIAL PUBLICATION OF WASHINGTON PUBLIC WORKS PROFESSIONALS

Washington State Public Works available online



With print and electronic communication operating hand-in-hand you can take advantage of the fact that *Washington State Public Works* magazine is available online in a highly interactive format.

A user-friendly, interactive Media-Rich PDF format that includes:

1. Active hyperlinks to all websites and emails contained in the publication
2. Active links to the specific stories from the front cover and contents page
3. Active links to advertiser websites from their ads

Visit us online www.washington.apwa.net

MAKE AN IMPACT WITH

PREMIUM ADVERTISING OPPORTUNITIES

INSERTS

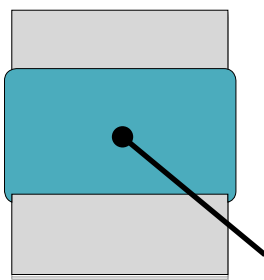
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

BELLYBANDS

A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.

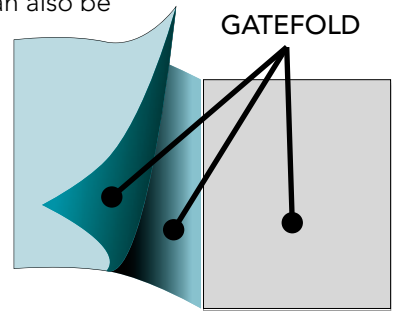


The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.

BELLYBAND

PREMIUM GATEFOLDS

Maximize the impact of your message with a three-page gatefold, which is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front (or back) cover, thus allowing three full pages of advertising.



To reach public works professionals through *Washington State Public Works* magazine and its targeted readership, contact Darrell at your earliest convenience to discuss your company's promotional plans.

Darrell Harris, Marketing Manager

Ph: 877-985-9793

Fax: 1-866-985-9799

darrell@kelman.ca

Published for WA-APWA by
Craig Kelman
ASSOCIATES



Use Paper Responsibly

Today's forest industry is working hard to become one of the greenest industries on earth.

- ♻️ What other industry plants hundreds of millions of trees every year?
- ♻️ What other industry actually grows more of its main resource than it consumes?
- ♻️ What other industry generates most of its own energy needs from renewable resources, including waste biomass, biogas, hydro and wind?
- ♻️ What other industry uses a renewable resource and recycled stock as its main ingredients?
- ♻️ What other industry has worked harder on improving its environmental performance with partners and advocates including governments, customers and environmental groups?

Paper is an essential part of human civilization. While we all use and depend upon electronic communications, it is easy to ignore that it comes at an environmental cost. Worldwide spam email traffic creates greenhouse gases equivalent to burning two billion gallons of gasoline yearly, with numbers rising. More than 200 million items of toxic e-waste are thrown away every year in the US alone, with a recycling rate of only 18% compared to 57% for paper. Estimates are that North Americans throw out more than 500,000 toxic computers and cell phones every day.

No industry is perfect. But the paper industry has made, and continues to make, huge investments in environmental responsibility. Specifying and buying paper from certified sources ensures the continuation and growth of carbon-absorbing forests. Using paper with appropriate amounts of recycled fibre helps preserve forests, conserve energy, and maximize fibre usage through paper lifecycles.

Paper is a powerful communications medium. Use it responsibly... and recycle the paper that you use.



Our concern for the environment



is more than just talk

As we continue to deliver valuable information through the pages of this magazine, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible. Here is what we mean:

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council™ (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.

*So enjoy this magazine...and **KEEP THINKING GREEN.***



Why **PRINT** Continues to **MAKE AN IMPRESSION**

GETTING ATTENTION

There are fewer magazines and print newsletters in the mail, so more attention is paid to each piece.

WHAT'S OLD IS NEW AGAIN

As social media progresses, online content and iPad applications may be overwhelming. More and more people are attempting to disconnect themselves from digital media, feeling overwhelmed by the sheer volume. Many marketers are continuing to leverage print as something of value in their marketing mix.

PRINT STILL EXCITES PEOPLE

The printed word is still perceived as more credible to many people than anything on the web.

NO AUDIENCE DEVELOPMENT COSTS

Distributed directly to membership or subscriber lists that are continually updated, print magazines enable advertisers to effectively reach a current and accurate target audience. There are no mailing list development, maintenance or retention costs for advertisers in these printed publications.

TOP 10

REASONS

Why advertisers use magazines

1. **Magazines and magazine ads capture focused attention:**
The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
2. **Magazine advertising is targeted:**
Magazines engage readers in very personal ways. There is a magazine for every profession, industry and personal interest. Use magazines to reach your target audience in a meaningful way.
3. **Magazine advertising is relevant and welcomed:**
Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
4. **Magazines are credible:**
Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
5. **Magazines offer a lasting message:**
Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits.
6. **Magazines deliver brand relevant imagery:**
Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
7. **Magazine advertising drives web searches and visits:**
Magazines are where consumers go for ideas and inspiration. That is why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
8. **Magazines drive the purchase funnel:**
Magazines are effective across all stages of the purchase funnel, especially brand favorability and purchase consideration – the most sought after metrics that are the hardest to sway.
9. **Magazine advertising enhances ROI:**
Allocating more ad dollars to magazines in the marketing mix improves marketing and advertising return on investment (ROI).
10. **Magazines sell:**
Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

Production Requirements:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

(earlier versions of the above programs are also acceptable)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS/IMAGES** used must be included
- All pantone/spot colors **MUST** be converted to **CMYK**
- Include a hard copy (color or black proof) or email a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by email
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your email or Word document
- Contact us for **ftp site information** for files that are too large to email
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:

STEFANIE HAGIDIAKOW

Ph: 866-985-9790

Fax: 866-985-9799

Email: stefanie@kelman.ca

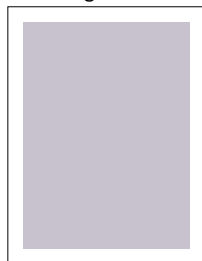


AD DIMENSIONS:

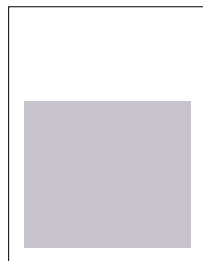
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

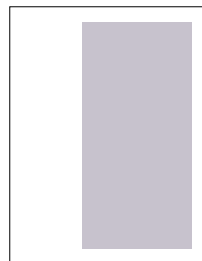
Full Page



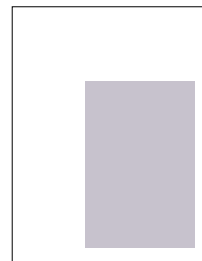
2/3 Horizontal



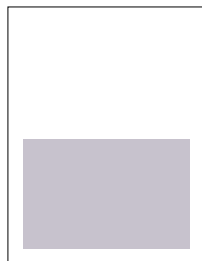
2/3 Vertical



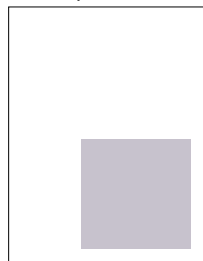
1/2 Island



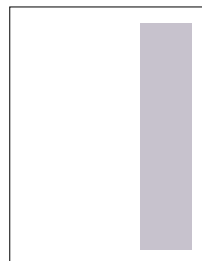
1/2 Horizontal



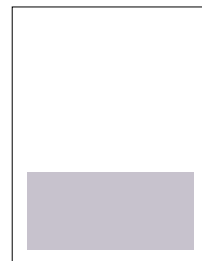
1/3 Square



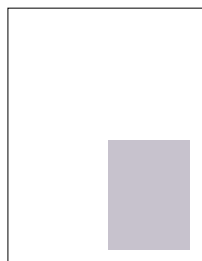
1/3 Vertical



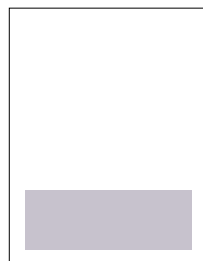
1/3 Banner



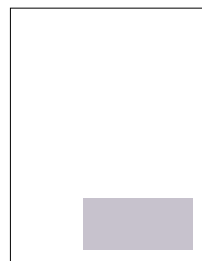
1/4 Vertical



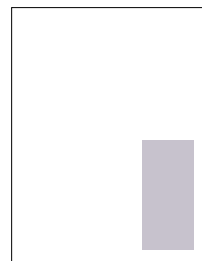
1/4 Banner



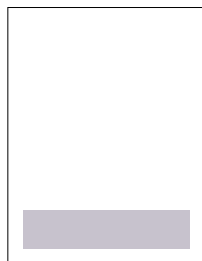
1/6 Horizontal



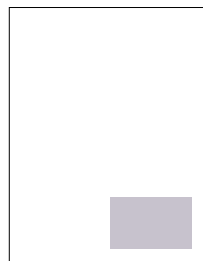
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

