The APWA Reporter, the official magazine of the American Public Works Association, covers all facets of public works for APWA members including industry news, legislative actions, management issues and emerging technologies.

Membership in APWA is over 28,500. Our members are some of the most active in the industry—the leaders and decision makers who have the authority to buy.

The APWA Reporter serves as the prime communication link uniting the community of public works professionals that make up APWA. Association members look eagerly each month to the APWA Reporter for industry news, the latest on emerging technologies, legislation that will have a direct impact on their day-to-day jobs, and the latest educational opportunities to hone their skills.

As an advertiser seeking exposure in the public works industry, you need to consider:

1. TARGET: Are you going to the right people? Because we only send to our members, the APWA Reporter eliminates the waste in circulation that can only drive the price of your ad up. We focus on those public works professionals who have potential and are in the position to buy.

2. APPEAL: Is your medium being read? The APWA Reporter is a lively, up-to-date magazine full of information about the association, news of the latest technological developments in the field, insights into legislative actions, and dialogues and exchanges of ideas among public works professionals across the nation. News of your equipment, product, or service that is carried in the pages of the most sought-after and respected publication in the public works industry today—will reach the people that count: The APWA member.

   No other magazine can make this statement.

3. RATES: Are the APWA Reporter’s rates competitive? A comparison of ad rates will show that rates in the APWA Reporter are much lower than in most publications in our industry. Coupled with the fact that the APWA Reporter has an estimated pass-around circulation as high as 100,000, this gives advertisers much more “bang for their buck” by advertising in the APWA Reporter.

   The APWA Reporter is indisputably the major link in the community of public works professionals today.
28,500 and growing. Want a closer look at our readers?

They are the decision makers
A recent member survey indicated the majority of APWA members are in a supervisory position with half supervising more than 15 people. These are the decision makers. They are the buyers, the budget preparers, and the people responsible for selecting equipment, services, vehicles and materials required in the operations of a public works department. In short, they are the people YOU need to reach.

They have the money to buy
More than half of our member agencies have a budget of $10 million or more. A quarter of them have an annual budget in excess of $50 million. This is the multi-billion dollar public works industry you have direct access to through advertising in the APWA Reporter.

They have experience
Surveys indicate most of the public and private sector professionals in APWA have 10 years or more experience. They know the value of quality products and services.

They are dedicated
By virtue of their membership and activity in APWA, they are people interested in doing their jobs well, protecting the taxpayers’ investment in infrastructure, training their people and, in general, supporting the quality of life through quality infrastructure.

In short, they are the perfect prospects for buying your product or service.

Member Survey reveals member interests:

<table>
<thead>
<tr>
<th>Percent of members:</th>
<th>0</th>
<th>10</th>
<th>20</th>
<th>30</th>
<th>40</th>
<th>50</th>
<th>60</th>
<th>70</th>
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<tbody>
<tr>
<td>Building/Grounds</td>
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<td>Emergency Management</td>
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<td>Engineering/Surveying</td>
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<td>Fleet Services</td>
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<td>Parks/Open Space</td>
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<td>Water Distribution/Treatment</td>
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<tr>
<td>Right-of-Way Management</td>
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<td>Safety</td>
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<td>Solid Waste</td>
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<td>Stormwater/Flood Control</td>
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<td>Streets/Roads/Bridges</td>
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<tr>
<td>Wastewater Collection</td>
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</tbody>
</table>

APWA Reporter readers

- Director/Superintendent: 34%
- Engineer: 19%
- Other: 19%
- Manager: 16%
- Supervisor/Foreman: 4%
- Operations/Administration: 8%
<table>
<thead>
<tr>
<th>Issue</th>
<th>Topics</th>
<th>Reservation Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Emergency Management • Emergency Preparedness, Response and Recovery • Mutual Aid Agreements • Disaster Mitigation Planning • Incident Command System • Homeland Security • Terrorism/Weapons of Mass Destruction • Critical Infrastructure Protection</td>
<td>12/6/2013</td>
<td>12/9/2013</td>
</tr>
<tr>
<td>February</td>
<td>Water Resources • Stormwater Management • Sanitary Sewer Systems • Water Treatment and Distribution • Wetlands • Watersheds • Flood Control</td>
<td>1/6/2014</td>
<td>1/8/2014</td>
</tr>
<tr>
<td>March</td>
<td>Solid Waste Management • Solid Waste Collection and Disposal • Recycling • Waste Reduction • Hazardous Waste • Air Quality</td>
<td>2/7/2014</td>
<td>2/10/2014</td>
</tr>
<tr>
<td>May</td>
<td>Sustainability; Top Ten Public Works Leaders of the Year • Retrofitting Existing Buildings Using Green Design • Developing Green Transportation for Smart Growth • Low-Impact Development</td>
<td>4/7/2014</td>
<td>4/9/2014</td>
</tr>
<tr>
<td>June</td>
<td>Engineering and Technology • New Transportation Technologies • Water/Security Monitors • New Recycling Technologies • Fuel Cells • Emergency Management • Technologies Based on Telecommunications • New Construction Machinery</td>
<td>5/7/2014</td>
<td>5/12/2014</td>
</tr>
<tr>
<td>July</td>
<td>Transportation; Projects of the Year • Road Maintenance • Construction • Traffic Controls &amp; Signage • Work Zone Safety • Transit • Street Lighting • Paving Materials &amp; Equipment</td>
<td>6/9/2014</td>
<td>6/11/2014</td>
</tr>
<tr>
<td>August</td>
<td>Congress Show Issue; Utilities and Public Right-of-Way Note: Paid advertising in the Congress Program is also available (see p. 7) • Congress Events • Right-of-Way Management • Construction Best Practices • Damage Prevention • One-Call System Topics • Education and Training • Legislative Updates • Construction Safety</td>
<td>7/8/2014</td>
<td>7/11/2014</td>
</tr>
<tr>
<td>September</td>
<td>Fleet Services • Management • Heavy Equipment • Construction • Vehicle Procurement • Technician Training • Computer Fleet Management Systems • Performance Measurement Programs • New Technologies</td>
<td>8/8/2014</td>
<td>8/11/2014</td>
</tr>
<tr>
<td>October</td>
<td>2014 Congress in Print • Congress Highlights • Exhibits • Awards Ceremony • General Sessions</td>
<td>9/10/2014</td>
<td>9/12/2014</td>
</tr>
<tr>
<td>November</td>
<td>Winter Maintenance • Snowfighting Operations • Equipment • Snowfighting Planning and Management • Training and Education • Innovative Technologies</td>
<td>10/10/2014</td>
<td>10/13/2014</td>
</tr>
<tr>
<td>December</td>
<td>Leadership &amp; Management • Leadership Competencies • Management Competencies • Asset Management • Effective Management Styles • GASB-34 • Succession Planning • Career Outreach • Strategic Planning</td>
<td>11/7/2014</td>
<td>11/10/2014</td>
</tr>
</tbody>
</table>
**Mechanical Requirements**

Materials must be submitted electronically in high-resolution, 300 dpi, press-ready PDF format. We also accept high-resolution jpeg files (maximum quality compression), tiffs and eps files. Files larger than 20 MB should not be e-mailed, but sent on a CD (with color proof) or uploaded to our ftp site: ftp.apwa.net; user name: apwagraphics; password: apwa.

For more information please contact Michiko Shinohara, Graphic Designer, at (800) 848-APWA or mshinohara@apwa.net.

**Publication trim size:** 8-1/8” x 10-7/8”

**Binding:** Saddle-stitched (April, July and August issues are perfect-bound)

**Screen:** 133-line preferred. 150-line maximum. *Files need to be 300 dpi*

**Bleed:** 1/8”

**Columns:** 3-column  
**Format Width:** 2-1/4”  
**Depth:** 10”

**Bleed artwork:** Measures 8-3/8” x 11-1/8” per page,  
16-1/2” x 11-1/8” for a two-page spread.  
Keep live matter ½” from trim size edges.

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### Rates & Specifications

#### Covers

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2 (Inside Front)</td>
<td>$7,530</td>
<td>$7,160</td>
<td>$6,800</td>
</tr>
<tr>
<td>Cover 3 (Inside Back)</td>
<td>$7,210</td>
<td>$6,850</td>
<td>$6,520</td>
</tr>
<tr>
<td>Cover 4 (Back)</td>
<td>$8,160</td>
<td>$7,760</td>
<td>$7,370</td>
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</tbody>
</table>

#### 4 Color

<table>
<thead>
<tr>
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<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$6,140</td>
<td>$6,085</td>
<td>$6,030</td>
<td>$5,590</td>
<td>$5,180</td>
<td>$4,820</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$5,270</td>
<td>$5,060</td>
<td>$4,900</td>
<td>$4,560</td>
<td>$4,260</td>
<td>$4,240</td>
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<tr>
<td>1/2 page island</td>
<td>$4,980</td>
<td>$4,810</td>
<td>$4,630</td>
<td>$4,340</td>
<td>$4,060</td>
<td>$3,800</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$4,620</td>
<td>$4,480</td>
<td>$4,340</td>
<td>$4,060</td>
<td>$3,800</td>
<td>$3,580</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,720</td>
<td>$3,620</td>
<td>$3,520</td>
<td>$3,300</td>
<td>$3,150</td>
<td>$2,970</td>
</tr>
</tbody>
</table>

#### Measurements

- **Full Page w/bleed**  
  Bleed: 8.375” x 11.125”  
  Trim: 8.125” x 10.875”  
  Live: 7.125 x 9.875”

- **2/3 Page Vertical**  
  4.75” x 10”

- **1/2 Page Island**  
  4.75” x 7.5”

- **1/2 Page**  
  7” x 4.75”

- **1/3 Page Vertical**  
  2.375” x 10”

- **1/3 Page Square**  
  4.75” x 4.75”
Annual Buyer’s Guide
The *APWA Reporter*, April Issue

Now more than ever, the APWA Annual Buyer’s Guide is one place you want to be. It is designed to be a handy, round-the-year guide for members to keep on their desks as an easy reference to products and services available in the public works industry.

**The 2014 edition will include:**
Both an alphabetical and a categorical listing of the rapidly growing list of corporate APWA members.

A categorical listing of products and services in the public works industry.

Published as the April issue of the *APWA Reporter*, the Annual Buyer’s Guide is your one-on-one media vehicle for reaching the decision makers for your products and services. They’ll always know how to reach you.

**Rates:** See page 5
**Space Deadline:** March 7, 2014
**Materials Deadline:** March 10, 2014

Products in the News
The “Products in the News” column in the *APWA Reporter* is a great place to increase the exposure for your product or service. “Products in the News” consists of 80-100 words on a particular product (or service), contact information, and a high-resolution photo (or company logo). Advertise in the *APWA Reporter* and receive an additional listing in the popular “Products in the News” column at no extra charge!

Submissions should be sent directly to our Editor, Kevin Clark, at kclark@apwa.net, (816) 595-5230.

Professional Directory “Business Card” Advertising
For a quick and easy way to keep your name out in front, try the *APWA Reporter*’s Professional Directory. Here is room for your name, address, logo, and a short description of the product or service. It’s an easy, cost-efficient way to go.

Professional Directory advertising is available on annual contract only. Rates are for a 12-month period. Rates are net, and advertisers will be invoiced upon publication of the initial ad.

**Rates:**
- Single: $960
  2.125”w x 1.0625”t
- Horizontal Double: $1,360
  4.625”w x 1.0625”t
- Square Double: $1,360
  2.125”w x 2.3125”t

$50 any change in ad during life of contract.
2014 APWA International Public Works Congress & Exposition

Two ways to wield influence at Congress
The 2014 APWA International Public Works Congress & Exposition is that once-a-year opportunity to reach customers and prospects gathered in the same place. Toronto, Ontario, is host to APWA’s 2014 Congress and is the perfect place to display your wares. To make a big splash, you need to focus your message. Two publications—the Show Issue of the APWA Reporter and the Congress Program—do just that by landing in the hands of the industry’s movers and shakers during Congress.

Congress Show Issue
If you’re exhibiting at Congress, this special issue of the APWA Reporter will maximize your exposure. Your advertisement will be in the hands of more than 28,500 members before Congress and given to thousands of Congress attendees during registration.

Timing is everything. By advertising in the Congress Show Issue, your timing couldn’t get any better—before and during Congress when qualified, interested decision makers are in the buying mood. Even if you don’t exhibit, this is your once-a-year opportunity to reach this prime audience of public works professionals.

Rates: See page 5
Space Deadline: July 8, 2014
Materials Deadline: July 11, 2014

Bonus: Save 10% off the Congress Program advertising rate if you also place an advertisement in the APWA Reporter’s Congress Show issue.

The Best Show in Public Works
2014 APWA International Public Works Congress & Exposition
August 17-20, 2014, Toronto, Ontario

A Benefit to Congress Exhibitors
Advertise in the Official Congress Program!

Exhibiting at Congress is an excellent way to showcase your products and services to the nearly 6,000 attendees expected at this year’s event. By advertising in the Congress Program, you can draw attendees to your booth at the most critical moment—when they’re entering and walking the convention floor.

Your ad also builds awareness for your products or services and it stays with them the entire Congress. The Congress Program is the attendee’s ultimate guidebook. It features the educational program, the exhibit floor map, booth and product listings, daily calendars, special events and more. If you’re trying to get the word out at Congress, don’t limit it to attendees who happen to pass by your booth. Spark attendance and excitement for your products and services with an advertisement in the Congress Program.

Rates: See enclosed rate sheet
Space Deadline: June 16, 2014
Materials Deadline: June 23, 2014

Note: Congress Program advertising is only available to Congress exhibitors.
Advertise on apwa.net

Banner advertising on APWA’s website is a great way to keep your name in front of the thousands of public works professionals who access our site each day. Place your banner ad on APWA’s site rotation, which includes the home page and nine primary navigation pages.

Our rotation features ALL pages on apwa.net (with the exception of The Best Show in Public Works pages) for maximum reach (see sample web page above for position of ad).

Banner ads are clickable (if you provide us with a hyperlink). Each banner advertisement will hyperlink to the advertiser’s designated home page or website of choice, which will be presented in a new window. Your ad will rotate with a maximum of three other ads.

Average monthly page views: 109,065
Average monthly visits: 39,922
Average monthly unique visitors: 25,725

Frequency
Advertising commitments for web advertisements are for either three months or one month (custom time frames available—contact your sales rep for a quote on a custom time frame).

Banner ad rates
$1,460 net for one month
$1,260 net per month for three months
$1,060 net per month for six months
$ 910 net per month for twelve months
Custom—contact your sales rep for a quote on a custom time frame
Rates are subject to change
Maximum 3 ads in rotation

Production specifications
Dimensions: 468 pixels wide x 60 pixels tall
File size: 25k maximum
Image file format: JPG or GIF (basic animated GIFs ONLY)
Note: Online advertisements must be submitted in electronic format (preferably via e-mail).

Materials to be sent to KClark@apwa.net
"In the Works" Weekly E-newsletter

Skyscraper ads are also available to advertisers in "In the Works," our weekly e-newsletter that is distributed to roughly 50,000 public works professionals each week. Each week, up to three ad spaces (descending priority/pricing) are available on the right-hand column of the email. Ads are clickable, with each hyperlinking to the advertiser's designated URL, and will be presented in a new browser window.

Deliverability
In the Works delivers a smashing 30% open rate weekly!

Rates
Top Position guaranteed: $1,200 net (3x or more - $1,050 net)
No position guaranteed $1,000 net (3x or more - $900 net)

Production specifications
Dimensions: Email width: 670px
Email height: varies with content
Skyscraper ads: up to 3 ads per mailing at 120x600 px
Image file format: JPG, GIF or PNG
Note: Online advertisements must be submitted in electronic format via email to reporter@apwa.net.

WorkZone Job Board

If you are a public works professional seeking a new career opportunity, or an employer looking to fill an opening, look no further than the newly-redesigned, more powerful APWA WorkZone job board. Designed exclusively for the public works community, WorkZone features an updated, easy-to-navigate layout, a new pricing structure that includes member discounts and no word limits, a more robust search engine, résumé hosting/viewing and numerous new upgrade and advertising opportunities that allow employers to gain more visibility. Employers also have a chance to reach the 28,500 subscribers of the multiple award-winning APWA Reporter magazine by including their online ad in the next issue for a $250 flat fee.

APWA is committed to attracting the most skilled and qualified public works professionals to the job board—quality candidates who will read YOUR organization’s postings. WorkZone receives over 1.4 million pageviews (1.1 million unique) annually.

To advertise your open positions, please visit APWA’s WorkZone at www.apwa.net/WorkZone.

Banner Ad Rates
$995 net per month

Banner Advertisements on the WorkZone Job Board

Banner advertising on APWA WorkZone is a great way to keep your agency in front of the thousands of public works professionals who visit our job board each day. Place your banner ad in the WorkZone rotation!

Production specifications
Dimensions: 468 pixels wide x 60 pixels tall
File size max: 25k
Image file format: JPG or GIF (basic animated GIFs ONLY)
After making your banner ad purchase, artwork can be submitted to either kclark@apwa.net or jshilhanek@apwa.net.
Payment Terms

All rates are net. Please see your sales rep for any applicable discount. There are no discounts allowed on other charges such as reprints, production charges, conversions, typesetting, or special binding and trimming.

Short Rates and Rebates: APWA reserves the right to short-rate advertisers at any time the advertiser cancels their insertion order for a multi-month placement in which they received discounted rates. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than upon which their billings have been based.

APWA WorkZone Recruitment Advertising Materials Deadline: 10th of preceding month (i.e., February 10 deadline for March issue).
No cancellations or changes accepted after space closing date.

Guaranteed Positions

For guaranteed positions other than covers, add 10% of space charge. Position requests are non-cancelable within 15 days of closing date.

Discounts

Corporate Member Discount
APWA Prestige and Crown Corporate Members receive a 10% discount on all display space.

Frequency Discounts

Rates are straight frequency based on the number of insertions, regardless of size.

Inserts

All inserts must be approved by APWA before the order can be accepted. Contact APWA’s Advertising Sales Representatives for rate information, special handling (folding, trimming, etc.) and shipping instructions. Inserts should be delivered one week prior to regular materials deadline.

Mailing List Rentals

The APWA Reporter's circulation list is available for rent to members or nonmembers (pricing varies depending on membership status). For more information, please visit http://www.apwa.net/resources/Mailing-List-Rental.

Shipping Instructions

Advertising materials should be sent to:

The APWA Reporter
Advertising Sales Department
American Public Works Association
2345 Grand Blvd., Suite 700
Kansas City, MO 64108-2625

ph: (800) 848-APWA
fax: (816) 595-5330

Extra Copies: Upon request, at least two free copies will be supplied to advertisers at no charge depending upon availability. Thereafter, extra copies are available at $1 per copy to cover postage and handling. Inquire about bulk rates. Bulk orders must be received by the first of the month prior to issue.

Reprints: Available upon request. Costs vary.
Publisher's Protective Clause

All advertising orders are accepted subject to the terms and provisions of the current rate card. Advertisers and advertising agencies agree to assume liability for content (including, but not limited to, text, illustration, representation, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person’s name or photographs arising from the publisher’s reproduction and publishing of such advertisements pursuant to the advertiser’s or agency’s order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. Publisher reserves the right to place the word “advertisement” with copy which, in the publisher’s opinion, resembles editorial matter. Publisher is not liable for delays in delivery and/or nondelivery in the event of Acts of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or materials shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any matter.

Terms and Conditions

All services will be billed within ten (10) days of the date in which the advertisement was placed on the APWA website and/or the date in which the APWA Reporter magazine is distributed, which includes the advertisement. All payments are due within thirty (30) days of the date of the original invoice. Any Collection Fees, Attorney’s Fees and Court Costs incurred by the American Public Works Association in connection with collection of any past due accounts will be paid in full by the party who placed the advertisement. Exhibitors must pay advertising in full prior to exhibiting at the APWA North American Snow Conference or the APWA International Public Works Congress & Exposition.

Any cancellation of or change in the insertion order contract must be submitted in writing 15 days prior to reservation deadline for each respective issue noted in this media kit. Advertiser failing to meet established deadlines for cancellations and changes or who fails to submit ad copy by the established deadline will be held 100% liable for the contracted amount. Any advertiser failing to meet contracted frequency program will be subject to shortrate at the sole discretion of the APWA. Any advertiser failing to meet the contracted frequency program will be subject to pay for all value-added benefits used and not earned with number of insertions ran by the time of cancellation.
Advertising Sales Representatives

Fox Associates Inc
116 West Kinzie
Chicago, Il 60654
312-644-3888

For advertising information

Chicago 312-644-3888
New York 212-725-2106
Los Angeles 805-522-0501
Detroit 248-626-0511
Phoenix 480-538-5021

Email: adinfo.apw@foxrep.com