

The Congress Program is the attendee's ultimate guidebook. Spiral bound, and easy to use, it features the exhibit floor map, booth and product listings, programs, 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.

**Note:** Congress Program advertising is only available to Congress Exhibitors. Exhibitors must pay advertising in full prior to exhibiting at the APWA International Public Works Congress and Exposition.

**Space Deadline:** July 10, 2007

**Materials Deadline:** July 15, 2007

**Bonus:** Save 10% off Congress Program rate if also placing an advertisement in the APWA Reporter's Congress Show Issue.

### Color Standard Space Rates

(black and white and 2-color rates not available)

#### 4-color

Back Cover	\$6,500
Inside Front Cover	\$6,000
Inside Back Cover	\$5,750
Full page	\$5,230
Two-Thirds page	\$4,230
Half page	\$3,720
Third page	\$3,000
Quarter page	\$2,710

### Mechanical Requirements

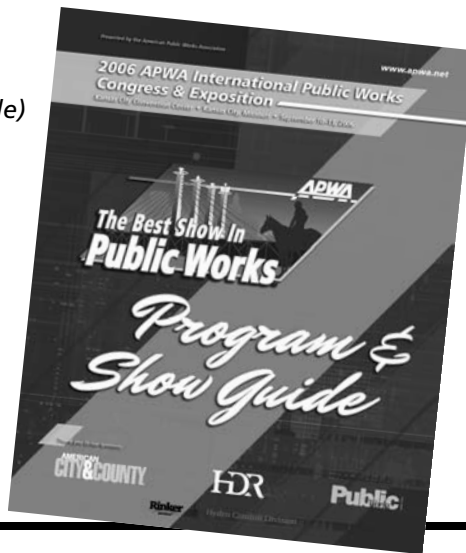
- Cover trim size: 9" x 11"
- Inside pages trim size: 8½" x 11"
- Allow for 0.5" for wire coil binding on full pages.
- We prefer materials submitted electronically. For more information please contact Cami Travis-Groves at 800-848-APWA.

### Advertising Sales Offices

Insertion orders, space contracts, and correspondence should be sent to:

Advertising Sales Representatives:  
Amanda Daniel, amanda@mohanna.com  
Kristie Thymes, kristie@mohanna.com  
Erin Ladd, erin@mohanna.com  
or info@mohanna.com

Mohanna & Associates  
305 W. Spring Creek Pkwy  
Bldg C  
Suite 101  
Plano, TX 75023  
ph: 800-800-0341  
or 972-596-8777  
fax: 972-985-8069

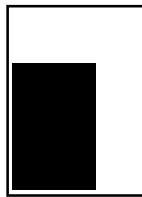


#### Full Page Trim

8.5" x 11"  
(add 0.125" for bleed)

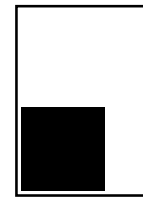
#### Full Page Cover Trim

9" x 11"  
(add 0.125" for bleed)



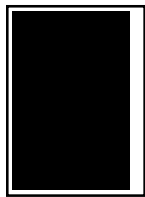
#### Half Page Island

4.25" x 7.25"



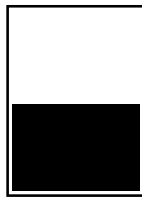
#### Third Page Square

4.25" x 4.25"



#### Full Page Live Area (no bleed)

7.25" x 10"



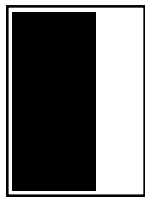
#### Half Page Horizontal

7" x 5"



#### Third Page Horizontal

7" x 2.375"



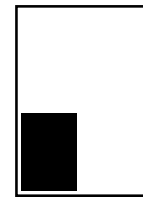
#### Two-Thirds Page Vertical

4.25" x 10"



#### Third Page Vertical

2.75" x 10"



#### Quarter Page Vertical

3.5" x 4.875"

## The APWA Reporter, September issue

Timing is everything. Your advertisement will be in the hands of more than 28,000 members before Congress and given to thousands of Congress attendees during registration. By advertising in the Show Issue, your timing couldn't get 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.

### Space Deadline:

July 25, 2007

### Materials Deadline:

August 5, 2007

### Black and White Standard Space Rates

Full page	\$3,980
2/3 page	\$2,980
1/2 page island	\$2,750
1/2 page	\$2,470
1/3 page	\$1,750
1/4 page	\$1,460

### Cover Rates

(four-color charges included)

Back Cover	\$6,500
Inside Front Cover	\$6,000
Inside Back Cover	\$5,750

### Color Standard Space Rates

Special accommodations will be made for choice of colors in the APWA Reporter only. Color charges are in addition to black and white standard space rates.

#### 2-color

Page or less	\$490
Spread	\$705

#### 4-color

Page or less	\$1,250
Spread	\$1,515

### Mechanical Requirements

We prefer materials submitted electronically. For more information please contact Julie Smith at 800-848-APWA.

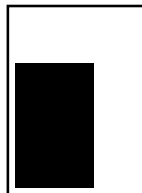
### Shipping Instructions

Advertising materials should be sent to:

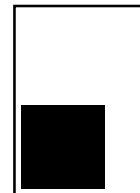
The APWA Reporter  
Advertising Sales Department  
American Public Works Association  
2345 Grand Blvd., Suite 700  
Kansas City, MO 64108-2625



**Full Page**  
7" x 10"



**Half Page Island**  
4.75" x 7.5"



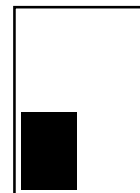
**Third Page Square**  
4.75" x 4.75"



**Two-Thirds Page Vertical**  
7.75" x 10"



**Half Page Horizontal**  
7" x 4.75"



**Quarter Page Vertical**  
3.5" x 4.375"



**1/2 Page Vertical**  
3.5" x 10"



**Third Page Vertical**  
2.375" x 10"



**Quarter Page Horizontal**  
7" x 2.375"