

APWA Reporter Show Issue Advertising

2008 APWA International Public Works Congress & Exposition
New Orleans Convention Center • New Orleans, Louisiana • August 17–20, 2008

The APWA Reporter, August issue

Timing is everything. Your advertisement will be in the hands of more than 29,000 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 4, 2008

Materials Deadline:

July 8, 2008

Black and White Standard Space Rates

Full page	\$4,100
2/3 page	\$3,070
1/2 page island	\$2,830
1/2 page	\$2,540
1/3 page	\$1,800
1/4 page	\$1,500

Cover Rates

(four-color charges included)

Back Cover	\$6,700
Inside Front Cover	\$6,180
Inside Back Cover	\$5,920

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

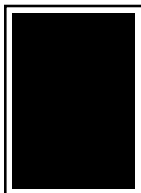
Mechanical Requirements

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

Shipping Instructions

Advertising materials should be sent to:

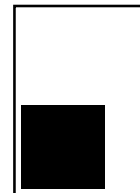
The APWA Reporter
Advertising Sales Department
American Public Works Association
2345 Grand Blvd., Suite 700
Kansas City, MO 64108-2625



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"