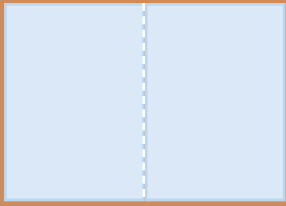


# 2010 Advertising Rates and Specifications



## Cover Spread Foldouts

Bleed: 11.875" x 8.75"

Trim: 11.625" x 8.5"

Live: 10.75" x 8"  
(panel folds 5.625" from outside edge)

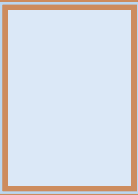


## Full Page with bleed

With Bleed: 6.25" x 8.75"

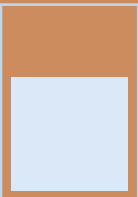
Trim: 6" x 8.5"

Live: 5.125" x 7.75"



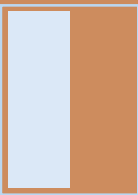
## Full Page without bleed

5.125" x 7.75"



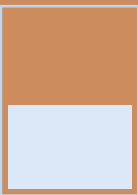
## Two-Thirds Page Square

5.125" x 5"



## Half Page Vertical

2.5" x 7.75"



## Half Page Horizontal

5.125" x 3.875"

## Congress Program & Show Guide

### 2010 APWA International Public Works Congress & Exposition

The Congress Program & Show Guide is the attendee's ultimate guidebook. 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 & Show Guide.

*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 & Exposition.*

**Space Deadline:** June 8, 2010

**Materials Deadline:** June 15, 2010

**Bonus:** Save 10% off Congress Program & Show Guide 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

Cover Spread Foldouts	\$6,900
Full Page	\$5,560
Full Page Without Bleed	\$5,150
Two-Thirds Page Square	\$4,490
Half Page Vertical	\$3,950
Half Page Horizontal	\$3,950

### Mechanical Requirements

- The 2010 Congress Program & Show Guide is 6" x 8.5" with a coil binding.
- We prefer materials submitted electronically. For more information please see page 4 of the Media Kit or contact Cami Travis-Groves at (800) 848-APWA.

### Advertising Sales Offices

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

Melissa Massey  
Client Service Associate  
Advertising Sales Representatives  
305 W. Spring Creek Pkwy, Bldg C  
Suite 101  
Plano, TX 75023  
ph: (214) 291-3662  
fax: (972) 985-8069  
e-mail: melissa@mohanna.com

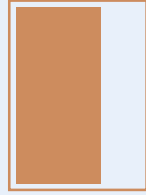


## Full Page

7" x 10"

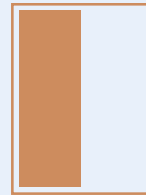
## Full Page w/ bleed

8.375" x 11.125"



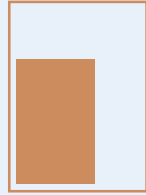
## Two-Thirds Page Vertical

4.75" x 10"



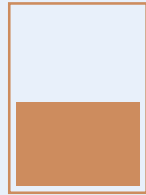
## Half Page Vertical

3.5" x 10"



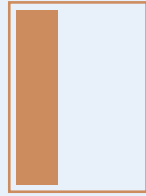
## Half Page Island

4.75" x 7.5"



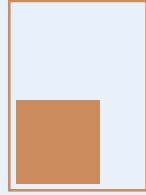
## Half Page Horizontal

7" x 4.75"



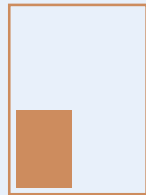
## Third Page Vertical

2.375" x 10"



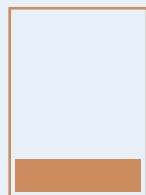
## Third Page Square

4.75" x 4.75"



## Quarter Page Vertical

3.5" x 4.875"



## Quarter Page Horizontal

7" x 2.375"

## APWA Reporter Show Issue

### The APWA Reporter, August issue

Timing is everything. Your advertisement will be in the hands of more than 29,500 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 7, 2010

**Materials Deadline:** July 9, 2010

### Black and White Standard Space Rates

Full page	\$4,400
2/3 page	\$3,300
1/2 page island	\$3,040
1/2 page	\$2,730
1/3 page	\$1,940
1/4 page	\$1,610

### Cover Rates (four-color charges included)

Back Cover	\$7,180
Inside Front Cover	\$6,630
Inside Back Cover	\$6,350

### 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	\$540
Spread	\$770

#### 4-color

Page or less	\$1,340
Spread	\$1,630

### Mechanical Requirements

We prefer materials submitted electronically. For more information please see page 4 of the Media Kit or 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 Boulevard, Suite 700  
Kansas City, MO 64108-2625