

# 2008 Advertising Rates and Specifications

## Congress Program 2008 APWA International Public Works Congress and Exposition

The Congress Program 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.

*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:** June 8, 2008  
**Materials Deadline:** June 15, 2008

**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)

<b>4-color</b>	
Back Cover	\$6,700
Inside Front Cover	\$6,180
Inside Back Cover	\$5,920
Full page	\$5,390
Two-Thirds page	\$4,360
Half page	\$3,830
Third page	\$3,090
Quarter page	\$2,790

### Mechanical Requirements

- Cover trim size: 9" x 11"
- Inside trim size: 8½" x 11"
- 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:

Amanda Daniel, Kristie Thymes or Erin Ladd  
Advertising Sales Representatives  
305 W. Spring Creek Pkwy, Bldg C  
Suite 101  
Plano, TX 75023  
ph: (972) 596-8777  
fax: (972) 985-8069  
e-mail: info@mohanna.com

**Full Page w/ bleed**

8.5" x 11"

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

7.25" x 10"

**Two-Thirds Page Vertical**

4.25" x 10"

**Half Page Island**

4.25" x 7.25"

**Half Page Horizontal**

7" x 5"

**Third Page Vertical**

2.75" x 10"

**Third Page Square**

4.25" x 4.25"

**Third Page Horizontal**

7" x 2¾"

**Quarter Page Vertical**

3½" x 4⅞"

**Full Page**  
7" x 10"

**Full Page w/ bleed**

8.625" x 11.375"

**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 4.375"

**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 29,000 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
⅔ page	\$3,070
½ page island	\$2,830
½ page	\$2,540
⅓ page	\$1,800
¼ 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.

<b>2-color</b>	
Page or less	\$490
Spread	\$705

<b>4-color</b>	
Page or less	\$1,250
Spread	\$1,515

### 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