



# WESTERN REGIONAL Trenchless Review



# 2022 MEDIA PLANNER





# WESTERN REGIONAL Trenchless Review

## Dear Industry Partner:

The Western Regional Chapter of the North American Society for Trenchless Technology (**WESTTT**) is a non-profit organization established to advance the science and practice of Trenchless Technology for public benefit in Arizona, California, Hawaii, Nevada and New Mexico.

In order to promote the **WESTTT** Chapter, highlight our member achievements, and educate end-users across the American West on the numerous advantages of trenchless technology applications we publish **Western Regional Trenchless Review** magazine in digital and print formats each year in October.

A primary objective of **WESTTT** is to raise awareness of trenchless methods by promoting and conducting training and education. This year we are pleased to announce that we will return to our traditional in-person annual conference and training event. The 16th Annual Western No-Dig Conference and Exhibition will be held November 7 -8 at the Hilton Concord in Concord CA. Check for further information and updates at [www.westtt.org](http://www.westtt.org). We look forward to seeing you there!

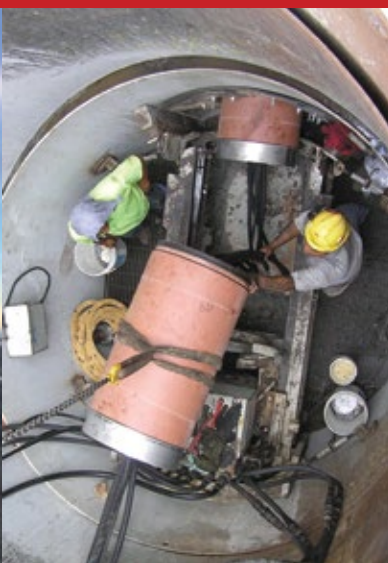
Now in its 17th year of continuous publication, **Western Regional Trenchless Review** will work to promote the Virtual Webinar Series and provide adjunct information supporting the events. Our highly regarded publication continues to generate widespread interest in leading edge trenchless technology applications, spurring involvement and attention from key

underground infrastructure decision makers, owner groups, and other important stakeholders. Highlighting key trenchless technology projects in the West, **Western Regional Trenchless Review** demonstrates the cost savings, social benefits and environmental advantages of utilizing trenchless technology as the preferred method for re-building underground infrastructure.

Trenchless technology methods continue to show rapid growth and development, with greater usage, a wider range of applications, and a better general understanding of the financial, social and environmental advantages. Please consider advertising in the 2022 **Western Regional Trenchless Review**. Advertisements in our magazine effectively highlight your company, and help promote more education, awareness and development of trenchless technology for the public good. Greater use of trenchless applications benefits the environment and civil society.

Sincerely,

**Devin Nakayama**, Magazine Chair  
North American Society for Trenchless Technology  
Western Chapter (WESTTT)  
[devin@yogikwong.com](mailto:devin@yogikwong.com)





# WESTERN REGIONAL Trenchless Review

**Western Regional Trenchless Review** features project reports on local trenchless construction projects underway or at completion, thereby educating end users on the practical application, cost savings and environmental benefits of various trenchless methods.

**Western Regional Trenchless Review** is distributed annually to all WESTT Chapter members and industry constituents, including engineers, contractors, manufacturers and product suppliers. Also circulated to the WESTT contact list of local government public works officials and end users, reaching the key decision makers for underground infrastructure projects throughout the US West.

## CONTENT FOCUS

- Cost savings
- Reduced energy budgets
- Environmental & social benefits
- Regional Construction projects
- Local trenchless focus
- Application of trenchless techniques
- End user education

## DISTRIBUTION – DIGITAL/PRINT

- WESTT Chapter Members
- Underground infrastructure leadership
- Engineers
- Local government officials
- Public Works & Utility End-users
- Infrastructure Planning
- WESTT Webinars and Good Practices Courses
- NASTT 2023 No-Dig Show
- [www.westt.org](http://www.westt.org) + [www.nastt.org](http://www.nastt.org)

- 16th Annual Western No-Dig Conference & Exhibition, November 7 - 8 at the Hilton Concord in Concord CA

Advertisements in **Western Regional Trenchless Review** promote wider use and application of trenchless construction and engineering methods across the Western US: Arizona, California, Hawaii, Nevada and New Mexico.





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## 2022 AD RATES/MECHANICAL REQUIREMENTS

SIZE	RATE
DPS	\$2275
FP	\$1655
2/3	\$1395
1/2 ISLAND	\$1045
1/2	\$995
1/3	\$795
1/4	\$605
1/6	\$445
1/8	\$335
OBC	\$2075
IBC	\$1875
IFC	\$1975

\*net rates – non commissionable

**PRODUCT PROFILE - \$595.00: 1/6PG/VT -**  
one image, 75 words text, company information

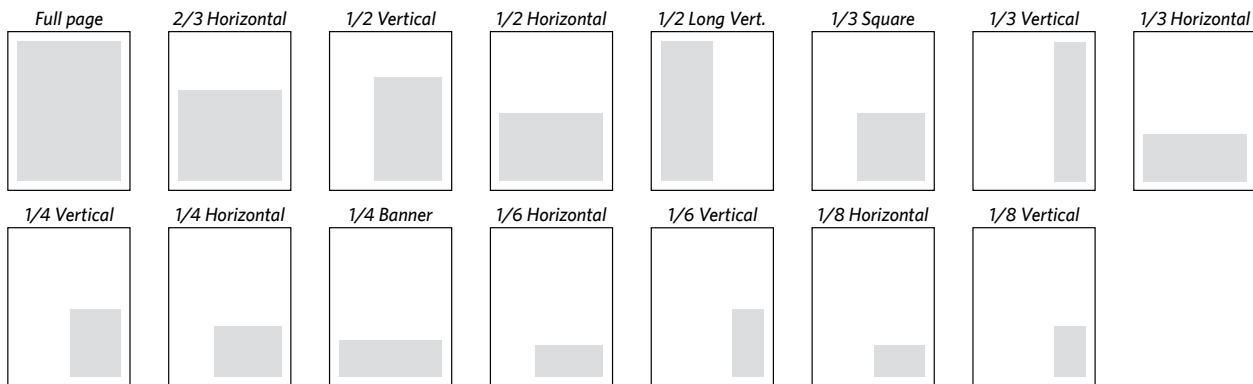
**FULL PAGE ADVERTORIAL FEATURE -**  
\$1655.00: contact your representative

**EXCLUSIVE OUTSERT MAILING:** contact your representative

SIZE	DIMENSIONS
Full Page Bleed	8 5/8 x 11 1/8"
Full Page	7 x 9 1/2"
2/3 Horizontal	7 x 6 1/4"
1/2 Horizontal	7 x 4 5/8"
1/2 Vertical	4 5/8 x 7"
1/2 Long Vertical	3 3/8 x 9 1/2"
1/3 Horizontal	7 x 3"
1/3 Vertical	2 1/8 x 9 1/2"
1/3 Square	4 5/8 x 4 5/8"
1/4 Horizontal	4 5/8 x 3 3/8"
1/4 Vertical	3 3/8 x 4 5/8"
1/4 Banner	7 x 2 1/8"
1/6 Horizontal	4 5/8 x 2 1/8"
1/6 Vertical	2 1/8 x 4 5/8"
1/8 Horizontal	3 3/8 x 2 1/8"
1/8 Vertical	2 1/8 x 3 3/8"
Trim Size	8 3/8 x 10 7/8"
Line Screen	133 4C Density: 300

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Please email all files to: [marcomap@shaw.ca](mailto:marcomap@shaw.ca)



## WESTERN REGIONAL TRENCHLESS REVIEW 2022

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