



# WESTERN REGIONAL Trenchless Review



# 2023 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.

A primary objective of **WESTTT** is to raise awareness of trenchless methods by promoting and conducting education, training, study, and research, and to make such information available to interested and concerned parties. 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.

We are also pleased to announce the 17th Annual Western No-Dig Conference and Exhibition will be held in Hawaii on November 7 and 8, 2023, in conjunction with the Hawaii Water Environmental Association (HWEA) Biennial Collection Systems Conference. Check for further information and updates at [www.westtt.org](http://www.westtt.org). **Western Regional Trenchless Review** will be distributed at the Conference to further promote the 2023 edition of the magazine. We look forward to seeing you there!

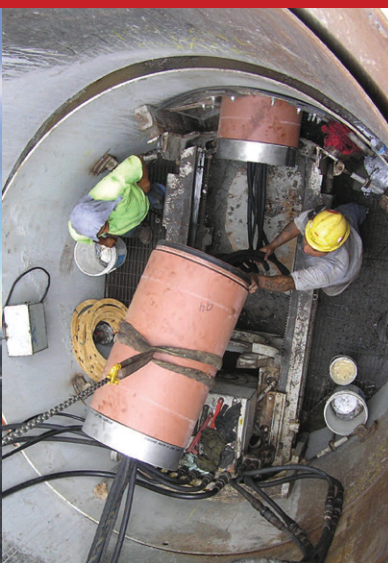
Now in its 18th year of continuous publication, **Western Regional Trenchless Review** is a highly regarded publication

that 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 2023 **Western Regional Trenchless Review**. Greater use of trenchless applications benefits the environment and civil society. Advertisements in our magazine effectively highlight your company, and help promote more education, awareness, and development of trenchless technology for the public good.

Sincerely,

**Devin Nakayama, P.E.**, 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. It is 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 2024 No-Dig Show
- [www.westt.org](http://www.westt.org) + [www.nastt.org](http://www.nastt.org)
- 17th Annual WESTT No-Dig Conference

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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## 2023 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

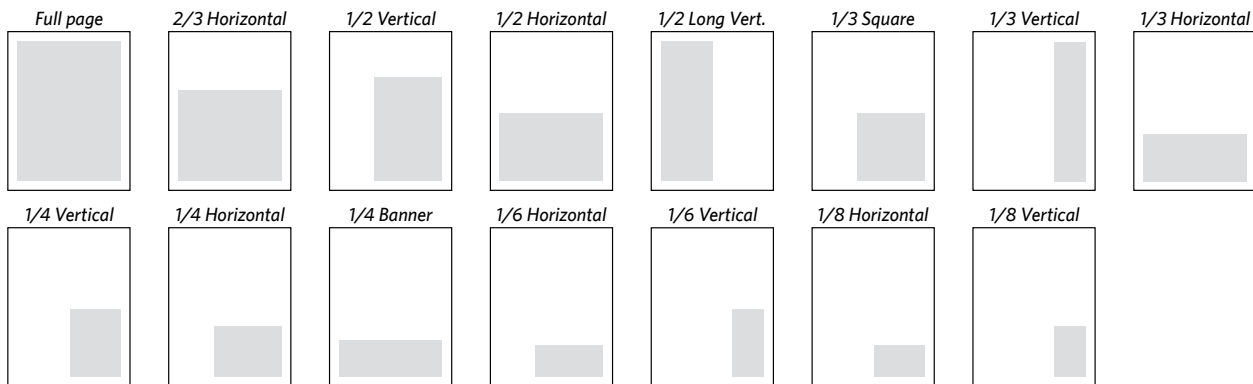
**FULL PAGE ADVERTORIAL FEATURE -**  
\$1655.00: contact your representative

**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

Electronic files can be accepted only as: PDF (press optimized), TIFF or JPEG (300 dpi), EPS (all fonts and graphics embedded), InDesign or Illustrator (include all fonts and imported graphics). No other electronic files are acceptable.

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



## WESTERN REGIONAL TRENCHLESS REVIEW 2023

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