



DAMAGE PREVENTION PROFESSIONAL

2012 MEDIA KIT





The **Damage Prevention Professional** magazine, published by Infrastructure Resources, focuses on providing in-depth solutions and insightful information on applications and technologies that are shaping the future of damage prevention and excavation safety. This quarterly magazine features a wide array of articles that will benefit ALL stakeholders.

CIRCULATION

Damage Prevention Professional magazine is distributed in several ways.

- The **PRINT EDITION** is distributed to 25,000 damage prevention professionals across the United States and Canada. It goes to facility owners and operators, facility maintenance companies, contractors, One Call Center members, engineers, claims, public works departments, risk management operations, purchasing, safety & training, and others within stakeholder groups that protect the underground infrastructure and impact damage prevention.

Damage Prevention Professional is not only mailed to our subscribers, but also to targeted decision makers from our extensive database of over 100,000 people and companies. Depending on the focus of a particular issue, we use our database to select individuals that would be a good fit for an issue based on titles, industry and company type.

Additionally, *Damage Prevention Professional* is distributed at a variety of industry events and meetings, including trade shows, CGA Regional Partner meetings, training centers, One Call Center meetings and much more.

- The **ELECTRONIC EDITION** is sent to a minimum of 50,000 industry professionals. The Electronic Edition will include links in all ads, making it extremely easy for readers to be on your web site at the same time their interest is sparked by your product or service. Advertisers are always welcome to forward the Electronic Edition to your entire email database.
- In addition, we create **CUSTOM ELECTRONIC EDITIONS** for One Call Centers, industry associations and advertisers. We add their newsletter to the front of the Electronic Edition and customize the cover. They email the final document to their members and/or database.



EDITORIAL CONTENT/PHILOSOPHY

In order to ensure that each issue addresses ALL stakeholders

Damage Prevention Professional will regularly offer a variety of features and articles that address topics and issues important to everyone working in the damage prevention and excavation safety fields.

2012 QUARTERLY SPOTLIGHTS:

WINTER / Q1

- Damage Claims and Avoidance
- Compliance Strategies for Excavators
- One-Call Center Ticket Management

SPRING / Q2

- Marking Utilities
- Underground Utility Locating
- Contract Locating

SUMMER / Q3

- Vacuum Excavation
- Subsurface Utility Engineering (SUE)
- Utility Coordination

FALL / Q4

- Utility Mapping
- New Technologies
- GIS (Geographic Information Systems)

TOPICS COVERED:

- | | |
|---|--|
| <ul style="list-style-type: none"> • Claims and Collections • Best Practices in Action • Damage Investigation • Locating • Right of Way • Global View • Legal • Insurance and Risk Management • Subsurface Utility Engineering | <ul style="list-style-type: none"> • New Technology • Stakeholder Group Spotlights • Grass Roots Groups in Action • Private Facilities • Dissecting DIRT • Public Works • Regulation Update • Utility Coordinating Councils • Vacuum Excavation |
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WHAT ARE OUR READERS SAYING?

"I really enjoy the magazine. Articles are well written and relevant."

"Keep it coming. It will save lives."

"...a wonderful step forward in damage prevention, and excavators like it."

When surveyed...

92.4% of readers rated the magazine as **"Valuable"** to **"Very Valuable."**

95.3% said they **would recommend** the magazine to colleagues.

91.8% said the magazine **helps them do their job.**

2012 ADVERTISING RATES & DEADLINES

Print Ad Pricing (includes color)

AD SIZE	1x	2x	3x	4x
2-Page Spread	\$6,750	\$6,300	\$5,850	\$5,400
Full Page	\$3,600	\$3,350	\$3,100	\$2,850
Inside Front Cover	\$4,000	\$3,750	\$3,500	\$3,250
Inside Page 1	\$4,000	\$3,750	\$3,500	\$3,250
Inside Back Cover	\$3,900	\$3,650	\$3,400	\$3,150
Back Cover	\$4,100	\$3,850	\$3,600	\$3,350
1/2 Page	\$2,200	\$2,050	\$1,900	\$1,750
1/4 Page	\$1,500	\$1,350	\$1,275	\$1,150

All published rates are net rates.

Deadlines

ISSUE DATE	SPACE CLOSES	MATERIALS DUE
Winter - Quarter 1	November 28, 2011	December 7, 2011
Spring - Quarter 2	February 27, 2012	March 14, 2012
Summer - Quarter 3	June 4, 2012	June 13, 2012
Fall - Quarter 4	September 4, 2012	September 12, 2012

2012 AD SIZES & SPECIFICATIONS

Acceptable File Formats

The following file formats will be accepted:

- **High-resolution PDF (Preferred Format)**
(Use Acrobat Distiller, X-1a setting)
- **TIFF, EPS or JPEG**
(cmyk mode or grayscale mode, 300 dpi minimum)
- **Adobe InDesign CS5 or earlier**
(Preflight and collected and packaged with all fonts and images.
All color images must be cmyk and 300 dpi minimum.)
- **Adobe Illustrator CS5 or earlier**
(All fonts must be converted to outlines and all images must be embedded.
All color images must be cmyk and 300 dpi minimum.)

Submitting Files

ALL files must include the **advertiser's name, contact info, issue date** and a **report listing all contents** being sent. **Color match will not be guaranteed unless a color proof is sent to support your files.**

E-MAIL

Multiple files should be compressed (stuffed or zipped) before e-mailing. (It's not necessary to compress single PDF files.) Send files to Renee@emailir.com.

FTP

Multiple files should be compressed (stuffed or zipped) before uploading. (It's not necessary to compress single PDF files.) Call 866-279-7755 for FTP site instructions.

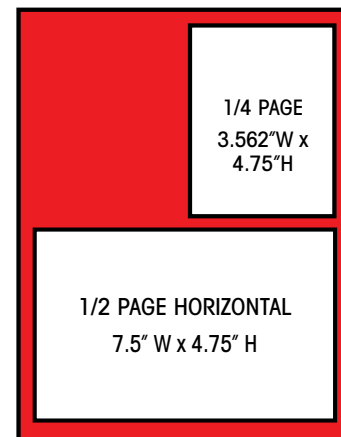
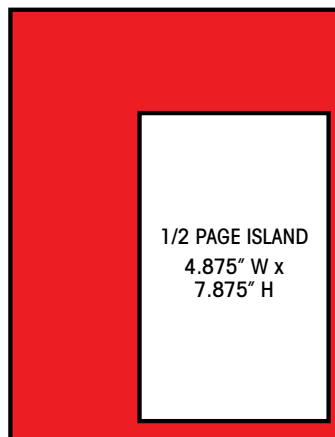
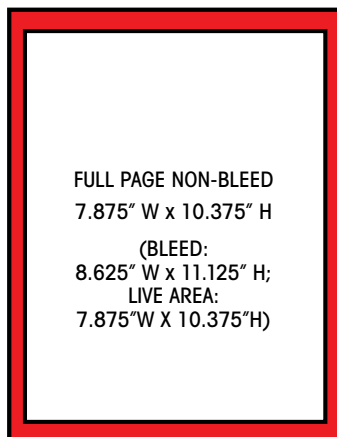
MAIL

CD, DVD, Portable USB Drives and **Color Proofs** should be mailed to:

Infrastructure Resources, 10740 Lyndale Avenue South, Suite 15W, Bloomington, MN 55420

Print Ad Sizes

AD SIZE	AD TRIM SIZE	BLEED	LIVE AREA
2-Page Spread	16.75" W x 10.875" H	17" W x 11.125" H	16.25" W x 10.375" H
Full Page	8.375" W x 10.875" H	8.625" W x 11.125" H	7.875" W x 10.375" H
1/2 Page Island	4.875" W x 7.875" H	NO BLEED	
1/2 Page Horizontal	7.5" W x 4.75" H	NO BLEED	
1/4 Page	3.562" W x 4.75" H	NO BLEED	



NEW!

WEBINARS

We help your business reach prospects!

Webinars offer a convenient channel for reaching highly targeted prospects. This is typically a live PowerPoint presentation that is designed for the internet and which delivers audio and visual content right to the prospect's desk top. The webinar is a 60-minute presentation which will include any question and answer segment you wish to have.

Infrastructure Resources LLC will:

- Handle all pre- and post-event details.
- Market the event, typically starting 3 weeks prior to the Webinar.
- Manage registration, qualifying participants.
- Provide you with a list of all registrants/attendees
- Send post-event survey to all who participated in the live event.
- *Entire webinar will be recorded and posted on the Damage Prevention Professional web site for up to 6 months.*

Advantages include:

- Ability to promote your web site to more than 20,000 NEW prospects
- Reach hundreds of prospects without leaving your office
- Easy and affordable

Cost: \$4,000.00 (Net USD)

Package pricing is also available; call Dave Stark, 952-428-7993, for details.

2012 ONLINE BANNER ADVERTISING

Banner Ads

AD SPECS

Ad size: 125 pixels wide X 220 pixels high
Color formats: Grayscale OR RGB
Resolution: 72 dpi
Maximum file size: 120 KB
File formats: GIF OR JPEG (**Preferred Format**)

AD RATES

3 Months: \$300.00 per month
6 Months: \$265.00 per month
12 Months: \$225.00 per month

Package pricing is also available;
call Dave Stark, 952-428-7993,
for details.

SUBMIT FILES TO:

Dave Stark, dave@emailir.com



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ABOUT INFRASTRUCTURE RESOURCES, LLC

Infrastructure Resources, LLC is committed to being the leader in supplying critical information to all stakeholders who share a common interest in damage prevention and excavation safety. The resources we provide are based on our superior industry knowledge and real understanding of the issues that affect public safety and our nation's buried infrastructure. Our diverse portfolio includes print, interactive products and live events.

The annual **CGA Excavation Safety Conference & Expo** is the premier event for the underground utility industry. The conference features more than 50 conference sessions, over 100 exhibits and demonstrations, workshops and numerous networking events.

The Excavation Safety Guide & Directory is nationally recognized as the industry's most comprehensive publication designed to lead excavators safely through the maze of our buried underground infrastructure. In 2011, this annual guide was distributed to more than 700,000 excavators, contractors, utility companies and public works professionals.

Excavation Safety University offers training webinars and videos designed to provide industry best practices on utility damage prevention and excavation safety.

Visit www.ExcavationSafetyOnline.com or call 866-279-7755 for additional information.



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