

COLORADO

PUBLIC WORKS

JOURNAL



2018 MEDIA KIT

Issue 02/2018

Colorado Public Works Journal is the information source for municipal, city and county, district and state officials whose job it is to take care of their community's infrastructure, assets and services.

Coverage of projects on roads and bridges, water and waste, fleets and transit across the state of Colorado in print and online six times per year.

CPWJ partners with the leading organizations in the public works industry and contributors to the publication include: **ACPA, ACEC, APWA, CAPA, CCA, CDOT, CRMCA, CSSGA & RTD**

Our Publications



CPWJ: MAGAZINE

Published six times a year, Colorado Public Works Journal features articles on Colorado based projects highlighting best practices, procedures, and equipment applications.

OUR AUDIENCE

Colorado Public Works Journal delivers infrastructure news, industry trends and products to an audience of public work officials, contractors, engineers, consultants, buyers, municipal and county agencies throughout the state of Colorado and it's borders.

Close to 5,000 copies are mailed to subscribers with an estimated readership of 15,000 people per issue, including those on-line.

Additional distribution at trade shows throughout the year increases these numbers dramatically.



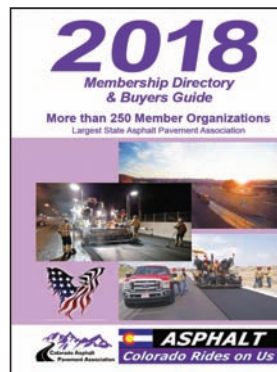
CPWJ WEBSITE

Providing quick and easy on-line access to the magazine at coloradopublicworksjournal.com. The website is constantly evolving bringing more benefits to our advertisers and featured stories.



THE ROAD AHEAD

A twice yearly supplement produced for the Colorado Asphalt Paving Association and their members.



CAPA DIRECTORY

The CAPA Membership Directory published each year. Includes buyers guide, training and education schedules and industry events in a compact, easy to use book.



SNOW & ICE

American Public Works Association Western Snow & Ice Annual Conference materials, includes promotional materials, registration program and exhibitors locator map.

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CPWJ: Editorial Calendar 2018

Every issue of Colorado Public Works Journal is packed with news from around the state. Including communication/articles from the Associations that operate in the field of public works: ACEC, ACPA, APWA, CAPA, CCA, CDOT, CRMCA, CSSGA and RTD.

Each issue of CPWJ includes press releases on new equipment, tools and technology, to keep your business informed of the latest developments. We also highlight people on the move within our industry.

| ISSUE | FEATURES | ISSUE | FEATURES |
|---|--|---|---|
| WINTER Material Deadline: 12/22/17 Publication Date: 01/15/18 | ACEC Awards, Transportation, Work Zone Safety, 30 Minutes With.... | SUMMER/FALL Material Deadline: 07/06/18 Publication Date: 07/30/18 | Snow Removal, Best Practices, Snow & Ice Program, 30 Minutes With.... |
| SPRING Material Deadline: 02/23/18 Publication Date: 03/12/18 | Streets, Highways, Roads, Bridges, The Road Ahead, 30 Minutes With.... | FALL Material Deadline: 08/24/18 Publication Date: 09/17/18 | APWA Awards, Parks & Recreation, 30 Minutes With.... |
| SPRING/SUMMER Material Deadline: 04/27/18 Publication Date: 05/14/18 | ACPA Awards, Concrete Projects, Wastewater/Stormwater, 30 Minutes With.... | FALL/WINTER Material Deadline: 10/19/18 Publication Date: 11/12/18 | Streets, Highways, Roads and Bridges, The Road Ahead, 30 Minutes With.... |

*CPWJ reserve the right to modify our editorial calendar without notice.

CPWJ is also distributed at the following Colorado events

JANUARY – CCA Conference
FEBRUARY – RMACES Conference
MARCH – ACPA Workshop & Conference
APRIL – APWA Spring St. Conference

MAY – DBIA Conference
SEPTEMBER – APWA Snow & Ice Conference
OCTOBER – APWA Annual Conference & Awards
NOVEMBER – CRMCA/CSSGA Conference

2018: Rates, Dates & Specifications

COLORADO PUBLIC WORKS JOURNAL

| Size | Single Insertion | 3 Insertions Each | 6 Insertions Each |
|--------------------|------------------|-------------------|-------------------|
| Inside Front Cover | \$1895 | \$1775 | \$1500 |
| Inside Back Cover | \$1895 | \$1775 | \$1500 |
| Back Cover | \$1995 | \$1875 | \$1600 |
| Double Page | \$2500 | \$2300 | \$2000 |
| Full Page | \$1600 | \$1500 | \$1300 |
| 1/2 Page | \$1200 | \$1100 | \$1000 |
| 1/4 Page | \$700 | \$600 | \$500 |
| 1/8 Page | N/A | N/A | \$250 |

These rates also apply to advertising in the Snow & Ice program and The Road Ahead.

ACCEPTABLE FILE FORMATS

We accept the following file formats are PDF, TIFF, EPS or JPEG. All files MUST be at 300dpi, CMYK with all fonts and images embedded when applicable.

DESIGN SERVICES

Custom design and production services are available.

ARTWORK SPECIFICATIONS

Publication trim size: (WxH)
8.375x10.875in

Page is 2 columns: 3.55in wide

Depth of columns is 10.275in

Printing by offset with saddle stitch binding

2-Page Spread

Non-bleed 16.35x10.875in
Bleed 16.85x11.125in

Full Page

Non-bleed 8.175x10.875in
Bleed 8.425x11.125in

1/2 Page Horizontal 7.575x5.00in

1/4 Page Vertical 3.725x5.00in

1/8 Page Horizontal 3.725x2.125in
Business card size (CPWJ Marketplace)

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