

Excavation SAFETY

GUIDE & DIRECTORY™

The print edition of the Excavation Safety Guide & Directory is distributed to excavators, locators and contractors performing the critical work that keeps our buried utilities safe from harm. The Guide contains key reference sections and articles designed to help readers dig safely, which are referenced all year long, ensuring constant exposure to your advertisement.



MEDIA KIT 2024

Fast Facts

5K

Greater U.S. Print Distribution

42K

Pennsylvania Print Distribution

<\$50

Low CPM

1+ YEAR

Shelf Life

10.6 MILLION GUIDES PRINTED SINCE 2005



612.462.5662

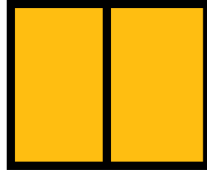


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EXCAVATION SAFETY GUIDE AD SPECS



TWO-PAGE SPREAD



Bleed: 17" x 11.125"
Trim: 16.75" x 10.875"
Safe Area: 16.25" x 10.375"

FULL PAGE



Bleed: 8.625" x 11.125"
Trim: 8.375" x 10.875"
Safe Area: 7.875" x 10.375"

INSIDE FRONT



Bleed: 8.625" x 11.125"
Trim: 8.375" x 10.875"
Safe Area: 7.875" x 10.375"

**CUSTOM OPTIONS AVAILABLE
ON REQUEST**

Contact Vicki Husome



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Placement on page may vary based on images, article length, or design elements.

EXCAVATION SAFETY GUIDE AD RATES & SCHEDULE



Layout

Two-Page Spread	\$5,000
Full Page	\$2,500
Inside Front Cover	\$3,000

Deadlines

Space Closed	11/27/23
Materials Due	12/1/23
In-home Date	Month of January

ART FILE SPECIFICATIONS

Pre-Press Art Files:

- Saved to dimension listed
- Saved at 300dpi
- Saved with CMYK color profile

Files Types

- High-resolution .pdf (preferred)
- .ai or .eps, fonts & image links embedded
- 300dpi / CMYK .jp

Graphic design services available \$100/hour