

Excavation SAFETY

MAGAZINE™

Excavation Safety Magazine is committed to transforming the damage prevention and excavation safety industries by providing knowledge and tools that assist all stakeholders in understanding and staying mindful about procedures and best practices that significantly reduce the risk of damages.



MEDIA KIT 2024

Fast Facts

15K

Annual Print Distribution

27K+

Combined Print & Digital Readership

12K+

Monthly Newsletter Recipients

1K

Monthly Website Impressions

CONTACT



612.462.5662



Vicki@ExcavationSafetyAlliance.com

EXCAVATION SAFETY MAGAZINE

Launched in 2010 by Excavation Safety Alliance, Excavation Safety Magazine (formerly dp-PRO) is committed to transforming the damage prevention industry by providing knowledge and tools that assist all stakeholders in understanding and staying mindful about procedures and best practices that significantly reduce the risk of damages while protecting our workplaces, communities, environment and lives.

With relevant and thought-provoking articles and features written by industry professionals, each issue offers a broad perspective on utility damage prevention and a deeper understanding of the issues and concerns facing the industry as a whole.



82%

of U.S. internet users trust print ads when making a purchasing decision - more than any other medium.

- MarketingSherpa

13

YEARS OF
DAMAGE
PREVENTION &
EXCAVATION
SAFETY

1.8

MILLION
ISSUES
PRINTED

EXCAVATION SAFETY MAGAZINE READERSHIP



INDUSTRIES SERVED

Each annual issue of **Excavation Safety Magazine** features content relevant to all stakeholder groups.



Electric



**Water &
Sewer**



Excavation



Public Works



GIS/Mapping



Fiber Optic



Locating



**Notification
Centers**



Gas & Oil

JOB TITLES SERVED

- Business Owner
- Compliance Officer
- Construction Manager
- CEO
- Damage Prevention
- Director of Safety
- Executive Director
- Engineer
- Education Manager
- General Manager
- Locate Technician
- Marketing Manager
- Public Works Director
- Public Awareness Liaison
- Public Awareness Manager
- Operations Director
- President
- Project Manager
- QA/QS Gas Compliance
- Quality Assurance Manager
- Risk Manager
- Safety Manager Training
- Utility Compliance Manager

EXCAVATION SAFETY MAGAZINE **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"

BACK COVER



Bleed: 8.625" x 7.875"
Trim: 8.375" x 7.75"
Safe Area: 7.875" x 7.5"

HALF PAGE



Half Page Vertical
Trim: 4.975" x 7.875"
Half Page Horizontal
Trim: 7.5" x 4.75"

QUARTER PAGE



Trim: 3.562" x 4.75"

**CUSTOM OPTIONS AVAILABLE
ON REQUEST**

Contact Vicki Husome
Vicki@ExcavationSafetyAlliance.com

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

EXCAVATION SAFETY MAGAZINE **AD RATES**



Layout

Two-Page Spread	\$6,750
Inside Front (Left)	4,000
Inside Front (Right)	4,000
Back Cover	4,100
Inside Back (Right)	3,900
Full Page	3,600
Half Page	2,200
Quarter Page	1,500

ART FILE SPECIFICATIONS

Pre-Press Art Files:

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

File Types

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

Graphic design services available \$100/hour

EXCAVATION SAFETY MAGAZINE SCHEDULE



ADVERTISING

	Date
Space Closed	7/12/24
Materials Due	7/29/24
In-home Date	9/16 - 9/19

EDITORIAL

Article Deadline	May 2024
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EXCAVATION SAFETY MAGAZINE **PRODUCT SHOWCASE (PRINT)**



The annual **Excavation Safety Magazine** features a Product Showcase section, where companies can spotlight a product or service to tens of thousands of damage prevention and excavation safety professionals.

Refer to Page 5 for deadlines

AD SPECIFICATIONS



Full Page
7.4" x 8.83" image



Half Page
4.12" x 4.12" image
Characters: 1,400



Quarter Page
3.5" x 3.25" image
Characters: 350

RATES

Layout

	1x
Full Page	\$3,350
Half Page	2,000
Quarter Page	1,000

EXCAVATION SAFETY E-NEWSLETTER



12 / YEAR

**12K+
RECIPIENTS**

**MAX 2 ADS
PER EMAIL**

**10 - 22%
OPEN RATES**

**NEW
CONTACTS
ADDED
WEEKLY**

The Excavation Safety Magazine Newsletter goes out to 13k highly engaged industry professionals from all stakeholder groups. Find your customers where they look for the latest industry news.

SPECS

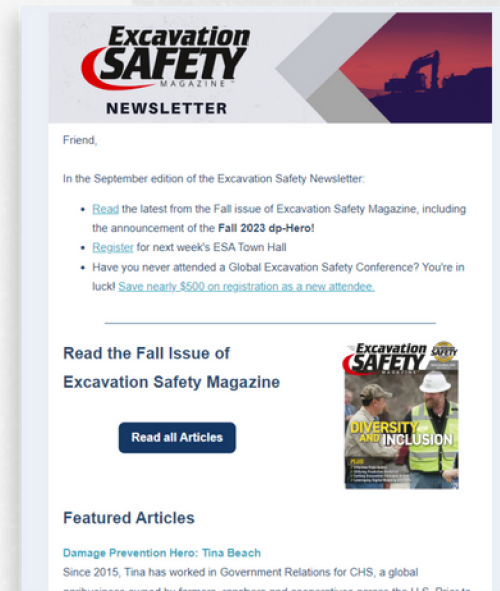
Headline: 25 characters

Image Size: 200 x 150 px

Body Text: 250 characters

Call to Action: 30 characters

Delivery: Sent the first Tuesday of every month. Ad materials are due 2 weeks prior.



**ADS ABOVE
THE FOLD!**



RATES

3 Months	6 Months	9 Months	12 Months
\$1,500 per Month	\$1,350 per Month	\$1,200 per Month	\$1,050 per Month

EXCAVATION SAFETY PRODUCT SHOWCASE (DIGITAL)



12 / YEAR

**12K+
RECIPIENTS**

**MAX 4 ADS
PER EMAIL**

**10 - 22%
OPEN RATES**

**NEW
CONTACTS
ADDED
WEEKLY**

The Excavation Safety Product Showcase puts the latest industry innovations and product announcements in a simple monthly package for 15k recipients.

SPECS

Headline: 25 characters

Image Size: 200 x 150 px

Body Text: 250 characters

Delivery: Sent the 15th of every month, with flexibility around holidays and days of the week. Ad materials due 1st of the month (2 weeks prior to delivery).

Excavation SAFETY MAGAZINE
PRODUCT SHOWCASE

Vermeer: VXT300
Introducing the new Vermeer VXT300 vacuum excavation truck, one of the industry's lightest 8-yd3 (6.1-m3)-capacity vehicles. Its 800-gal. (3,028 L) water tank and powerful 3,500-cfm (99.1-m3/min) suction is designed for tough, efficient digging where high-capacity excavation is required, or a large volume of fluid is needed. Its lightweight chassis and sleek, low-profile tank—11.5 ft. (3.51 m) overall height—help you maximize productivity, minimize transport frequency and slip nicely under bridges or a 12-ft. shop door.

Yep, it's a Vermeer. See the VXT300 at CGA, contact your Vermeer dealer or visit vermeer.com. EQUIPPED TODO MORE.

[Ask about a Demo](#)

Dig Ticket Analysis Report
Enertech has developed an interactive report to virtually analyze dig tickets. This report allows the users to see where excavators are conducting excavation activities near the pipeline, location of excavation companies, and

RATES

3 Months	6 Months	9 Months	12 Months
\$650 per Month	\$600 per Month	\$550 per Month	\$500 per Month

EXCAVATION SAFETY WEBSITE ADVERTISING

ExcavationSafetyMagazine.com

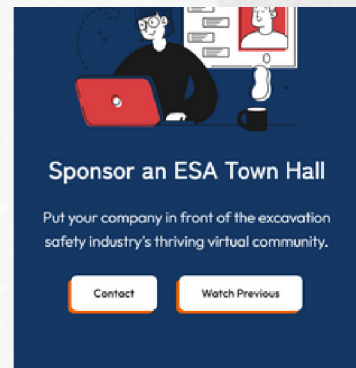


SIDEBAR ADS

Sidebar ads are slotted to the right of all ExcavationSafetyMagazine.com articles. Premium real estate alongside premium content.

1.5-5.5%
CLICK RATE

2.5K
MONTHLY
VISITORS



RATES

3 Months	6 Months	9 Months	12 Months
\$500 per Month	\$475 per Month	\$450 per Month	\$425 per Month

SPECS

Image Size: 500 x 500 px

Digital Files accepted (jpg, png, gif, swf) Animation Restrictions (3-15 seconds) File Size Maximum (2 mb)

SPONSORED WEBINARS



SPONSOR AN OFFICIAL EXCAVATION SAFETY MAGAZINE WEBINAR

**50 - 150
VIEWERS**

Excavation Safety Webinars are 60-minutes, presented by your company, and hosted and promoted by ESA.

- Content chosen by sponsor and may include a call to action.
- Recommended topics include case studies, white papers, product overviews, technology trends, and/or training.
- 10 - 12k email invitations, based on the target audience, are sent from our database a minimum of 3 times prior to webinar.
- Contact information for “registered” and “attended” provided to sponsor and includes company name, contact name, phone, and email address.
- The Excavation Safety Magazine brand helps gain traction and provide credibility.

RATES

\$4,000 / Webinar

Contact Vicki Husome for bundling discounts.

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SPONSORED BLOG POSTS



SPONSOR AN OFFICIAL EXCAVATION SAFETY MAGAZINE BLOG POST

Share your company's message or unique perspective on the official Excavation Safety Magazine Blog (ExcavationSafetyMagazine.com)

SPECIFICATIONS


- Less than 2,500 words, 1-6 images
- Sponsored by [logo]
- 1 social media post

RATES

\$500 / Blog

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