



APWA Florida Reporter

MEDIA KIT 2016

Looking to reach
public works professionals
throughout Florida?



Florida Reporter has a controlled circulation of **2,000** with a pass-along readership of over **7,000*** that is direct-mailed to public and private sector individuals, agencies and companies involved in:

- Buildings and grounds
- Road and street maintenance
- Emergency management
- Transportation
- Municipal engineering
- Administration
- Fleet maintenance
- Construction management
- Water and wastewater operations
- Equipment services
- Solid waste collection and disposal
- Research
- Traffic control

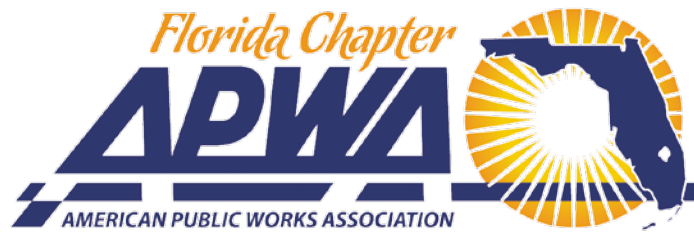
* Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

Extra Exposure!
Ads booked in Florida Reporter appear online FREE!

This highly qualified audience is made up of key decision makers with buying authority and influence whose positions include:

- Engineers
- Public works directors
- Senior administrators
- Transportation safety specialists
- Utilities directors
- Equipment managers
- Project managers
- Purchasing managers
- Road superintendents
- Operations managers
- Department vice-presidents
- Maintenance superintendents

Reach your target market at key times



Florida Reporter magazine reaches key players in this multi-million-dollar market at four strategic times throughout the year, including a spring issue that is an **Official Florida Public Works Expo Issue** and a summer issue that will recap the Expo and focus on National Public Works Week.

SPRING 2016

Florida Public Works Expo Issue
April 19-22, 2016; Tampa Convention Center

BONUS DISTRIBUTION AT EXPO

Space Closing: Late January
Distribution: Late February

SUMMER 2016

Post Expo Issue
National Public Works Week

Space Closing: Early March
Distribution: Early April

FALL 2016

Space Closing: Late June
Distribution: Mid August

WINTER 2016

Space Closing: Late September
Distribution: Early November

As the official membership publication of the American Public Works Association – Florida Chapter, *Florida Reporter* is committed to providing a strong and informative voice in all matters pertaining to the delivery of high-quality public works goods and services.

FULL COLOR ADVERTISING RATES *Ads booked in the print magazine will **APPEAR ONLINE AT NO EXTRA COST!**

	1 Time Rate	4 Time Rate	Online Magazine*
OBC	\$1,425	\$1,300	FREE with print booking!
IFC/IBC	\$1,325	\$1,200	FREE with print booking!
Full page	\$1,050	\$975	FREE with print booking!
1/2 page island	\$875	\$825	FREE with print booking!
1/2 page	\$800	\$750	FREE with print booking!
1/3 page	\$565	\$515	FREE with print booking!
1/4 page	\$465	\$415	FREE with print booking!
1/6 page	\$375	\$325	FREE with print booking!
1/8 page	\$315	\$295	FREE with print booking!

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- The publisher and the APWA – Florida Chapter reserve the right to reject advertising that is deemed inappropriate.
- The publisher and the APWA – Florida Chapter cannot be held liable for any material used or claims made in advertising included in this publication.
- Rates are net of agency commission.

To reach Florida's Public Works professionals through *Florida Reporter* and its targeted readership, contact Rod at your earliest convenience to discuss your company's promotional plans for 2016.

Rod Evason, Marketing Manager

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Fax: 1-866-985-9799
rod@kelman.ca



Published for APWA
– Florida Chapter by





Production Requirements:

- Adobe InDesign CS6
- Adobe Photoshop CS6
- Adobe Illustrator CS6

(earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS / IMAGES** used must be included
- All pantone/spot colors **MUST** be converted to **CMYK**
- Include a hard copy (color or black proof) or e-mail a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Contact us for **ftp site information** for files that are too large to e-mail
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:
 STEFANIE HAGIDIAKOW
 Ph: 866-985-9790
 Fax: 866-985-9799
 E-mail: stefanie@kelman.ca

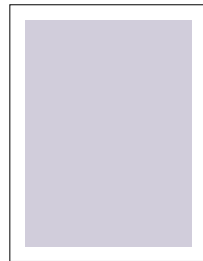


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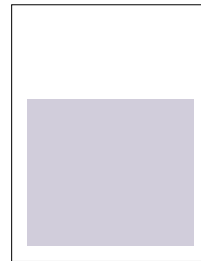
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Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

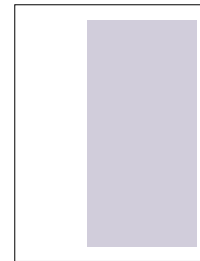
Full page



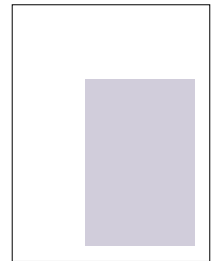
2/3 Horizontal



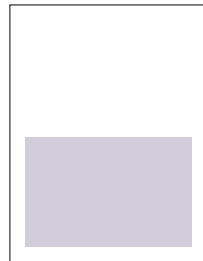
2/3 Vertical



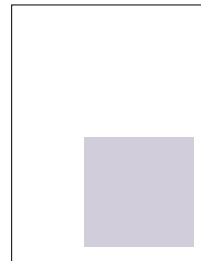
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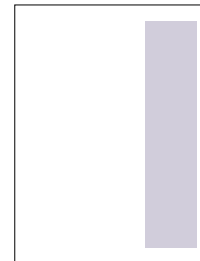
1/2 Horizontal



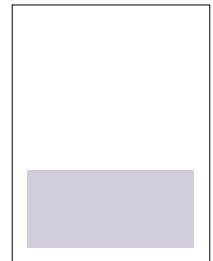
1/3 Square



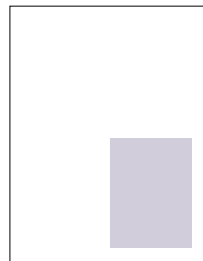
1/3 Vertical



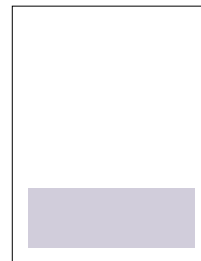
1/3 Banner



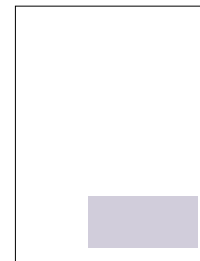
1/4 Vertical



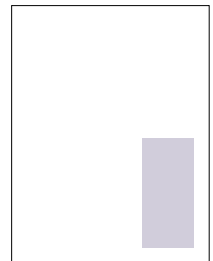
1/4 Banner



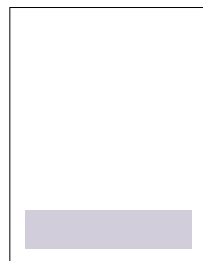
1/6 Horizontal



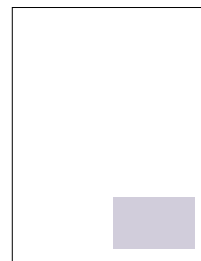
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

