

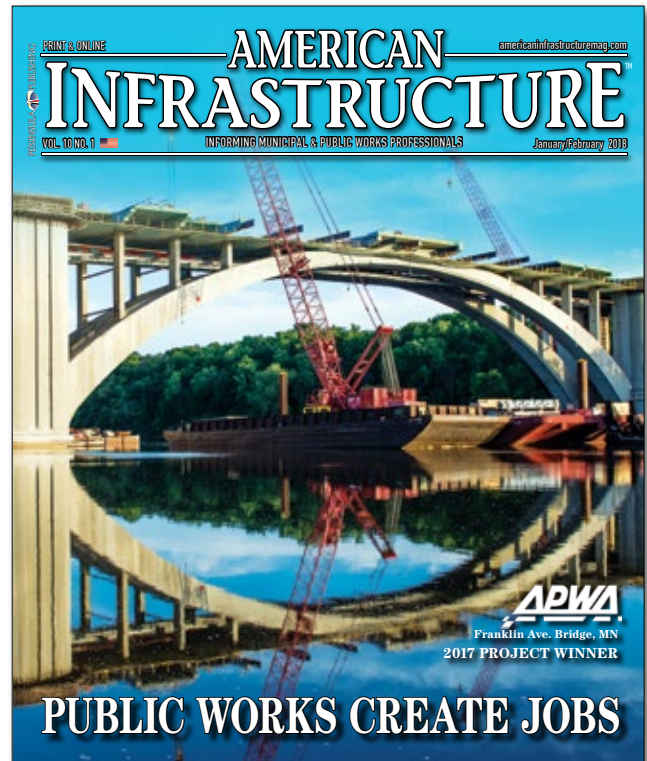


# 2019 MEDIA KIT

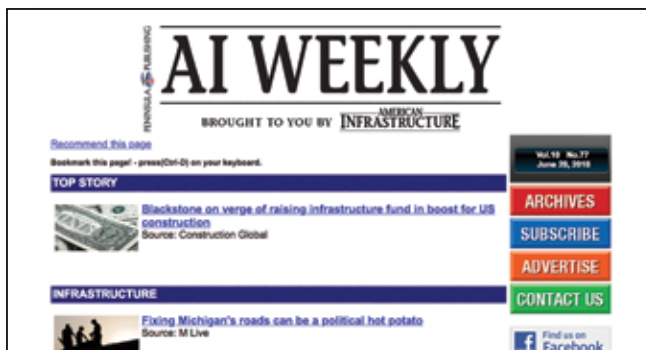
VOLUME 11, 2019  
PRINT & DIGITAL DISTRIBUTION

# AMERICAN INFRASTRUCTURE™

Informing Municipal Management Professionals



## AIWEEKLY.BIZ



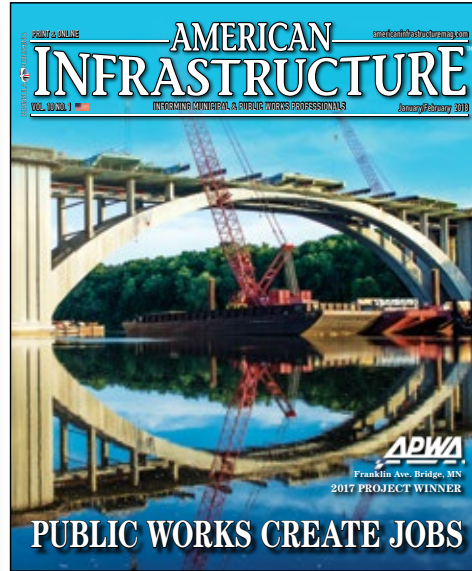
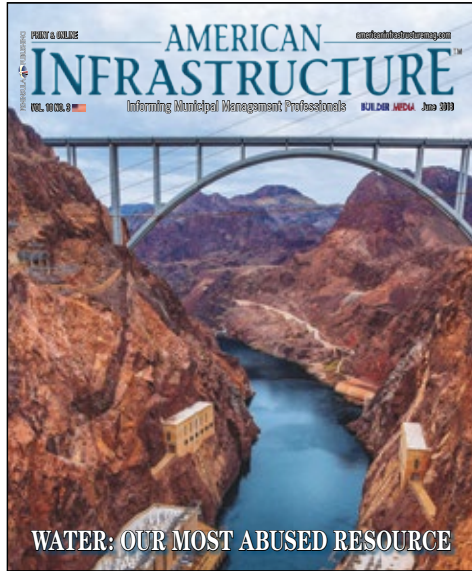
**AmericanInfrastructureMag.com**

*Reaching 141,696 Municipal  
Management and Public  
Works Professionals*

[www.penpubinc.com](http://www.penpubinc.com)  
[advertising@penpubinc.com](mailto:advertising@penpubinc.com)  
(949) 631-0308

**BUILDER.MEDIA**

**PENINSULA PUBLISHING**  
BUSINESS MEDIA FOR U.S. BUILDING PROFESSIONALS



"Advertising with American Infrastructure has been an extremely valuable marketing tool for Acuity Brands. They have been very easy to work with and provide affordable rates that provide a great ROI. We've received great sales lead information and feel that we are definitely reaching our core audience through AI magazine platforms."

— Thomas Pierce, Marketing Services Manager

# AIWEEKLY.BIZ



"I am at the ACE conference in Vegas this week and was **THRILLED** to see the latest issue of American Infrastructure displayed throughout the exhibit floor, which includes our story on the Dixie Drain project.

Thanks again for the spotlight and of course, please let me know should you want to collaborate on further stories – I'll continue to send you our news as it happens.

Have a great week!"

— Cameron McWilliam – Public Relations Lead for Brown and Calwell



## DISTRIBUTION:

American Infrastructure is distributed to 141,696 subscribers across the United States. Readership is comprised of municipal management, city, county and state officials, general contractors, specialty contractors, public works directors, city and county engineers, water services directors and the largest stakeholders within the American Infrastructure community.

# 141,696

National print & digital subscribers



**American Infrastructure** is an upscale bimonthly publication geared towards the senior stakeholders within the national infrastructure community. We provide thoughtful pieces on issues of fundamental concern for agencies. Our focus is on infrastructure projects from around the nation offering important solutions. Readers gain valuable insights from true experts in the field on a variety of topics on everything from creating a climate action plan to installing new roads and bridges. American Infrastructure is a nationwide publication that examines the ins and outs of our built environment. Editorial offers a new voice and a fresh, modern perspective which showcases examples of successful infrastructure projects and shares the opinions of municipal leadership, including the Mayors and City Managers of major U.S. cities and state Governors, Fleet Directors, Public Works Directors, and City and County Management.



## AIWEEKLY.BIZ

*Thrice weekly e-newsletter distributed every Tuesday, Thursday and Friday*



## READERSHIP:

• Fleet Directors	8,114
• Public Safety & Emergency Services	2,033
• Planning	2,416
• Parks and Recreation	6,912
• Public Works Directors	22,081
• Municipal Architects	4,717
• Directors of Operations	2,363
• City and County Engineers	7,404
• General & Engineering Contractors	14,201
• Construction & Maintenance Directors	9,864
• Solid Waste Managers	6,540
• Public Facilities, Grounds Directors	7,941
• Water & Wastewater Utilities	8,116
• Storm Water, Flood Control	5,421
• Paving & Highway Contractors	7,551
• Road & Bridge Maintenance	3,977
• Transportation & Airport	1,812
• Managers, Mayors & Admin	19,021
• Complimentary Subscriptions	1,212

*141,696 Magazines are distributed in both print and fully linked, digital Flipbook formats.*



*“American Infrastructure Magazine’s articles cover the entire spectrum of news and opportunities in infrastructure finance and development. Current, succinct and informative.”*

— Manuel H. Lazerov, Managing Member, American Infrastructure Investors LLC

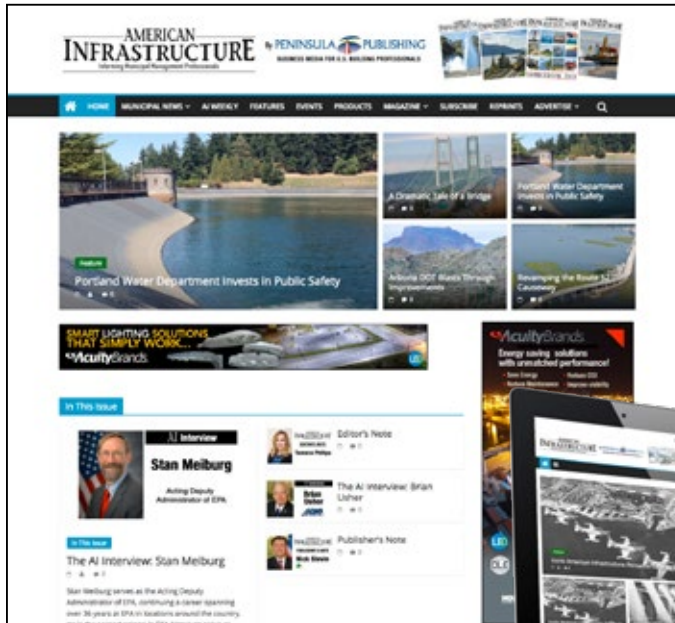


# 2019 American Infrastructure Digital Media



Our database of opt-in digital subscribers represents a community of seasoned infrastructure executives.

- Successfully gaining an online presence as our unique and inquisitive content grows, our websites, e-newsletters, flipbooks and e-mail marketing has optimized our digital platforms to provide professionals with robust resources to reference.
- With content that supports the current trends and techniques in interactive media tools, we are effectively using every outlet to inform industry professionals in a fast, personal and cost-effective manner.
- We seamlessly integrate our print and digital magazines by incorporating logo links for companies, embedded video and audio files, social media links, e-mail contacts, blogs and online directories.



## WWW.AMERICANINFRASTRUCTUREMAG.COM

- Current magazine issue content such as feature articles and columns from contributors.
- Most popular articles from the current and past magazine issues.
- Blogging from our editors and contributors in the industry.
- Up-to-date industry news stories as a resource reference for current industry trends.
- Powerful search tool for all archived articles, columns and blogs.

**\$3,965 net per month  
for 1 skyscraper AD.**



## WWW.AIWEEKLY.BIZ

- Tri-weekly e-newsletter reaching nearly 141,696 opt-in subscribers.
- Features 25 active links to the latest industry news stories.
- Content covers: housing market; economic impact; finance; land use and development; legal matters and senior housing.

**\$5,115 net per month  
for 12 skyscraper ADs**



## BUILDER.MEDIA

- Our newest brand covers the most important, timely topics in the industry
- A highly bookmarkable, one-stop-shop for all relevant builder news
- Daily updates, Popular articles from across our brands, and Original content
- Live coverage of housing events
- Custom video creation
- Skyscraper ad

## DIGITAL FLIPBOOK

- Digital delivery of the latest edition of the magazine every Monday.
- Click-through tracking and ads linked to company websites.
- Embedded video and audio files, social media links and e-mail contacts.
- E-mail blast to 696 opt-in digital subscribers.
- [www.aiweekly.biz](http://www.aiweekly.biz)



## FLIPBOOK SPONSORED DIGITAL POSTCARD




- Provides exposure of the latest edition of each magazine.
- Effectively uses e-mail marketing as an interactive, fast and personal way to reach subscribers.
- Gains customer retention and acquisition as a tool.
- \$4,995 net

**DOWNLOAD THIS ISSUE NOW AND USE THE MAGAZINE AT YOUR CONVENIENCE**

View the entire issue by clicking on the cover of the magazine or any of the stories below. Our digital issue includes everything from our print magazine, but it offers the ability to click through the magazine and view more information about products and advertisers in this issue.

**Sponsored by:**  
[www.acuitybrands.com](http://www.acuitybrands.com)

# 2019 American Infrastructure Editorial Calendar

	THEME	PRODUCTS	SHOW/EVENT	ADVERTISING MATERIALS DUE
<b>Jan/Feb</b>	Transportation Highways, Roads, Bridges, Fleet Management	Traffic Management, Trucks and Accessories, Emergency Management, Road Construction Equipment, Trenchless Technologies, Pipes, Consulting Firms, Weather Measurement Instruments		December 14, 2018
<b>Mar/Apr</b>	<b>SOURCEBOOK</b> , Technology, Environment	Disaster Management, Bridges & Culverts, Ground Maintenance, Solid Waste, GIS/GPS, Street & Sewer Maintenance, Computer Hardware and Software, Park Equipment		February 15, 2019
<b>May/Jun</b>	Water/Wastewater, Solar, Ports, Aqueducts, Sewers and Pipes	Waste Collection, Weather Measurement Instruments, Valves, Pumps, Water Treatment Solutions, Water, Pipes, Tanks,	ACE 19: June 9-12, Denver, CO 	April 15, 2019
<b>Jul/Aug</b>	Stormwater & Public Works	Permeable Pavers and Runoff Systems, Erosion Control, Stormwater Cisterns, Snow & Ice, Worker Safety, Buildings & Facilities, Bridges & Culverts, Fleets & Accessories	Stormcon  Aug. 2019, Denver, CO  APWA:  Sep. 8-11 Seattle, WA	June 14, 2019
<b>Sept/Oct</b>	Water, Wastewater, Sewers & Pipes, Energy, Environment	Waste Collection, Sewer Lift Pumps, Water Treatment, Sewers & Pipes	WEFTEC  Sep. 21-25 Chicago, IL	August 15, 2019
<b>Nov/Dec</b>	Awards Issue "Projects of the Year"	Infrastructure Products of the Year Who's Who in American Infrastructure	World of Concrete: Feb 3-7, Las Vegas 	October 16, 2018

*"I just received the publication you sent me with the Pierre profile. Thanks for sending that along and for providing us with an opportunity to share our story."*

— Brooke Bohnenkamp, Manager of Communications, Special Projects & IT for the City of Pierre

# 2019 American Infrastructure Advertising Rates

Includes both print and digital editions

All Rates are net

	Size	1x	3x	6x	9x	*12x
(A)	2 page	\$15,115	\$13,370	\$11,695	\$10,290	\$9,675
(B)	Full page	9,415	9,060	8,700	8,280	7,515
(D) (F)	1/2 page	4,985	4,555	3,795	3,675	3,610
(G)	1/3 page	3,710	3,435	3,160	2,885	2,615
(E)	1/4 page	2,795	2,675	2,515	2,395	2,200
(H)	Marketplace	820	710	665	625	605

\*Strategic Partnership Packages

*“Thanks so much for giving my team the opportunity to include Hoar Construction in American Infrastructure. It means so much to them and I’ve really appreciated working with you over the past couple of months. Thanks for keeping me updated on the contributed article. Can’t wait to see it!”*

— Carey Jester, Account Coordinator at Uproar PR

## 2019 American Infrastructure Digital Advertising Rates

All Rates are net.

Size	1 Month	3 Months	6 Months	9 Months	12 Months
Web Banner	\$2,180	\$2,005	\$1,825	\$1,645	\$1,465 / \$17,580
Skyscraper	\$3,965	\$3,660	\$3,350	\$3,040	\$2,730
Video Hosting	\$4,955	\$4,547	\$4,685	\$4,140	\$3,865
Digital Postcard / E -Marketing	\$5,950	\$5,710	\$5,475	\$5,235	\$4,995
AI Weekly (3x per week, 12x per month)	\$5,115	\$4,700	\$4,350	\$4,220	\$3,965



# Ad Sizes and Specifications

**Printing:** Printed on 70 lb. gloss paper.

**Trim:** 9" wide x 10.875" deep.

**Binding:** Bound on the 10.875" measure. Show issues are perfect bound.

**Line Screen:** 175 line screen.

**Output:** Direct to plate. We accept only digital ads – NO FILM.

**Media:** Please provide files on either CD or DVD, or send to our FTP site.

## AD SIZES

DIMENSION	WIDTH (inches)	HEIGHT (inches)
(A) 2 Page Spread (w/bleed)	18 (18.5)	10.875 (11.125)
(B) Full Page Live Size:	9 (9.25) 8.5	10.875 (11.125) 10.375
(C) Back Cover	9 (9.25)	10.875 (11.125)
<i>Note: Must leave a 2.125" x 4.125" White Box at the edge of top right corner for Mailing Label</i>		
(D) 1/2 Vertical	4	9.875
(G) 1/3 Vertical	2.45	9.875
(E) 1/4 Vertical	4	4.75
(F) 1/2 Horizontal	8.125	4.75
(H) Business Card	3.875	1.75

## WEBSITE ADS

(I) Banner Ad	728 pixels	90 pixels
(J) Skyscraper	300 pixels	600 pixels
(K) Big Button	300 pixels	250 pixels
(L) Small Button	125 pixels	125 pixels

## NEWSLETTER ADS

Skyscraper	160 pixels	600 pixels
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Option 1: WeTransfer.com can be used to e-mail (use email address below) and compress large files.

### Option 2

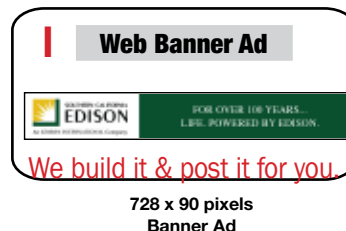
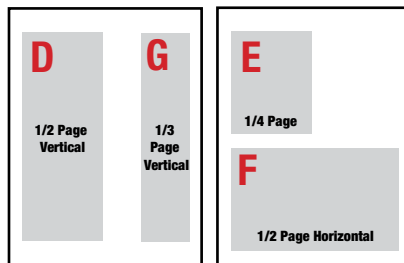
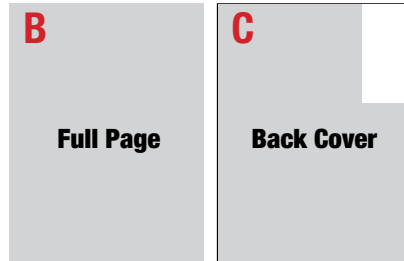
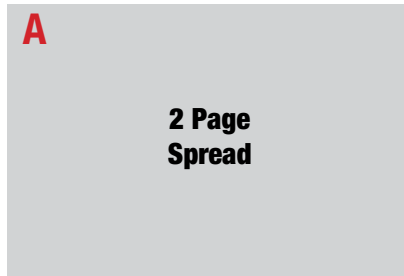
Using a web browser, download FTP app

Domain and log-in information is:

[www.penpubinc.com/ftp](http://www.penpubinc.com/ftp)

**Access Code:** Publish12

**Questions?:** [stacy@penpubinc.com](mailto:stacy@penpubinc.com)



## Digital Requirements:

- Digital Files Only
- No Microsoft Publisher, Word, Corel Draw, Pagemaker, Paint or WordPerfect program files

## File Requirements:

- We accept files from the following programs (in order of preference): Adobe PDF (Hi-Res, press ready), Photoshop & Illustrator (Flattened layers)
- Color images must be converted to CMYK mode. Please save Illustrator files as "EPS files with Placed Images." Also, remove any extra colors from your swatch pallets.
- Include all fonts — screen and printer docs — and all digital resources such as photo scans, logos, etc.

## Artwork Resolution:

- All artwork must have a resolution of 300 dpi at 100 percent size for print; please save as CMYK
- Line art images at 1200 dpi (illustrations in bitmap)

## Video Requirements:

- We accept the following video formats in bit rates between 320kbs-700kbs: MPEG-4 (.mp4)

## E-Blast Requirements:

- images included as attachments
- tables must be used instead of div tags creative width should not exceed 600px (or does it need to remain at the 576x360)
- should include text version (not required)
- no embedded fonts pulling source from online as in google fonts
- no css (unless inline), javascript, flash, background images or image maps
- Please include any opt-outs or suppressions
- Please include desired subject line



300 x 600 pixels



300 x 250 pixels  
Big Button



125 x 125 pixels  
Small Button

**For advertising information, rates and programs email [advertising@penpubinc.com](mailto:advertising@penpubinc.com) or call 949-631-0308**

## MATERIALS AND DEADLINES

All materials and artwork are due by the deadlines expressed on the Editorial Calendar. Materials should be sent by messenger or overnight mail. Publisher reserves the right to run the last published advertisement of a similar size in the event materials are not received by the scheduled deadline.

## CANCELLATIONS

Cancellations must be made in writing at least one calendar month prior to the scheduled closing date of publication. Positioning of the advertisements, except for covers, is at the discretion of the publisher. Advertisers who do not complete or cancel their contracts will be re-billed and short-rated back to the earned frequency discount.

## PAYMENT TERMS

Payment in full for the first month's advertising must be made when the order is placed. Subsequent ads may be billed and are payable net 30 days from invoice date. All advertising will be billed at the open rate unless a signed contract has been submitted for a

specific frequency rate and time period. Recognized and established advertising agencies may receive 15 percent off the gross only when invoice is paid inside 30 days from invoice date and if materials are sent camera ready and no make-ready work is required. Production charges are exempt. An eight percent late charge will be added to any items outstanding after 45 days. Interest rates are 1.5% per month and 18% annually on unpaid balances, in print and online. If legal action becomes necessary, clients will be re-billed per the current rate card at the rate and frequency which reflects their unpaid advertising. Previously negotiated discounts are waived.

## TERMS AND CONDITIONS

In consideration of acceptance of advertising, the advertiser and its agency, together and separately, agree to indemnify and hold the publisher harmless from, and defend the publisher from any and all claims and suits, including but not limited to libel, copyright infringement, and invasion of privacy or plagiarism arising out of any advertising published. Publisher reserves the right to refuse to accept advertising deemed inappropriate or in poor taste and will not be bound by any conditions or

requirements appearing on insertion orders, copy or contracts, that conflict with the provisions of this rate card or the policies of Builder and Developer magazine, unless signed by the publisher. The publisher will insert the word "Advertisement" prominently to any advertising that simulates editorial content. The Publisher will not be held liable for any color variations from advertiser-furnished proofs, due to inconsistencies inherent in web-offset printing. Supplied proofs are used as a guide only and, while we will do our best, it is impossible to faithfully match any proof.

## ATTORNEY FEES

In the event that an arbitration, suit or action is brought by any party under this agreement to enforce any of its terms, or in any appeal therefrom, it is agreed that the prevailing party shall be entitled to reasonable attorney's fees to be fixed by the arbitrator, trial court, and/or appellate court. A signed insertion order will be deemed understanding and acceptance of these provisions. Signed advertising insertion orders or advertiser-generated space contracts will be deemed acceptance of these terms and conditions and must be received before any ad will be published.