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CUSTOM ISSUE MEDIA KIT

We Help You Create Your Very Own Nationally Recognized Year-Round Resource

(Page 2) Developing Content

Reach your target market with unique content in print or digital format.

(Page 3) Custom Versions & Pricing Options

The right fit for your needs

(Page 4) Production Deadlines

"I have received numerous calls from our members asking for extra copies of the Excavation Safety Guide. They really feel the content is relevant and well designed, so much so they want more to provide to their crews."

- Holly Files, Georgia 811
(Custom ESG Customer)



Saving Lives through Education

Excavation SAFETY

GUIDE & DIRECTORY™

Saving Lives through Education



ExcavationSafetyGuide.com

Developing Content



EASY

We assist you in building your content, designing your pages, distributing* your guides, and every step in between.

INFORMATIVE

Features educational articles and resources on the entire excavation process – from pre-planning to job completion.

AFFORDABLE

See page 3 for pricing details based on size and quantity.

DISTRIBUTION

Perfect for safety, damage prevention and public awareness meetings. Excellent for targeted mailings to your member database, customers, or dealers.

AUDIENCE

Ideal educational resource for contractors, public officials, emergency responders, facility owners, & public works employees, and anyone involved in the excavation process.

Designed to provide you with a forum to reach your target market – employee, customer, or member. You control the content included in your pages. Consider including:

- Letter of Introduction
- User's Guide
- Excavator Manual
- Meeting & Training Schedule
- Damage Documentation Guidelines
- Products & Services Feature
- Company Mission Statement
- Contact Directory
- Organizational Calendar
- Employee Testimonials
- Company Safety Statistics
- Company Initiatives
- Laws and Regulations
- Education and Services
- Company Policy Highlights
- Advertising (Reduce costs by selling advertising space within your custom pages)
- Existing Marketing Materials
- Safety Awareness Programs
- Articles from previous Excavation Safety Guides
- Articles from dp-PRO magazine
- Published articles for your website or newsletter
- NHTSA Traffic Safety Facts
- State- or Industry-Specific DIRT Stats
- Cellphone Laws by State
- Top 10 Safety Hazards

ISSUESPOTLIGHT
BY REED MARINO

Vacuum Excavator Usage on the Rise: A Better Way to Locate Buried Utilities

With congested underground environments and a growing need to identify the location of underground utilities such as gas lines, water lines, telecommunications, and sewer to prevent an accidental strike, there are many ways to locate buried utilities. One of the most effective ways to do this is by using a vacuum excavator. Vacuum excavators are used to dig holes for a new utility line, a well, or to locate buried utilities. They are used by utility companies, contractors, and other professionals who need to locate buried utilities. Vacuum excavators are used to dig holes for a new utility line, a well, or to locate buried utilities. They are used by utility companies, contractors, and other professionals who need to locate buried utilities.

HOW IT WORKS
Vacuum excavators use high-pressure water or compressed air to penetrate and break up soil and the contents of the hole. The vacuum then sucks up the debris into a collection tank. This process is repeated until the hole is deep enough for the new utility line. Vacuum excavators are used to dig holes for a new utility line, a well, or to locate buried utilities. They are used by utility companies, contractors, and other professionals who need to locate buried utilities.

SAFETY ALERT
When using a vacuum excavator, it is important to wear proper safety gear, including a hard hat, safety glasses, and gloves. It is also important to ensure that the vacuum excavator is properly maintained and that the operator is trained in its use. Vacuum excavators are used to dig holes for a new utility line, a well, or to locate buried utilities. They are used by utility companies, contractors, and other professionals who need to locate buried utilities.

TOP 10 LOCATOR SAFETY HAZARDS

1. Operator Error
2. Failure to Use Eye Protection
3. Failure to Use Ear Protection
4. Failure to Use Hand Protection
5. Failure to Use Foot Protection
6. Failure to Use Fall Protection
7. Failure to Use Proper Lifting Technique
8. Failure to Use Proper Digging Technique
9. Failure to Use Proper Trenching Technique
10. Failure to Use Proper Backfilling Technique

Locator Safety Awareness Week
April 22 – April 28, 2014

Safety Resources:
Excavation Safety Guide & Directory
Excavation Safety Manual
Excavation Safety Checklist

Excavation Safety

Excavation Safety is a comprehensive resource for anyone involved in the excavation process. It includes a variety of articles, guides, and checklists to help you stay safe and efficient on the job. Excavation Safety is a comprehensive resource for anyone involved in the excavation process. It includes a variety of articles, guides, and checklists to help you stay safe and efficient on the job.

*All mail house expenses are at cost.

Custom Versions Available & Pricing



Layout Options	Basic 2 Pages	Standard 8 Pages	Premium 16 Pages	Digital Only
Front cover features company logo	✓	✓	✓	✓
Back cover with customized content	✓	✓	✓	✓
Four pages of customized content leading the magazine*		✓	✓	✓
Four pages of customized content closing the magazine*		✓		
Eight pages of customized content leading the magazine*			✓	✓
Eight pages of customized content closing the magazine*			✓	✓
Digital Link*	✓**	✓**	✓**	✓

*Custom groupings begin with right-page placement and do not include inside front or inside back cover.

**Additional fees apply

Quantity Ordered

Basic 2 Pages	5,000	10,000	25,000	50,000	75,000	100,000
Print*	\$1.15	\$1.08	\$1.01	\$0.94	\$0.87	\$0.80
Digital Link (Extra)	\$1,400	\$1,100	\$800	\$500	FREE	FREE

Standard 8 Pages	5,000	10,000	25,000	50,000	75,000	100,000
Print*	\$1.25	\$1.17	\$1.09	\$1.01	\$0.93	\$0.85
Digital Link (Extra)	\$1,500	\$1,200	\$900	\$600	FREE	FREE

Premium 16 Pages	5,000	10,000	25,000	50,000	75,000	100,000
Print*	\$1.35	\$1.26	\$1.17	\$1.08	\$0.99	\$0.90
Digital Link (Extra)	\$1,600	\$1,300	\$1,000	\$700	FREE	FREE

Graphic design services available for \$100/hour

*All mail house expenses are at cost.

Additional page quantities can be added in increments of eight pages. Ask for a custom quote.

Digital Only

\$5,000 includes 16 pages
\$20/page over 16 pages.

A digital link is an interactive virtual magazine with live links and interactive features.

The interactive possibilities are endless with the ability to keep your digital version updated all year long!

- Video
- Webpages
- Social Media
- Surveys and more!

Replace pages in your digital version any time throughout the year for \$30/page. Price does not include graphic design service fees.

Production Deadlines

Deadlines at a Glance

Custom Order Commitment.....	Fall 2020
Content Requiring Graphic Design	November 2020
Mail List/Bulk Ship List.....	December 2020
Print Ready Content.....	December 2020
Proof Approval	December 2020
Start Shipping	January 2021
In-Home Date.....	January 2021

Print Ready Content:

Acceptable page files include:

- High resolution PDFs (preferred)
- Packaged InDesign Files
- 300dpi Photoshop Files
- Packaged Adobe Illustrator Files



Inside Page Specs:

4-Color (CMYK)
Bleed: 8.625" x 11.125"
Trim: 8.375" x 10.875"
Safe Area: 7.875" x 10.375"



Back Cover Specs

4-Color (CMYK)
Bleed: 8.75" x 7.875"
Trim: 8.375" x 7.75"
Safe Area: 7.875" x 7.5"

Mail / Bulk Ship List: December 3, 2020

All mail house expenses are at cost.

Mail List: List of recipients who will receive one (1) magazine per addressee.

- Submit in .xlsx or .txt format
- Column headings must include: Name, Address, City, State / Province, ZIP / Postal Code
- Additional column headings may include: Title Company, Address 2, Country

Bulk Ship List: List of recipients who will receive two (2) or more magazines per addressee.

- Submit in .xlsx or .txt format
- Column headings must include: Name, Address, City, State Province, ZIP / Postal Code, Contact Phone Number, Quantity to Ship
- Additional column headings may include: Title Company, Address 2, Country

Mailing Files:

Do not email attachments over 8MB, use DropBox instead.

- www.dropbox.com
- User Name: info@emailir.com
- Password: call811
- When items are stored, provide notice to karin@emailir.com

READERSHIP SURVEY



92%
rated the ESG articles as
"extremely" or "very" helpful.

87%
rated the custom content as
"excellent" or "very good."

91%
keep their Excavation Safety
Guide and refer to it all year long.

92%
stated information learned
helped them implement change
at work.

91%
indicated the value in having
all these industry resources in
one publication as "excellent"
or "very good."

Infrastructure Resources, LLC.

Infrastructure Resources, LLC was created to fill a real need in the underground utility industry – a trusted source for damage prevention and public awareness expertise and solutions for the utility and excavation industry. IR continues to expand its robust catalog of products and services including live events, industry programs, publications, and multimedia training tools that provide innovative solutions for its clients.

IR's commitment to transforming the damage prevention industry through knowledge and educational tools, assists 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.

Headquarters

4200 W Old Shakopee Rd
Suite 103
Bloomington MN 55437
www.infrastructureresources.net
866-279-7755

Publisher

Scott Landes
scott@emailir.com

Editor

Michele Moe
michele@emailir.com

Media Communications Manager

Karin Strub
karin@emailir.com

Registration Open!



The Global Excavation Safety Conference is the premiere international event dedicated to providing educational content and resources to help protect buried assets.



GlobalExcavationSafetyConference.com

March 23-25, 2021

Tampa Convention Center | Tampa, Florida