

Excavation SAFETY

GUIDE & DIRECTORY™

Purchased in bulk by pipeline companies, industry associations and Notification Centers, the print edition of the Excavation Safety Guide & Directory is redistributed to excavators, locators and facility owners performing the critical work that keeps our buried utilities safe from harm.



MEDIA KIT 2023

Fast Facts

50K+

Yearly Print Distribution

<\$50

Low CPM

7:56

Ad to Editorial Ratio

**1+
YEAR**

Shelf Life

CONTACT



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EXCAVATION SAFETY GUIDE

Published by Infrastructure Resources, Excavation Safety Guide & Directory is an annual resource directory for boots-on-the-ground workers offering in-depth articles written by industry experts. Outlining the excavation process from pre-planning to job completion, the Guide is designed to help these important industry craftspeople prevent damage to underground utilities that could potentially cause financial loss, injury or even death.

With a comprehensive resource directory, the Guide is an essential tool for all ground disturbers. Over 10.6 million Guides have been printed since 2005.

ExcavationSafetyGuide.com



10.6
MILLION GUIDES
PRINTED SINCE
2005

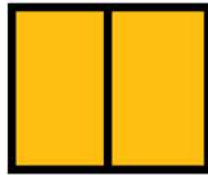
95%

of surveyed readers rate The Excavation Safety Guide as "Excellent" or "Very Good".

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"

BACK COVER



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

CUSTOM OPTIONS AVAILABLE ON REQUEST

BELLY BAND



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ADHESIVE NOTE



EXCAVATION SAFETY GUIDE AD RATES & SCHEDULE



Layout	Two-Page Spread	\$6,750	\$6,300	\$5,850	\$5,400
	Back Cover	4,100	3,850	3,600	3,350
	Full Page	3,600	3,350	3,100	2,850

Deadlines	Space Closed	11/22/22
	Materials Due	12/6/22
	In-home Date	1/23 - 1/26/23

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