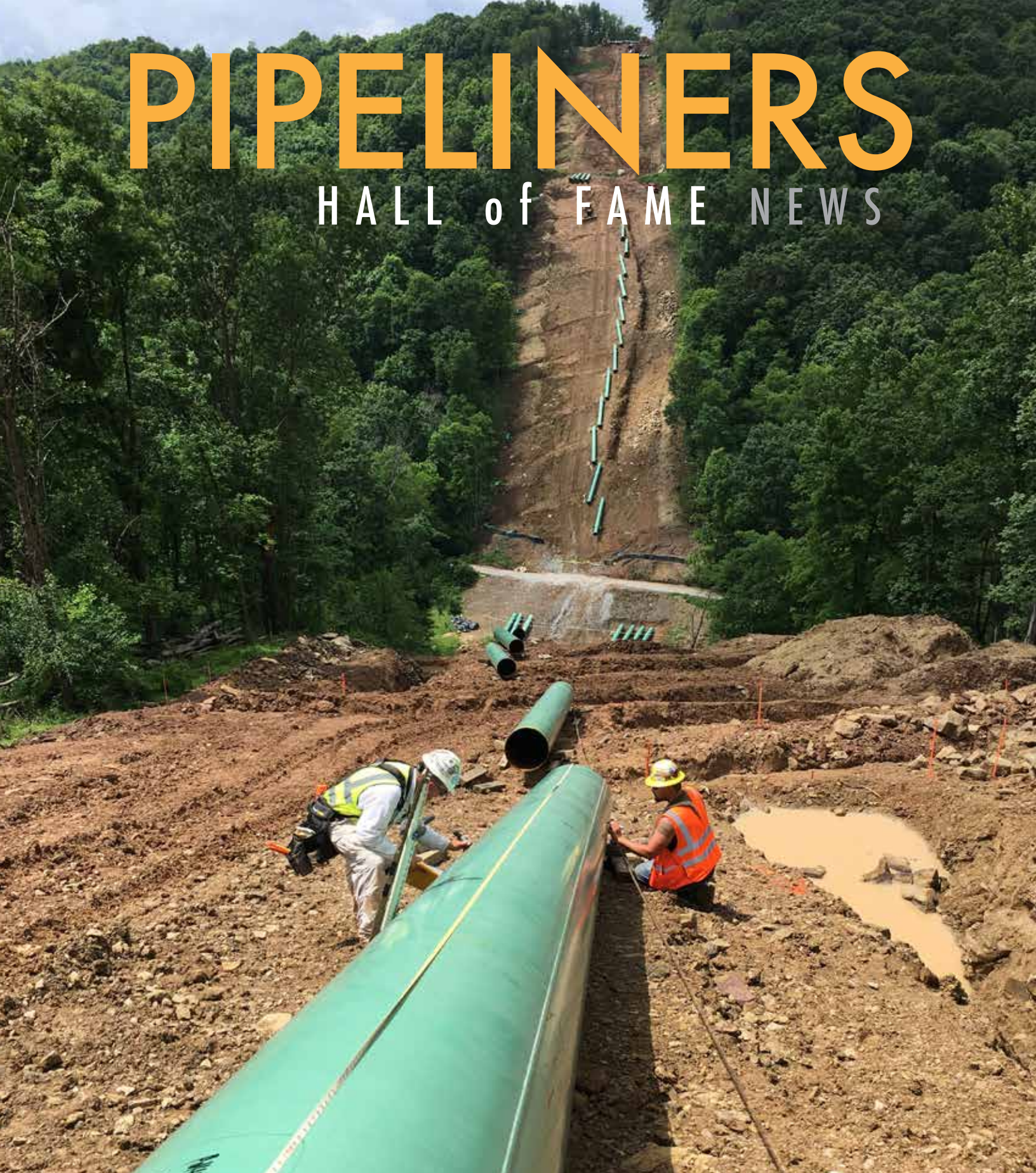


PIPELINERS

HALL of FAME NEWS

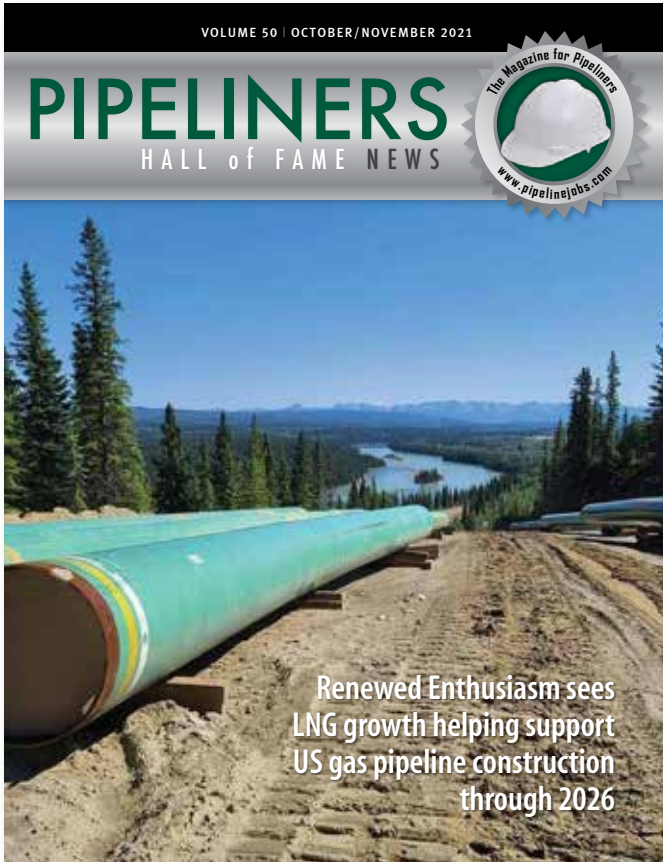


ADVERTISING RATE CARD 2023

.....
EFFECTIVE JANUARY 1, 2023 | RATE CARD NO. 24

PIPELINERS

HALL of FAME NEWS



"We prefer the Hall of Fame News magazine because it appears in every reception area and is the best circulated magazine in the industry's workforce."

Murray Pisony
Pisony International/SkidPro

OUR GOAL

Pipeliners Hall of Fame News is celebrating 25 years of being one of the leading publications in the pipeline industry. Our publication is proudly edited and published for companies and individuals involved in the pipeline construction industry.

Our 25 year mission has always been to fulfill the needs of our readers with an editorial product that is unmatched in quality and integrity.

Our well balanced coverage of activity in the pipeline industry has generated unsurpassed reader and advertiser loyalty and has cemented the publication as the choice for the pipeline industry.

Each issue reports interesting articles, contracts awarded for construction, proposed pipelines and updates on proposed pipelines, current pipeline news, and news concerning friends within our industry.

CIRCULATION

Pipeliners Hall of Fame News is published six times per year in February, April, June, August, October, and December.

Pipeliners Hall of Fame News is a paid subscription publication. This assures our advertisers of reaching a qualified market which is vitally interested in the pipeline construction industry. We also have bonus distribution to the working field offices. This assures the magazine reaches all key personnel.

MARKETING BONUS

Through research, **Pipeliners Hall of Fame News** has discovered that offering our Advertisers the opportunity to place a complimentary feature editorial in the publication has been a great added bonus to their advertising.

The complimentary editorial offer features a 2-page, 4-color editorial which alerts the industry of your company's proud history, new products or services your company may offer or perhaps a special project your company has been involved in.

Feedback from our advertisers who have taken advantage of this offer have been very positive!

COMMISSION AND DISCOUNTS

15% agency commission on gross billing is allowed to recognized ad agencies.

ADVERTISING RATES

Black and White Rates

Ad Size	1x	3x	6x
Full Page	\$1,000	\$900	\$800
1/2 page	\$900	\$850	\$875
2/3 page	\$925	\$875	\$825
1/2 page island	\$900	\$800	\$600
1/3 page	\$700	\$675	\$500
1/4 page	\$600	\$500	\$300

Color Rates

Ad Size	1x	3x	6x
Full Page	\$1,800	\$1,750	\$1,650
1/2 page	\$1,250	\$1,150	\$1,000
2/3 page	\$1,300	\$1,250	\$1,150
1/2 page island	\$1,250	\$1,150	\$1,000
1/3 page	\$1,100	\$1,000	\$975
1/4 page	\$685	\$650	\$600

COVERS

Color Rates (4-Color only)

Location	1x	3x	6x
Inside Front Cover	\$2,500	\$2,250	\$2,000
Inside Back Cover	\$2,500	\$2,250	\$2,000
Back Cover	\$2,500	\$2,250	\$2,000

Note: Advertising on back cover requires a one year pre-paid signed insertion order.

CLOSING DATES

Issue	Date
February/March	January 5
April/May	March 5
June/July	May 5
August/September	July 5
October/November	Sept 5
December/January	Nov 5

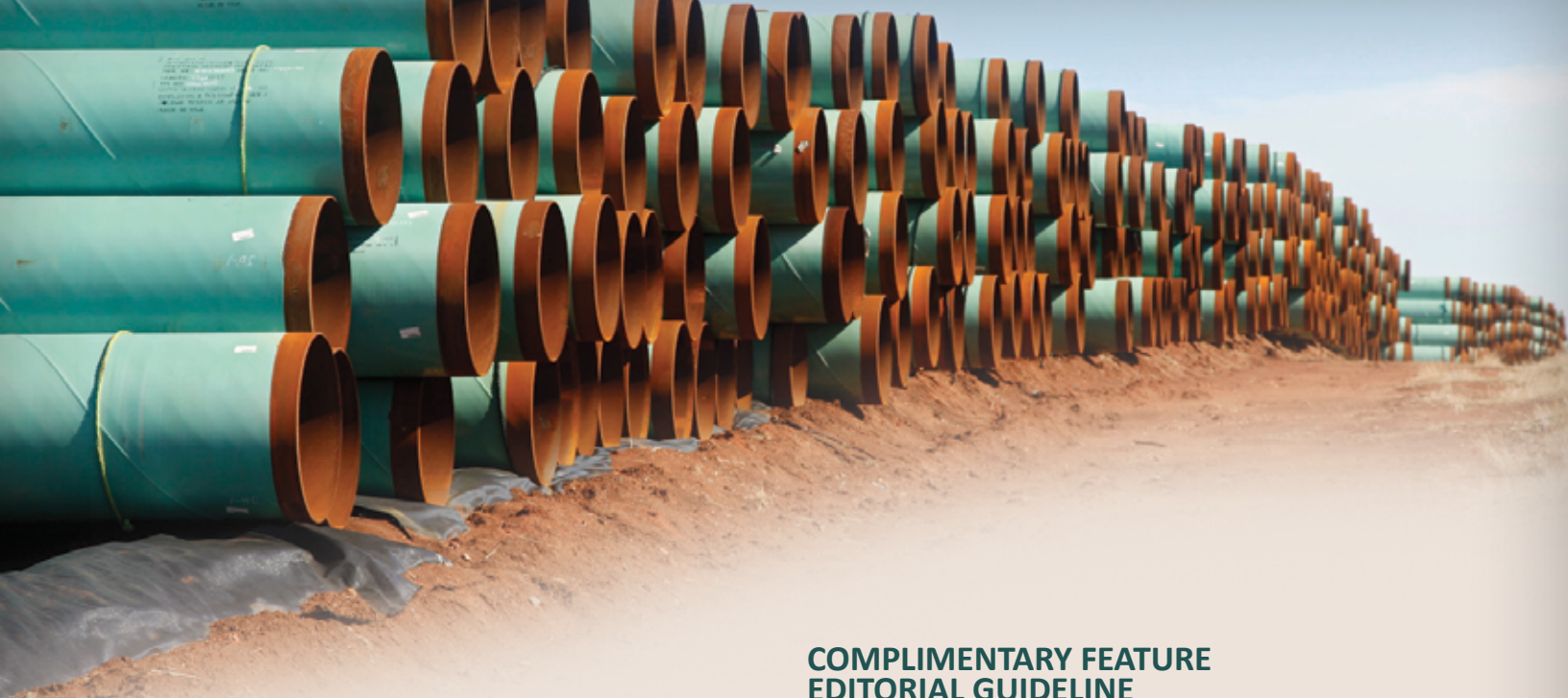
Advertising materials must arrive at **Pipeliners Hall of Fame News** no later than 10 days after the closing date. The previous ad will be picked up for current issue if no material is received.

AD SIZES

Ad Size	Width	Height
Full Page	8.5"	11"
2/3 page	4 5/8"	10"
1/2 page island	4 5/8"	7 1/2"
1/2 page horizontal	7"	4 7/8"
1/2 page vertical	3 3/8"	10"
1/3 page vertical	2 1/4"	10"
1/3 page square	4 5/8"	4 7/8"
1/4 page vertical	3 3/8"	4 7/8"
Business Card	3 3/8"	2"

MECHANICAL SPECIFICATIONS

- **Trim Size:**
8 1/2" x 11"
- **Bleed:**
8 3/4" x 11 1/4"
- **Binding Method:**
Saddle-stitched
- Available on full-page ads only.
- Typed matter must be at least 3/4" from edge.



WEB SITE www.pipelinejobs.com

The web site for **Pipeliners Hall of Fame News** has become a very popular and constantly viewed web site. Our new website launched in early 2020 and is now providing more of the latest news as well as we have expanded our digital advertising options. A link from our website to your website or email will also be provided through your digital advertising.

ADVERTISING SPECIFICATIONS

Supported Applications:

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and PDF

Applications NOT Supported:

Microsoft Word, Power Point files, or Microsoft Publisher

Formats accepted:

MAC and PC files: .tif, .png, .jpg and .pdf

Preferred Media:

Digital files, at 300 DPI or more. Please contact tbostic@pipelinejobs.com for additional material information or by phone at (800) 790-5551.

EDITORIAL INFORMATION

Articles and press releases relating to announcements, projects, new products and technology are welcomed. The publisher can not guarantee when or if the editorial will be published unless specific arrangements have been made with the publisher. It is preferred that editorials are submitted in a Microsoft Word document along with illustrations or photo attachments related to the article. If submitting digital photos, please be sure the photos are at least 300 DPI and sent in a .tif, .eps or .jpg format. If sending illustrations, if possible, please provide captions with the illustrations. When submitting editorial content, including text or images, you are giving permission to **Pipeliners Hall of Fame News** to publish the submitted information. **Pipeliners Hall of Fame News** will not be held liable for information in material or anything arising therefrom.

SUBMISSION

Digital files may be emailed to: tbostic@pipelinejobs.com

Questions may be directed to: **Tina Bostic**
(800)790-5551 or (432)425-6564

COMPLIMENTARY FEATURE EDITORIAL GUIDELINE

We offer our Advertisers the opportunity to publish a complimentary feature editorial in our publication once per year. This complimentary editorial would span two full pages of 4/color editorial material along with possible photo coverage of your company on the cover.

The editorial can be about the history of your company, your products and services, a company anniversary or celebration, a special project your company has been involved with, safety issues, environmental issues, a personnel spotlight, or anything you feel may be of interest to our readers. Publisher does reserve the right to review editorial materials and may refuse editorial material at their discretion.

Editorial Specifications - The editorial should contain 900 - 1100 words.

It is requested that five or more photos be included with the editorial along with captions for the photos when possible. Photos must be 300 DPI or greater for all editorial content.

Submission - It is preferred that the editorial be submitted in a Word document. Editorial and photos may be emailed to tbostic@pipelinejobs.com. Feature Editorials with coverage on the cover have limited availability. If you are interested in this offer, please contact Tina Bostic at (800)790-5551 as soon as possible.

Reprints - Reprints are available upon request. Please contact Tina Bostic at (800)790-5551 for a price quote. Editorials may not be reproduced without permission of Publisher.

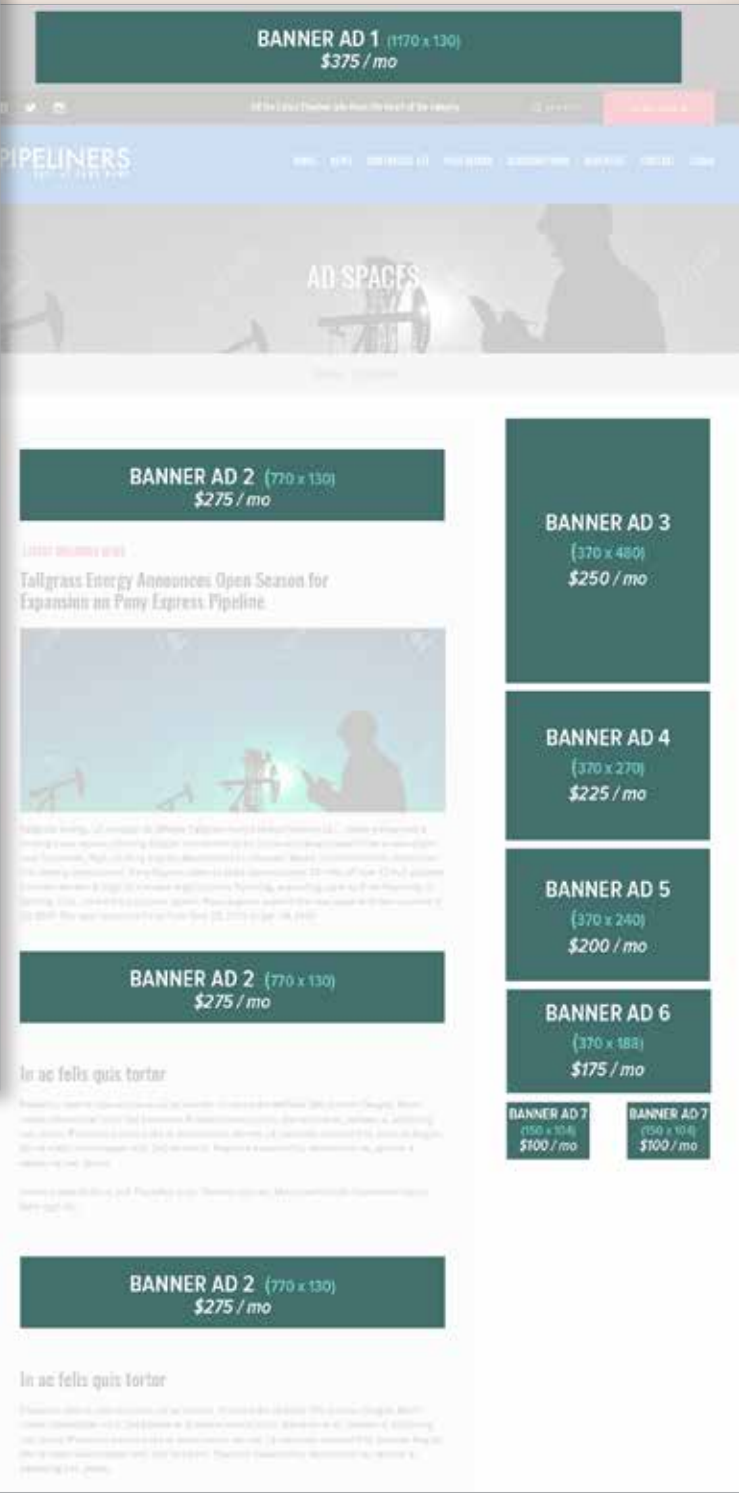
CONTRACT AND COPY REQUIREMENTS

Rates include space only with the Advertiser's understanding that copy will be received print-ready.

Advertising copy is subject to approval of Publisher. Advertisers and Advertising agency assume liability for all content (including text, representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against Publisher.

Advertising contracts may be canceled by publisher, without notice, for non-payment of invoices. Advertising contracts may be canceled by advertiser and/or publisher with 30 days written notice. Publisher will repeat latest advertisement for scheduled space when no new acceptable ad copy is furnished.

Minimum size for display advertisement is a Business Card size ad.



AD SIZES

Banner	Width	Height	Price
Banner Ad 1	1170px	130px	\$375/mo.
Banner Ad 2	770px	130px	\$275/mo.
Banner Ad 3	370px	480px	\$250/mo.
Banner Ad 4	370px	270px	\$225/mo.
Banner Ad 5	370px	240px	\$200/mo.
Banner Ad 6	370px	188px	\$175/mo.
Banner Ad 7	150px	104px	\$100/mo.