



# DAMAGE PREVENTION PROFESSIONAL

# 2019 ADVERTISING MEDIA KIT

## Measurable Value

Damage Prevention Professional is a quarterly magazine with powerful editorial content that helps stakeholders make decisions that can save lives and protect the bottom line. Your ad, surrounded by articles that make a difference, will land on the right desks and in the right email inboxes. A 3 month shelf life extends the reach and impact of your ads.

### PRINT Edition **Distribution: 30,000+**

Quarterly circulation increases regularly due to custom editions which are contracted for various One Call Centers and associations around the country and mailed to their contact lists. Advertiser's rates are not increased for this extra exposure. Damage Prevention Professional is also distributed at many industry trade shows & meetings.

### DIGITAL Edition **Audience: 40,000+**

Custom digital editions are created each quarter for industry associations, One Call Centers, etc. We add content specific to their organization to the standard edition and these groups email their personalized custom editions to their private databases.

## Quarterly Spotlights

ISSUE	In-Home Date	Space Closes	Materials Due
<b>SPRING</b>			
Electric / Telecom, Network Reliability	3/4-7/2019	01/11/2019	01/22/2019
<b>SUMMER</b>			
Water, Vacuum Excavation	6/3-6/2019	4/12/2019	4/23/2019
<b>FALL</b>			
Gas & Oil, GIS	9/4-7/2019	7/15/2019	7/24/2019
<b>WINTER</b>			
New Technology	12/3-6/2019	10/15/2019	10/24/2019
<b>SPECIAL ISSUE</b>			
Underground Utility Locating	5/6-9/2019	3/20/2019	03/29/2019

## Designed to Reach New Audiences

The Damage Prevention Professional reaches the people who shape our industry. To ensure our advertisers reach this ever-changing target audience we tailor the magazine mailing list each quarter using select criteria that harmonizes with our Spotlight focus that issue. Our creative approach combining this strategically-planned print circulation, 40,000+ digital circulation and customized publications ensures our advertisers connect with the right people: Industry decision makers representing **Gas & Oil, Communications, Water & Sewer, Electric, Public Works, Contractors, Engineers and more.**

[dp-pro.com](http://dp-pro.com)

# 92.5%

of readers surveyed said the DPP magazine helps them do their job.

“Keep doing what you're doing! We like the additional tool to discuss safety issues at our monthly meetings.”

**Infrastructure Resources**  
LLC

Helping You Save Lives.

**Sean Murphy, Media Sales**

sean@emailir.com  
952.428.7985

**Michele Moe, Editor**

michele@emailir.com  
952.428.7994



## Print Ad *RATES*

Ad Type	1X	2X	3X	4X	SPECIAL POSITIONS	1X	2X	3X	4X
2-Page Spread	\$6,750	\$6,300	\$5,850	\$5,400	Inside Front Cover	\$4,000	\$3,750	\$3,500	\$3,250
Full Page	\$3,600	\$3,350	\$3,100	\$2,850	Inside Page 1	\$4,000	\$3,750	\$3,500	\$3,250
1/2 Page	\$2,200	\$2,050	\$1,900	\$1,750	Inside Back Cover	\$3,900	\$3,650	\$3,400	\$3,150
1/4 Page	\$1,500	\$1,350	\$1,275	\$1,150	Back Cover	\$4,100	\$3,850	\$3,600	\$3,350

## Print Ad *SPECS*

Ad Type	Trim Size	Bleeds	Safe Area
2-Page Spread	16.750w X 10.875h	17.000w X 11.125h	16.750w X 10.875h
Full Page	8.375w X 10.875h	8.625w X 11.125h	7.875w X 10.375h
1/2 Page Horizontal	7.500w X 4.750h	No Bleed	
1/2 Page Vertical	4.875w X 7.875h	No Bleed	
1/4 Page	3.562w X 4.750h	No Bleed	

## Digital Ad *RATES*

Ad Type (per month)	3 Month	6 Month	12 Month	Ad Type (per event)	
Online Banner	\$300	\$265	\$225	Digital Edition Full Page	\$500
Online Leaderboard	\$375	\$325	\$275	Custom Digital Edition First Page	FREE
Online Video	\$500	\$425	\$350	Custom Digital Edition Unlimited Additional Pages	\$500
Enewsletter	1,500	\$1,250	\$1,000	Sponsored Webinar (60 Minutes)	\$4,000

## Digital Ad *SPECS*

Banner	Leaderboard	Video	Digital Edition / Custom
212w X 205h pixels	728w X 90h pixels	Video Box: 16:9 aspect ratio	Submitted files must conform to specifications for print ads.
Color Space: RGB	Color Space: RGB	Maximum File Size 300 MB	
Resolution: 72dpi	Resolution: 72dpi		
Max File Size: 120kb	Max File Size: 120kb		

## File Formats

- Acceptable Art Documents Print or Digital:
- Packaged Adobe InDesign files specifically designated for either print or digital
  - Adobe Illustrator .ai or .eps files specifically designated for either print or digital. Fonts and raster images must be embedded. Files for digital can be exported as .jpeg, .tiff or .gif
  - High resolution .pdf with fonts and raster images embedded
- Other Acceptable Print Files Types:
- 300dpi CMYK .jpeg, .tiff or .gif

## File Submission

- ALL files must include advertiser's name, contact info, issue date and a listing of all contents sent. Multiple files should be compressed before sending.  
E-mail: sean@emailir.com
- Files Over 10mb:  
Large files should be sent via 3rd party file sharing sites such as DropBox or HighTail.  
E-mail to sean@emailir.com