



2021 APCA MEDIA PLANNER

For more than 45 years, the American Pipeline Contractors Association has represented the interests of merit shop contractors working in pipeline and station construction, and the *Pipeline Contractors Journal* is your direct connection to decision makers at the industry's leading contracting companies. APCA members are exactly the people you want to reach – ones with hefty budgets for the products and services your company provides and with the authority needed to make the purchase.

APCA publications, meetings, and www.apca.org provide you with unparalleled access to leaders in the pipeline and station construction industry. APCA aims to help members expand their knowledge base, share ideas, and build their businesses. Your presence in these publications and at the meetings shows support for the industry and provides you with repeated exposure to your primary customers.

Published quarterly, each issue of the *Pipeline Contractors Journal* explores the vast world of pipeline and station construction and covers topics developed by association members. Articles are written by industry experts who understand the unique challenges faced by pipeline and station contractors, manufacturers, and suppliers.

2021 APCA Publication Deadlines

Quarter 1 Journal/Convention Program – publishes February, Space 1/15, Art 1/22

Quarter 2 Journal/Convention Review – publishes May, Space 4/10, Art 4/17

Quarter 3 Journal/Membership Directory – publishes August, Space 7/10, Art 7/17

Quarter 4 Journal/Product Showcase – publishes November, Space 10/8, Art 10/15

APCA Advertising Packages

Advertise in **all four** APCA publications for one special price. All rates are net and are non-commissionable.

Preferred Position Package (Full-Page)

Back Cover	\$7,500
Inside Front Cover	\$7,000
Page 3	\$7,000
Opposite Table of Contents	\$6,500
Inside Back Cover	\$6,500

Standard Position Package

Full-Page	\$6,000
Half-Page Island	\$5,000
Half-Page Vertical/Horizontal	\$4,000
Quarter-Page	\$2,500

Standard Position Package of 2 Ads

Full-Page	\$3,500
Half-Page Island	\$3,000
Half-Page Vertical/Horizontal	\$2,500
Quarter-Page	\$2,000

Standard Position (1 Ad)

Full-Page	\$2,000
Half-Page Island	\$1,750
Half-Page Vertical/Horizontal	\$1,500
Quarter-Page	\$1,250

APCA Publication Artwork Specifications

All publications are printed offset on 8 1/2" x 11" pages with a total live area of 7 1/2" x 10". Digital submissions are required. Minimum resolution is 300 dpi.

Ad Size	Live Area	Bleed Size	Trim Size
Full Page	7 3/4 x 10 3/4"	8 3/4 x 11 1/4"	8 1/2 x 11"
1/2 Island	4 3/4 x 7 1/2"	N/A	N/A
1/2 Horizontal	7 1/4 x 5"	8 3/4 x 5 5/8"	8 1/2 x 5 1/2"
1/2 Vertical	3 1/2 x 10"	4 3/8 x 11 1/4"	4 1/8 x 11"
1/4 Page	3 1/2 x 4 7/8"	N/A	N/A

Pipeline Contractors Journal Digital Edition

The *Pipeline Contractors Journal* Digital Edition opens a new world for advertisers and readers. As an advertiser in the *Pipeline Contractors Journal* print edition, your ad will also appear in the electronic edition with active links to your website. The digital edition provides global distribution of your message.

For more information, please contact the APCA sales and marketing team:

Stacy Bowdring
 sbowdring@americanpipeline.org
 Membership & Marketing
 www.americanpipeline.org

James Wagner
 jwagner@americanpipeline.org
 Membership & Marketing
 www.americanpipeline.org