



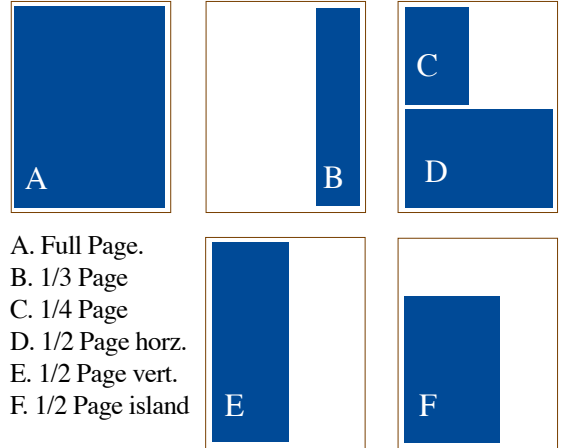
Advertising Specs

Magazine trim Size - 8.25 x 10.8125 inches

Printed offset, CMYK, 150 line (300 dpi)

Standard Ad Sizes (Non-bleed)

- Full Page..... 7.4" x 10"
- Third Page.....2.25" x 10"
- Half Page, horizontal.....7.4" x 4.875"
- Half Page, vertical.....3.70" x 9.875"
- Quarter Page.....3.55" x 4.85"
- Half Page, island..... 4.75" x 7.4"



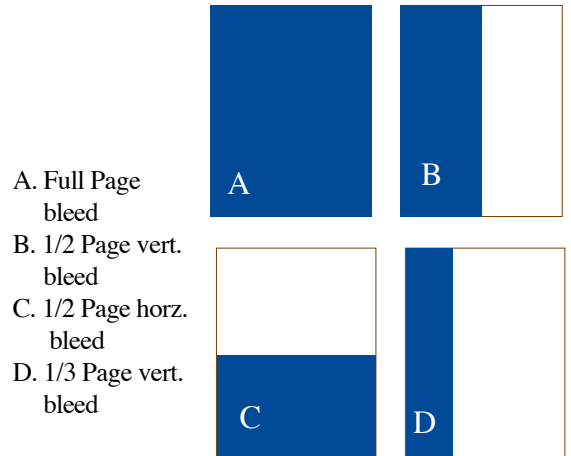
A. Full Page.
 B. 1/3 Page
 C. 1/4 Page
 D. 1/2 Page horz.
 E. 1/2 Page vert.
 F. 1/2 Page island

Standard Ad Sizes (Bleed)

Bleeds trim 1/8" (0.125) on all bleed sides

Keep live images & text 1/4" (0.25") inside all trim areas

- Full Page (including bleed)..... 8.5" x 11.062"
- Trim size is 8.25" x 10.8125" - max live area is 7.75" x 10.3125"
- Half Page, vert. (including bleed).....4.125" x 11.062"
- Trim is 0.125 on top, bottom, & one side
- Half Page, horz. (including bleed).....8.5" x 5.40"
- Trim is 0.125 on both sides & top or bottom
- Third Page vert. (including bleed).....2.85" x 11.062"
- Trim is 0.125 on top, bottom & one side



A. Full Page bleed
 B. 1/2 Page vert. bleed
 C. 1/2 Page horz. bleed
 D. 1/3 Page vert. bleed

The magazine uses Macintosh OSX but will accept ads created by Microsoft programs/platforms.
 Please include a color proof of the ad.
 Email files to: randy@aligningchange.com
 Send CD or DVD to:

For quotes on ad design and production:
 Randy Smith
randy@aligningchange.com
 ACTS
 888-548-6363
 fax 501-548-6969

ACTS
 PO Box 644
 Conway, AR 72033
 or FedEx/UPS to:
 803 Harkrider, Suite 200
 Conway, AR 72032
www.aligningchange.com





Targeted Marketing

Readership

- 99% market penetration of excavation contractors within One-Call's area
(Major contractors to sub contractors – small business – plumber – landscape – water – sewer –state - county & municipal – utility)
 - 92% of contractors have less than 20 employees
 - Rural water – wastewater is one of the largest excavation contractor groups in USA
- One-Call list reaches smaller sub-sub contractors overlooked by other publications
- Personally addressed – no occupant mailings – increases readership

Why it's unique

- One-Call (811) mandated by Federal Regulation for stronger, more effective damage prevention
- Regulation creates exclusive, comprehensive circulation list
- Magazine concept endorsed by state and federal regulators
- Damage prevention message effectively delivered through compelling format
- All recipients fall under mandate
- Aligns you with the One-Call initiative

Publication

- Each state's issue is original, featuring local contractors and projects attracting readership
- Entertainment, puzzle, quotes, jokes create interest
- Uses common sense approach to regulation
- Focus is people working together
- Maximum 40% advertising allows ads to stand out

Bonus

- Additional distribution at trade shows – safety meetings by One-Call personnel
- Banner ad on web version included with full page (activity reports provided quarterly)



Advertising Rates

DIG TESS is published 4 times a year

Size	1x	2x	3x	4x
2 page spread	9,641	9,159	8,677	8,195
Full page	5,844	5,552	5,259	4,966
1/2 page	3,797	3,606	3,416	3,228
1/2 page island	4,173	3,965	3,743	3,534
1/3 page	3,096	2,942	2,785	2,630
1/4 page	2,629	2,496	2,365	2,233
Back cover	+30%			
Inside front cover	+20%			
Inside back cover	+15%			
Opposite table of contents	+15%			

General Rates





Mid South Advertising Rates

General Rates

Magazines are published 4 times a year

Size	1x	2x	3x	4x
2 page spread	22,546	21,418	20,291	19,163
Full page	13,666	12,982	12,299	11,613
1/2 page	8,880	8,433	7,989	7,548
1/2 page island	9,758	9,272	8,752	8,263
1/3 page	7,239	6,879	6,513	6,150
1/4 page	6,147	5,837	5,531	5,222
Back cover	+30%			
Inside front cover	+20%			
Inside back cover	+15%			
Opposite table of contents	+15%			

Distribution

Louisiana	29,181
Mississippi	15,515
New Mexico	9,500
Texas	40,300



Covers 99% of the excavators in Louisiana, Mississippi, New Mexico and Texas

Additional distribution of 3,772 across the Mid South



Advertising Rates

General Rates

Mississippi 811 is published 4 times a year

Size	1x	2x	3x	4x
2 page spread	5,197	4,937	4,677	4,417
Full page	3,150	2,992	2,835	2,677
1/2 page	2,047	1,944	1,842	1,740
1/2 page island	2,249	2,137	2,017	1,905
1/3 page	1,669	1,586	1,501	1,417
1/4 page	1,417	1,345	1,275	1,204
Back cover	+30%			
Inside front cover	+20%			
Inside back cover	+15%			
Opposite table of contents	+15%			





LA One
Call™

Advertising Rates

LA One-Call is published 4 times a year

Size	1x	2x	3x	4x
2 page spread	8,661	8,228	7,795	7,362
Full page	5,250	4,987	4,725	4,461
1/2 page	3,411	3,240	3,069	2,900
1/2 page island	3,749	3,562	3,362	3,174
1/3 page	2,781	2,643	2,502	2,362
1/4 page	2,361	2,242	2,125	2,006
Back cover	+30%			
Inside front cover	+20%			
Inside back cover	+15%			
Opposite table of contents	+15%			

General Rates

acts inc. 
Publication