

# RIGHT OF WAY MAGAZINE

The Voice of the Right of Way Profession



## THE RIGHT AUDIENCE

At Right of Way Magazine, our mission is to serve as an invaluable resource for right of way professionals involved in these four core industries:

- Oil and Gas Pipeline
- Electric and Utilities
- Transportation
- Public Agencies



## IMPACTFUL EDITORIAL

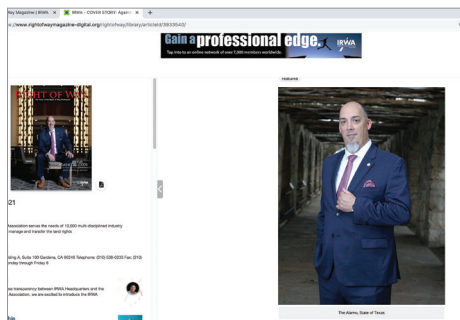
Published by the International Right of Way Association, the magazine reports on the most relevant and challenging issues facing our industry today. Topics include **negotiations, relocation, pipeline, industry trends, news, best practices and regulations** affecting the right of way professional.

## BENEFITS OF ADVERTISING

Around the world, billions of dollars are expended annually in the acquisition, management and transfer of right of way. As the only publication dedicated solely to right of way professionals worldwide, Right of Way Magazine casts a wide net, providing valuable information to roughly 10,000 subscribers involved in all facets of the industry.



## DIGITAL FORMAT



Right of Way Magazine also publishes a digital edition, which not only increases its reach, but enables you to forward it to potential clients. Additionally, your ad will link directly to your website, generating even more exposure for your organization. View our online publication at

[www.rightofwaymagazine-digital.org/rightofway/library/](http://www.rightofwaymagazine-digital.org/rightofway/library/)

Average  
**7,000**  
readers per issue

Which is  
**17,500**  
including bonus distribution



# RIGHT OF WAY MAGAZINE - OUR AUDIENCE

## THE RIGHT AUDIENCE

Right of Way Magazine reaches an international audience of professionals in both the public and private sectors. Ads placed in Right of Way Magazine reach an exclusive customer base – executives and managers who make essential hiring and purchasing decisions.

## TARGETED CIRCULATION

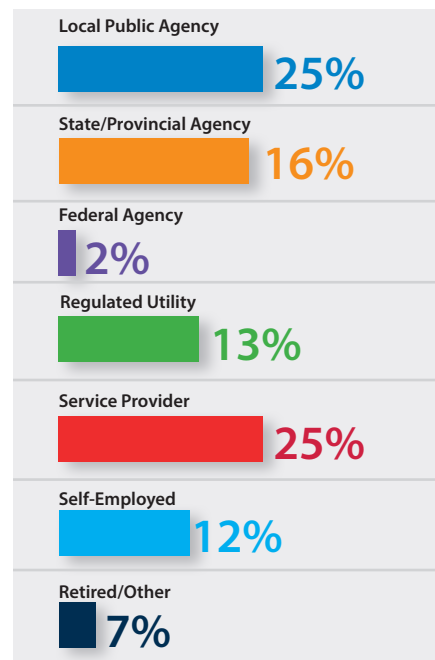
Our readers, a group of multi-disciplined professionals, employed by private industry and government agencies, include:

- Acquisition Agents
- Appraisers
- Asset Managers
- Engineers
- Environmental Specialists
- Property Disposition
- Project Managers
- Real Estate Attorneys
- Relocation Assistance Agents
- Surveyors
- Title Experts
- Utility Managers

## BONUS DISTRIBUTION

The bonus distribution of Right of Way Magazine at IRWA educational programs and other industry events increases the reach and frequency of your advertising message. On average, each magazine is passed on to 2.5 other professionals, giving Right of Way Magazine an extended circulation of nearly 17,500 readers.

## READERSHIP DEMOGRAPHICS



## INTERNATIONAL RIGHT OF WAY ASSOCIATION

IRWA is a not-for-profit association, serving professionals who acquire, manage and transfer the land rights needed for building and maintaining energy and transportation infrastructure. Recognized for their high ethical standards, IRWA's nearly 10,000 members pursue ongoing training and professional development through courses, chapter meetings, seminars and annual conferences. Learn more at [www.irwaonline.org](http://www.irwaonline.org)

## SOME OF OUR PARTNERS



# RIGHT OF WAY MAGAZINE - 2022 DATES AND RATES

## ADVERTISING RATES (Price per issue)

Size	Frequency		
	1x	3x	6x
Full Page	\$3,280	\$3,155	\$3,025
1/2 Page	\$2,035	\$1,980	\$1,845
1/3 Page	\$1,575	\$1,530	\$1,425
1/4 Page	\$1,030	\$1,010	\$935

Add \$500 for covers (inside front, inside back, outside back).

**40%** of our  
readers work at companies with  
**400** more than employees

## AD SIZES

Size	Bleed (w x h)	Non-Bleed (w x h)
Full Page	8.625 x 11.125	7.875 x 10.375
1/2 Page Vertical	n/a	3.5 x 10.375
1/2 Page Horizontal	n/a	7.875 x 5.0
1/3 Page Vertical	n/a	2.375 x 10.375
1/3 Page Horizontal	n/a	7.875 x 3.25
1/4 Page	n/a	3.5 x 5.0

**33%** of our readers  
employ **200** or more  
contract workers  
and firms

Trim size:	8.375" x 10.875
Bleed:	0.125" (Full Page)
Binding:	Perfect bind

## ADVERTISING CLOSING DATES

Issue Insertion	Orders Due	Ad Material Due
January/February	November 12, 2021	November 26, 2021
March/April	January 8, 2022	January 22, 2022
May/June	March 4, 2022	March 18, 2022
July/August	May 6, 2022	May 20, 2022
September/October	July 8, 2022	July 22, 2022
November/December	September 9, 2022	September 23, 2022

## MATERIAL GUIDELINES

All ads must be in CMYK format (with black text, use CMYK Solid non-Registration Black) and must be high resolution with at least 300 dpi at 100%.

All fonts and images must accompany your ad. You may submit your ad in a pdf, jpg or tif format via email or CD/DVD.

Preferred layout programs are QuarkXpress, Adobe Illustrator and/or PhotoShop. Mac format is encouraged and preferred. We will make every attempt to use other ad layout programs.

## AD PRODUCTION SERVICES

With the purchase of at least a three-time ad contract, we offer complimentary full service ad production capabilities. Contact us for more details!

### INFORMATION AND SUBMISSIONS:

Vivian Nguyen  
nguyen@irwaonline.org  
310-538-0233, ext. 128

### Payment

Published rates are based on customer supplying digital art and are subject to change without notice. Payment for all ads is due no later than 15 days following the invoice date. Late payments are subject to a finance charge at the rate of 1% per month.

### Conditions

Positioning of ads is at the sole discretion of the Publisher, except where a preferred position has been requested and approved in advance. All advertising is subject to Publisher's approval. IRWA reserves the right to reject advertising at any time and for any reason. This includes ads that are perceived as adversely affecting the goodwill or reputation of the Association or that appear to be in conflict with the Association or its members.



# RIGHT OF WAY MAGAZINE - 2022 INSERTION ORDER

Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact's Email Address \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## AD SIZE

- ☐ Full Page  
☐ 1/2 Page Vertical  
☐ 1/2 Page Horizontal  
☐ 1/3 Page Horizontal  
☐ 1/3 Page Vertical  
☐ 1/4 Page

## SPECIAL PLACEMENT\*

- ☐ Outside Back Cover  
☐ Inside Front Cover  
☐ Inside Back Cover

\*Contingent on Availability

PRICE PER ISSUE \_\_\_\_\_  
NUMBER OF ISSUES \_\_\_\_\_

TOTAL \_\_\_\_\_

DEPOSIT \_\_\_\_\_

50% deposit is due at time of placement  
to secure ad position and rate

Special Instructions \_\_\_\_\_

## FREQUENCY

☐ 1x ☐ 3x ☐ 6x

STARTING ISSUE \_\_\_\_\_ / \_\_\_\_\_  
Month/Year Month/Year

ISSUES \_\_\_\_\_  
Year ☐ Jan/Feb ☐ Mar/Apr ☐ May/Jun ☐ Jul/Aug ☐ Sep/Oct ☐ Nov/Dec

## PAYMENT INFORMATION

Each ad will be invoiced separately

## SELECT PAYMENT METHOD

☐ Credit Card

☐ Check

☐ Wire Transfer

VISA, MASTERCARD, AMEX, DISCOVER ACCEPTED

NAME ON CARD \_\_\_\_\_

CARD NUMBER \_\_\_\_\_ CARD EXPIRATION \_\_\_\_\_ CARD TYPE \_\_\_\_\_

VISA/MASTERCARD/AMEX./DISCOVER

SIGNATURE OF CARDHOLDER \_\_\_\_\_ DATE \_\_\_\_\_

## BILLING INFORMATION

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

To secure ad placement, please return insertion form to Vivian Nguyen at IRWA Headquarters

BY EMAIL  
nguyen@irwaonline.org

BY FAX  
(310) 538-1471

BY MAIL  
19210 S. Vermont Ave.  
Building A, Suite 100  
Gardena, CA 90248



**SUBMIT**