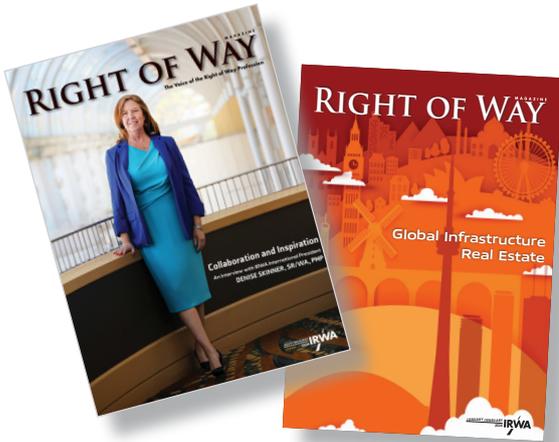


# RIGHT OF WAY MAGAZINE

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.

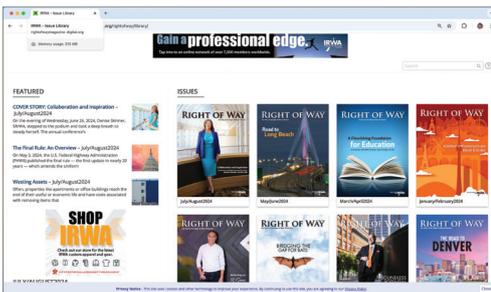


## BENEFITS OF ADVERTISING

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 7,000 subscribers involved in all facets of the industry.

Average  
**7,000**  
readers per issue

## 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

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

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



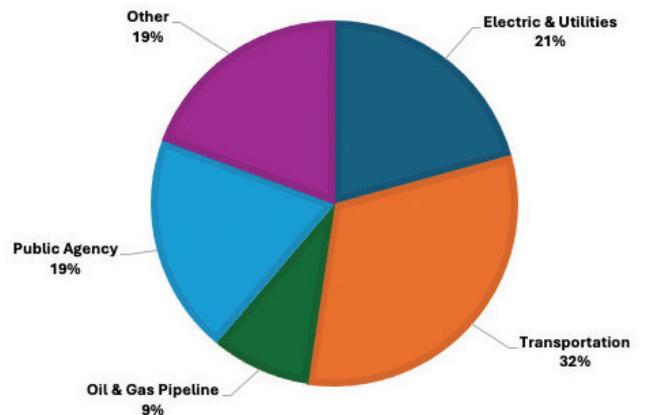
## THE RIGHT AUDIENCE

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.

## 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 7,000 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 - 2025 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

**45%** of our readers work at companies with **500** 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

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

**53%** of our readers are decision makers when it comes to hiring contract workers or firms.

## ADVERTISING CLOSING DATES

Issue Insertion	Orders Due	Ad Material Due
January/February	November 12, 2024	November 27, 2024
March/April	January 6, 2025	January 20, 2025
May/June	March 3, 2025	March 17, 2025
July/August	May 5, 2025	May 19, 2025
September/October	July 9, 2025	July 21, 2025
November/December	September 8, 2025	September 22, 2025

## 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.

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.

### 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.



