

Public Works Financing

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Advertising Information

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Public Works Financing has been published monthly since January, 1988. It now has 34 advertisers and is read monthly in 15 countries by over 3,500 executives in the infrastructure finance/operations/development/design-build business. About 85% of the readership is in North America.

Subscribers pay \$847 a year (foreign subscribers pay \$947) and get 11 issues of PWF. Special issues include a U.S. water report with league tables each March, plus an annual, global summary in October of all major public-private partnership projects and participants and league tables ranking the world's top transport and water project developers.

Sixteen transport and water market leaders are anchor advertisers (Option 3 below), meaning that they run a display ad plus a Public-Private Services Directory ad each month.

They are: Macquarie Group; Transurban; Cintra; ACS Iridium; Itinere; OHL Concessions; Washington Division of URS; AECOM Enterprises; PB Consult; KPMG; CRA International; American Water; Veolia Water; United Water; Earth Tech; and Acciona.

To capitalize on your firm's credentials in the infrastructure development and finance business, you should consider advertising in PWF.

All ad insertion contracts run for 12 months and are nonrefundable.

There are three options:

Option One: You may elect to run a Display Advertisement in the news section each month for US\$9,297 annually. As part of your ad contract, full-color digitized ad files are included in the October International Major Projects Report and database, now published as a searchable file downloaded from a CD.

All display ads are either 3 inches high x 4 5/8-inches across two columns, no bleed (horizontal format); or 3 1/2 inches across by 4 1/2 inches high (vertical format).

Option Two: A full-year listing in the Public-Private Services Directory in the back of each issue of PWF costs US\$4,750.

Option Three: You may choose to run both a Display Advertisement in the body of PWF plus a Public-Private Services Directory listing in the back of each monthly issue. The total annual cost is \$12,800.

If you elect any of the advertising options, you will receive 10 complimentary subscriptions to PWF. These will be sent electronically as pdf files by PWF on your behalf to federal, state or local government officials you select. You must provide email addresses.

For Services Directory ads, please use the published examples in the back of each issue to write your own copy of 55-60 words and email it as a MSWord to PWF. We will edit it to fit the space, if necessary, and fax the copy back to you for a final check.

Separately, please also email a digitized version of your logo as a 300-dpi PDF file. Please send your logo in both color (for the electronic version) and black & white (for the print version).

For display ads, please create your own ad and email it to me as as a high-resolution PDF file in both color and black and white.

All of your advertising material should arrive by the first of the month for your ad to appear in that month's issue.

For the small sum of \$12,800, your message could be etched into the minds of well over 3,500 PWF readers each month. Well worth it in a market that's filling up with projects and competitors.

Thank you.

William G. Reinhardt, Editor/Publisher