

## **Public Works Financing**

147 Elmer St. • Westfield NJ • 07090

ph (908) 654-6572 • [pwfinance@aol.com](mailto:pwfinance@aol.com) • [www.pwfinance.net](http://www.pwfinance.net)

February 2009

### **Advertising Information for PWF**

Public Works Financing has been published monthly since January 1988 by the same owner. It now has 36 advertisers and is read monthly in 15 countries by 3,600 senior executives in the infrastructure project development/construction, finance and facility operations markets. About 85% of the readers are in North America; 30% are public sector and 70% private.

Subscribers pay \$897 a year (foreign subscribers pay \$997) 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.

Advertisers include: Global Via Infrastructure; Transurban; Ferrovial-Cintra; ACS/Iridium; Sacyr/Itinere; OHL; Flatiron/Hochtief; URS Washington Division; Granite Construction; Herzog Contracting; HNTB; pb Consult; Louis Berger Group; Infrastructure Management Group; KPMG; AECOM Enterprises; EGIS Projects; Nossaman LLP; Global Capital Finance; United Water; Veolia Water; Acciona Water; American Water; Scully Capital; Hawkins Delafield & Wood; Osler, Hoskin & Harcourt.

A substantial number of government officials receive PWF electronically each month compliments of PWF's advertisers. Each advertiser receives 10 complimentary subscriptions to distribute to its public-sector clients as pdf files.

In addition, PWF maintains its own mailing list to local, state and federal legislators and executive policy-makers with jurisdiction over transportation, water and other types of infrastructure.

#### **There are three ways to advertise in PWF:**

- Run a display ad in the news section and a Public-Private Services Directory ad in the back at an annual cost of \$12,800
- Run a display ad at annual cost of \$9,297
- Run a Public-Private Services Directory ad in the back at an annual cost of \$4,750

Each option includes complimentary subscriptions to public officials who you would designate to receive monthly issues of PWF.

#### **Ad Specifications**

Please email high-resolution pdf files (300 dpi) with all fonts embedded; one file in color and the other black & white. Color ads will be inserted in an electronic version of each monthly issue. This color pdf is sent to selected subscribers after the black & white paper version is mailed. You can see more details at [www.pwfinance.net](http://www.pwfinance.net)

## Display ads

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).

## Public-Private Services Directory

Directory Logo: Logo size is 3.5" x 5/8" or smaller

Directory text: should be sent as a MSWord text file (no formatting) of about 100 words.

For example:

*KPMG is a global leader – and Canada’s largest professional advisory firm, providing services to international public and private sector clients on matters of privatization, commercialization, public–private partnerships and innovative infrastructure finance. KPMG has provided economic and financial analyses, feasibility studies, demand forecasting, business planning, regulatory and bid tender strategic advice to both public and private sector clients pursuing airport, toll road, water and wastewater, and telecommunications projects in North and South America, Asia, Europe, and the former Soviet Union. Contact **Stephen C. Beatty** at (416) 777-3569, fax (416) 777-3515, or **Will Lipson** at (416) 777-3557, fax (416) 777-3515, Co-Chairs of KPMG’s National Privatization Group.*

Thanks for considering PWF in your marketing plans.



**William G. Reinhardt, Editor/Publisher**

Public Works Financing

147 Elmer St.

Westfield NJ 07091-2487

ph: (908) 654 6572

[www.pwfinance.net](http://www.pwfinance.net)