



Queensland

IPWEA

INSTITUTE OF PUBLIC WORKS
ENGINEERING AUSTRALASIA

INFORMS. CONNECTS. REPRESENTS. LEADS.

Engineering for Public Works MEDIA KIT 2019

IPWEAQ is the peak body representing those working in the public works sector in Queensland.

Our purpose is to enhance the quality of life for all Queensland communities by advancing the skills, knowledge and resources available to those involved in the planning and provision of public works and services.

Publication dates

Four issues per year:

- March
- June
- September
- December (conference feature)
- PLUS February (Excellence Awards commemorative book)

Bookings due 1st day of prior month eg 1 February for March issue.

Artwork and editorial due 15th day of prior month eg 15 February for March issue.



Why advertise with IPWEAQ?

Your connection to thousands of professionals delivering projects for state and local government across Queensland.



Engineering for Public Works

is the primary professional publication for the public works and civil engineering community in Queensland.



Distribution:

Online journal with over 100,000 digital impressions; is circulated to approximately 5,500 sector professionals and government officials.



Content:

Each issue features major projects, technical and academic articles, member profiles plus branch news and news from *qldwater*.



Readership: Anyone actively involved in the delivery of public works and services.



www.ipweaq.com

MEDIA KIT

Value-Adds

Receive a 20% discount on any additional advertising.

Multi-bookings

10% discount for bookings in two consecutive editions

Advertorial - \$1,200 per issue

- ✓ Half page 350 word editorial with one high resolution image/photo and logo

Front Cover - \$3,490 per issue

- ✓ Front cover image
- ✓ Double page spread with 800 word feature article in first ten pages
- ✓ Full page display ad
- ✓ Circulated to up to 500 contacts provided by you

EPW reaches approximately 5,500 members, industry partners and local government decision-makers.

Advertising rates and specifications

- ✓ Prices do not include artwork design
- ✓ Prices are exclusive of GST
- ✓ Artwork must be supplied in high-resolution print ready format - PDF preferred, JPEG, GIF or PNG
- ✓ No crop or bleed marks
- ✓ Fonts must be embedded and graphics linked
- ✓ Files supplied as CMYK colour space
- ✓ Images must be at least 300dpi at the correct size
- ✓ Large files can be sent via Dropbox

DOUBLE PAGE SPREAD
\$2,200
TRIM: 1224pxW x 1584pxH
LIVE ART AREA: 1064pxW x 1264pxH

FULL PAGE
\$1,200
TRIM:
612pxW x 792pxH
LIVE ART AREA:
532pxW x 632pxH

HALF PAGE HORIZONTAL
\$780
LIVE ART AREA:
532pxW x 316pxH

1/2 PAGE VERTICAL STRIP
\$780
LIVE ART AREA:
260pxW x 632pxH

1/3 PAGE HORIZ STRIP
\$650
LIVE ART AREA:
532pxW x 210pxH

1/4 PAGE
\$480
LIVE ART AREA:
260pxW x 316pxH

1/8 PAGE business card
\$370
LIVE ART AREA:
260pxW x 158pxH

DEADLINES

AD BOOKINGS

First Friday of month prior to publication

ARTWORK

Second Friday of month prior to each publication

CONTACT

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