

THE OFFICIAL PUBLICATION OF THE PUBLIC  
WORKS ASSOCIATION OF BRITISH COLUMBIA,  
THE ALBERTA PUBLIC WORKS ASSOCIATION, THE  
SASKATCHEWAN PUBLIC WORKS ASSOCIATION, THE  
MANITOBA PUBLIC WORKS ASSOCIATION, AND THE  
ALBERTA MUNICIPAL SUPERVISORS ASSOCIATION

# THE ROADRUNNER



**THE ROADRUNNER**  
FALL 2018

THE OFFICIAL PUBLICATION OF THE PUBLIC WORKS ASSOCIATION OF BRITISH COLUMBIA, THE ALBERTA PUBLIC WORKS ASSOCIATION, THE SASKATCHEWAN PUBLIC WORKS ASSOCIATION, THE MANITOBA PUBLIC WORKS ASSOCIATION, AND THE ALBERTA MUNICIPAL SUPERVISORS ASSOCIATION

**Public Works are Key to our Communities**

FIND OUT WHAT'S HAPPENING ONLINE

QR CODES

**THE ROADRUNNER**  
WINTER 2019

**Internet Service Becomes a Key Consideration for Smaller Communities**

FIND OUT WHAT'S HAPPENING ONLINE

QR CODES

**THE ROADRUNNER**  
WINTER 2019

**BABY, IT'S COLD OUTSIDE!**  
(But the public works crew is still on the job!)

FIND OUT WHAT'S HAPPENING ONLINE

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# THE ROADRUNNER

December 2018

Dear Friends and Colleagues;

The men and women who make up our public works departments are vital to the success of all of our communities. They are clearing snow from roads while families sleep. They are maintaining parks and green spaces so everyone can enjoy. They are making sure vital services like water and sewer are operational. And, most notable of all, they are stepping up and stepping in when communities face crisis, ensuring residents have access to the amenities they need.

Our associations are proud to represent these men and women, and we are proud to tell their stories of success in each issue of **The Roadrunner**. Each edition showcases public works in our communities; the new tools and technologies they are using, the obstacles they are overcoming, and the innovative ways they are serving their communities. The magazine highlights current issues as well, ensuring the publication is useful to our members across Western Canada.

Our collective goal is to advance the public works profession by promoting excellence and public awareness through education, advocacy and the exchange of knowledge. **The Roadrunner** magazine helps us to achieve these goals. It will be published three times in 2019 and direct-mailed to each member of each of the associations listed below, as well as municipalities, trade industry associations and First Nations communities throughout our regions. In addition, the magazine is posted on to each of our websites (please click the links below) ensuring that your advertisement has an indefinite shelf life on multiple sites.

Here is our projected timeline for the upcoming year. As dates and themes are solidified, we will update this letter.

- » **Winter 2019 (Book Code: BCAT 01-19):** This issue will be available to attendees at SPWA's 60th Annual Conference & PWville, February 26-28, 2019, in Saskatoon, Saskatchewan; and AMSA's Spring Convention, March 19-20, 2019, in Edmonton, Alberta.
- » **Summer 2019 (Book Code: BCAT 02-19):** This issue will be available to attendees at SPWA's National Public Works Week Workshop in May 2019; the North American Snow Conference, May 19-22, 2019, in Salt Lake City, Utah; the Western Canada Snowfighters Conference, June 4-6, 2019, in Edmonton, Alberta; and SPWA's 2019 Equipment Expo, Rodeo & Golf Tournament (June 2019).
- » **Fall 2019 (Book Code: BCAT 03-19):** This issue is typically made available at the Alberta Public Works Association's annual Rodeo; the PWABC Annual Technical Conference and Tradeshow; the Alberta Public Works Association's Excellence in Public Works Conference & Tradeshow; and AMSA's Fall Convention.

We would like to thank our advertisers to date; without your support we would not be able to publish this magazine for our members. To new advertisers, or those who are thinking of advertising, welcome! We believe the targeted distribution of **The Roadrunner** provides advertisers with a unique opportunity to easily reach decision makers in the public works sector, and there are sizes, shapes and options for all budgets.

A representative from Matrix Group Publishing Inc. will be in touch soon to discuss advertising options. We look forward to working with you.

Thanking you for your kind support,

  
Jeannette Austin (Executive Director)  
Alberta Public Works Association  
[www.publicworks.ca/roadrunner](http://www.publicworks.ca/roadrunner)

  
Andrew Stevenson  
Saskatchewan Public Works Association  
<http://saskatchewan.cpwa.net/PageDetails/12091>

  
Ashifa Dhanani (Executive Director)  
Public Works Association of British Columbia  
[www.pwabc.ca/roadrunner](http://www.pwabc.ca/roadrunner)

  
Christine Heggert (Executive Director)  
Alberta Municipal Supervisors Association  
[www.amsapw.ca/Roadrunner](http://www.amsapw.ca/Roadrunner)

  
Steve Blaney  
Manitoba Public Works Association  
<http://manitoba.cpwa.net/>

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## RATES FOR 2019

COVER POSITIONS	2 Issues \$ Per Issue	3 Issues \$ Per Issue
Outside Back . . . . .	\$3,999.50	\$3,899.50
Inside Front . . . . .	\$3,549.50	\$3,449.50
Inside Back . . . . .	\$3,549.50	\$3,449.50

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is noncancelable.

FULL COLOUR	2 Issues \$ Per Issue	3 Issues \$ Per Issue
DPS . . . . .	\$3,239.50	\$3,139.50
Full Page . . . . .	\$2,830.00	\$2,705.00
2/3 Page . . . . .	\$2,650.00	\$2,500.00
1/2 Page (Island) . . . . .	\$2,160.00	\$2,060.00
1/2 Page . . . . .	\$2,060.00	\$1,910.00
1/3 Page . . . . .	\$1,770.00	\$1,620.00
1/4 Page . . . . .	\$1,500.00	\$1,350.00
1/6 Page . . . . .	\$1,320.00	\$1,220.00
1/8 Page . . . . .	\$999.00	\$889.00

15% discount for Black & White advertisements.

### OPTIONAL ADD-ONS

Guaranteed Position . . . . .	Add 5%
Bleed . . . . .	Add 5%
Hyperlink . . . . .	+\$75.00
Extra Listings . . . . .	+\$25.00
Proofs—Fax/Email . . . . .	+\$50.00
Proofs—CD Rom . . . . .	+\$60.00

Advertising Agencies—Please add 15%, all rates are net

Terms of payment due upon receipt of invoice.  
Add 2% per month interest on accounts over 30 days.

*Direct-mailed to public works professionals across Western Canada.*

*Bonus distribution at industry-related events throughout the year, including partner conferences and workshops!*

*Articles that are tailored to a readership that is interested in public works topics.*

*Accessible (for free!) by potential clients from across Canada!*

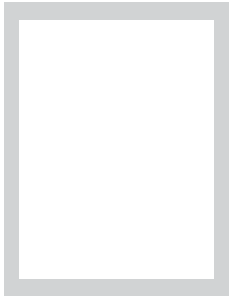
*Advertising options to fit all budgets and style preferences!*

*Have your advertisement and company name in the Index to Advertisers hyperlinked directly to your website or your email address! Make sure to take advantage of this exciting opportunity!*

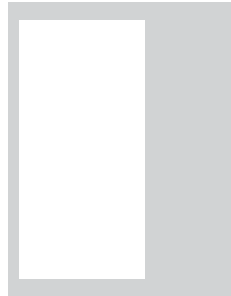
**Complete Poly-Bagging and Insert Services Are Available Upon Request.**

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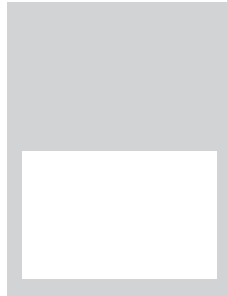
# THE ROADRUNNER



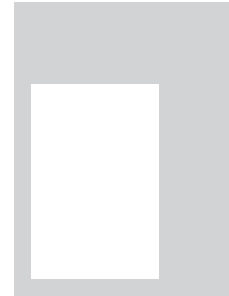
Full Page  
W. 7 x H. 9 1/2



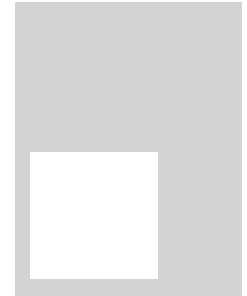
2/3 Page Vertical  
W. 4 5/8 x H. 9 1/2



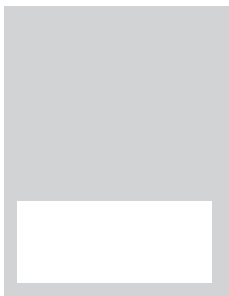
1/2 Page Horizontal  
W. 7 x H. 4 5/8



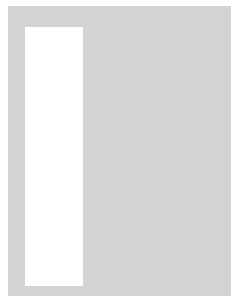
1/2 Page Vertical  
W. 4 5/8 x H. 7



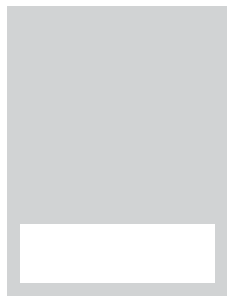
1/3 Page Square  
W. 4 5/8 x H. 4 5/8



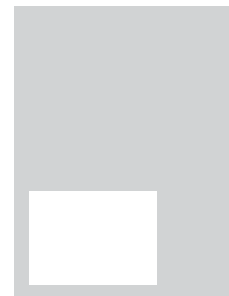
1/3 Page Horizontal  
W. 7 x H. 3



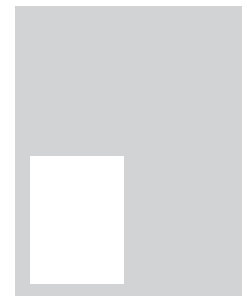
1/3 Page Vertical  
W. 2 1/8 x H. 9 1/2



1/4 Page Banner  
W. 7 x H. 2 1/8



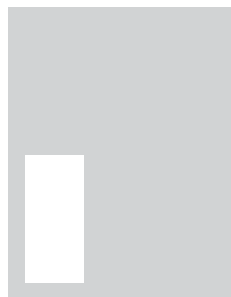
1/4 Page Horizontal  
W. 4 5/8 x H. 3 3/8



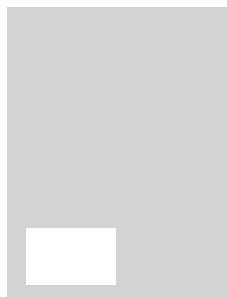
1/4 Page Vertical  
W. 3 3/8 x H. 4 5/8



1/6 Page Horizontal  
W. 4 5/8 x H. 2 1/8



1/6 Page Vertical  
W. 2 1/8 x H. 4 5/8



1/8 Page Horizontal  
W. 3 3/8 x H. 2 1/8



1/8 Page Vertical  
W. 2 1/8 x H. 3 3/8

Live Space . . . . . 7 by 9 1/2

Trim Space . . . 8 3/8 by 10 7/8

DPS . . . . . 17 by 11 1/8

Bleed . . . . . 8 5/8 by 11 1/8

All measurements are in  
inches

## PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high quality (300 DPI minimum), press ready PDF file. Please ensure that all fonts have been embedded and all colour has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CC (InDesign, Illustrator, Photoshop and Acrobat).

Email digital files to: [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net)

## Questions?

Please contact your sales representative, call our toll free line and ask for the sales manager (866-999-1299), or email: [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net)



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