



**American Public Works Association**  
*The Voice of the Public Works Industry*

The background of the cover is a photograph of a modern, multi-story building with a curved facade and a large, curved water feature in the foreground. The water is calm and reflects the sky and the building. The scene is set in a landscaped area with greenery and a paved walkway. The overall atmosphere is bright and clear, suggesting a sunny day.

# 2026 Media Planner

As the official magazine of the American Public Works Association, the *APWA Reporter* covers all facets of public works for APWA members, including emerging technologies and trends, workforce retention and recruitment strategies, legislative actions, and project profiles. This is where purchasing decisions are made. *APWA Reporter* offers a strong and respected editorial platform and competitive asset mix to a targeted and informed audience. In a survey conducted at the end of 2024, more than half of *APWA Reporter* readers say they have taken action on purchasing a product or service as a result of seeing an advertisement or article in the magazine.

**The *APWA Reporter* is the prime communication link uniting the various communities of public works professionals that make up APWA.** They are committed industry professionals who value APWA, and use the *APWA Reporter* to keep up to date on emerging technologies, professional tools, and legislation that will have a direct impact on their day-to-day jobs, and the latest educational opportunities to hone their skills.

Marketing dollars are tight. With the *APWA Reporter*, you get the benefits of a membership organization that doesn't bloat the circulation with names that cannot help YOUR bottom line.

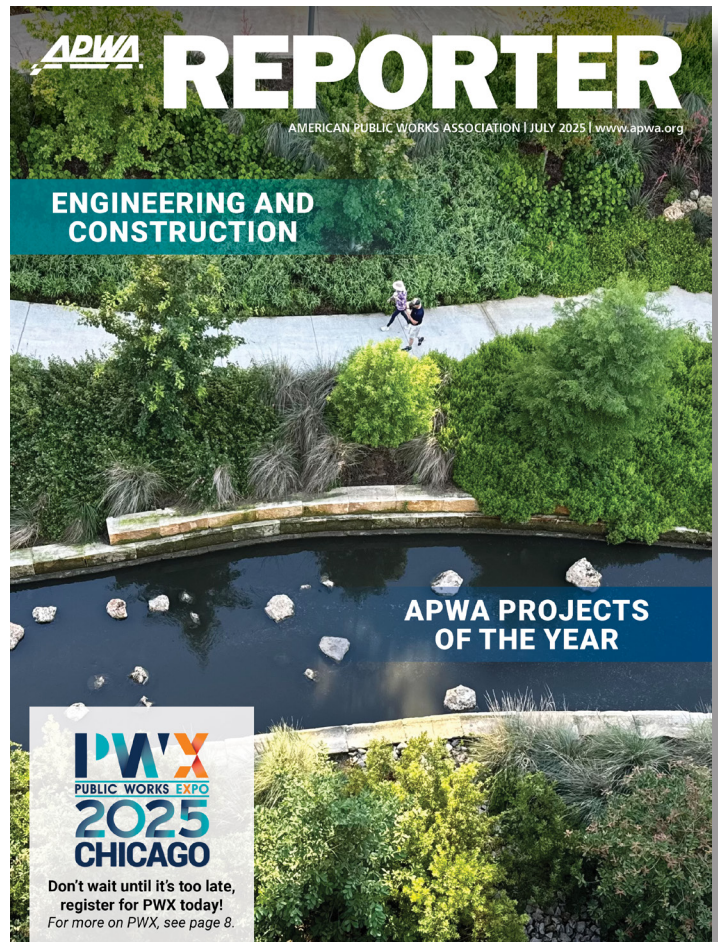
With the *APWA Reporter*, your ad is in a lively, up-to-date magazine that has a respected editorial platform that is read cover to cover. NO one else in the industry reaches APWA members, and when you market through us your ad is seen by an audience that is energetic and engaged, one that has the actual power to influence and make purchasing decisions. Our estimated pass-along rate is the highest in this industry, giving you a possible readership of as many as **100,000** readers per issue.

We are committed to developing marketing programs that enhance and strengthen the trust between our membership and you as the marketer. This trust is critical to a successful marketing plan for this industry.

66% of our advertisers have been with us for three years or more! More than 32,000 strong, our members are the most active in the industry—the leaders and decision-makers who have the authority to buy.

## Decision-makers

A recent member survey indicated the majority of APWA members are in a supervisory position. They are the buyers, the budget preparers, and the people



responsible for selecting equipment, services, vehicles, and materials required in the operations of a public works department. In short, they are the people YOU need to reach.

## Money to buy

More than half of our member agencies have a budget of \$10 million or more. A quarter of them have an annual budget in excess of \$50 million. This is the multi-billion dollar public works industry you have direct access to through advertising in the *APWA Reporter*.

## Experience counts

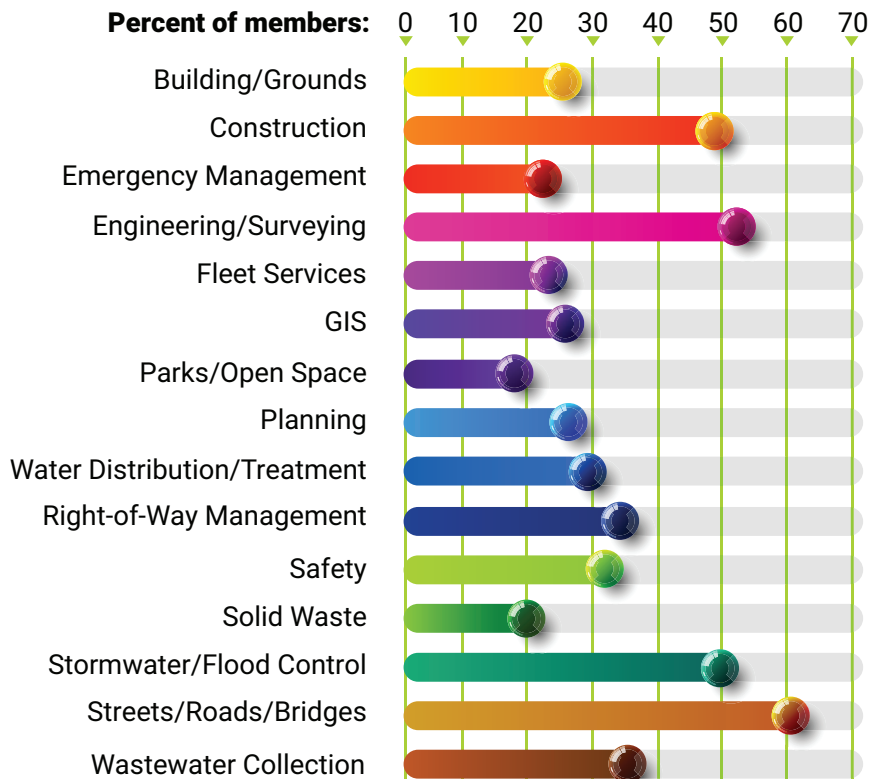
Surveys indicate most of the public and private sector professionals in APWA have 10 years or more experience. They know the value of quality products and services.

## Dedication and loyalty

By virtue of their membership and activity in APWA, they are people interested in doing their jobs well, protecting the taxpayers' investment in infrastructure, training their people and, in general, **advancing the quality of life for all** through quality infrastructure.

# Public works is a dynamic industry, and our growing membership proves that.

## PRIMARY AREAS OF RESPONSIBILITY (more than one response possible)

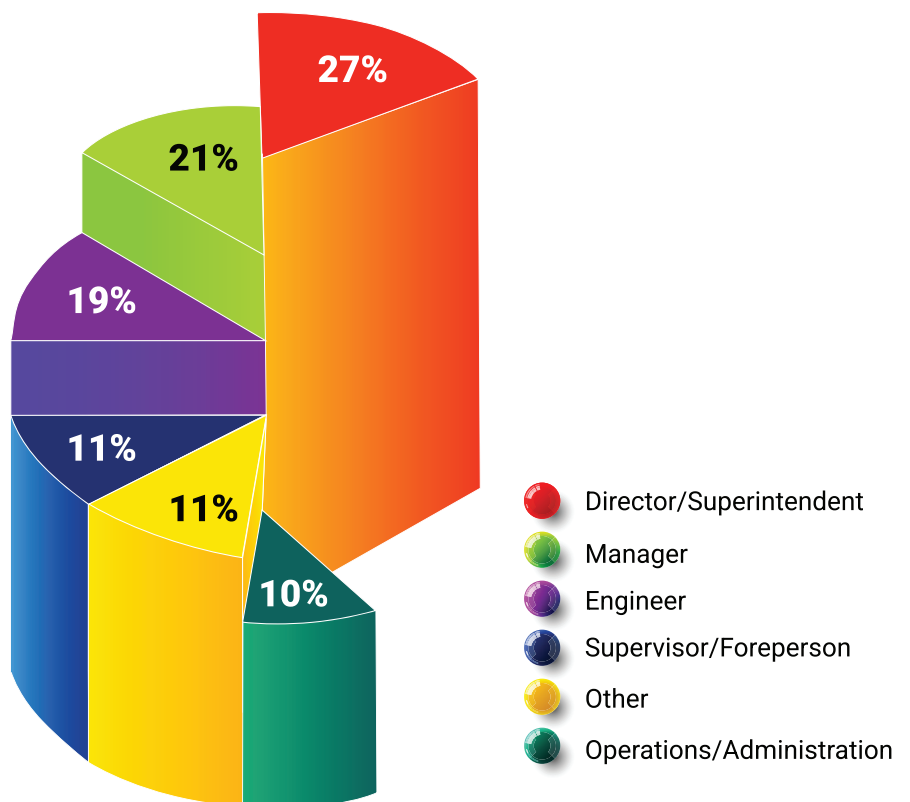


Take a closer look at our readers.

## JOB TITLES

*“APWA Reporter is one of the best technical magazines in layout and has great content that is informative, currently connected, and covers widespread topics.”*

*~ Recent reader survey respondent.*



# Editorial Calendar

Issue	Themes	Reservation Deadline	Materials Deadline
January	<b>Trending Technology</b> <ul style="list-style-type: none"> <li>Artificial Intelligence</li> <li>GIS</li> <li>Cybersecurity</li> <li>Electric Vehicles</li> </ul>	12/3/25	12/10/25
February	<b>Water Resources Management</b> <ul style="list-style-type: none"> <li>Stormwater Management</li> <li>Sanitary Sewer Systems</li> <li>Water Treatment and Distribution</li> <li>Wetlands</li> <li>Watersheds</li> <li>Flood Control</li> </ul>	1/9/26	1/13/26
March	<b>Solid Waste Management/Annual Buyer's Guide</b> <ul style="list-style-type: none"> <li>Solid Waste Collection/Disposal</li> <li>Recycling</li> <li>Hazardous Waste</li> <li>Waste Reduction</li> <li>Air Quality</li> </ul>	2/5/26	2/12/26
April	<b>Transportation</b> <ul style="list-style-type: none"> <li>Road Maintenance</li> <li>Construction</li> <li>Traffic Controls and Signage</li> <li>Work Zone Safety</li> <li>Transit</li> <li>Street Lighting</li> <li>Paving Materials/Equipment</li> <li>Winter Roads/Safety</li> <li>Winter Construction</li> </ul> <i>Bonus Distribution: 2026 North American Snow Conference</i>	3/4/26	3/11/26
May	<b>Special Double Issue/The Future of Public Works/Top 10 Public Works Leaders</b> <ul style="list-style-type: none"> <li>Workforce Expansion</li> <li>Increase Public Visibility</li> <li>National Public Works Week</li> <li>Innovations and Trends</li> <li>Recruitment/Retention</li> <li>Succession Planning</li> <li>Employee Skill Building</li> </ul>	4/3/26	4/10/26
June	<b>Emergency Management</b> <ul style="list-style-type: none"> <li>Emergency Preparedness, Response, and Recovery</li> <li>Mutual Aid Agreements</li> <li>Disaster Mitigation Planning</li> <li>Incident Command System</li> <li>Homeland Security</li> <li>Terrorism/WMD</li> <li>Critical Infrastructure Protection</li> <li>Resiliency and Continuity</li> </ul>	5/5/26	5/12/26
July	<b>Engineering and Construction/Projects of the Year</b> <ul style="list-style-type: none"> <li>Highlighting Award-Winning Projects Nationwide</li> <li>Design and Construction Delivery Methods</li> <li>Construction and Engineering Innovative Technologies</li> <li>Sustainable Design</li> <li>Advances in Construction Safety</li> <li>Innovative Solutions for Updating/Maintaining Infrastructure</li> </ul>	6/3/26	6/10/26
August	<b>PWX Show Issue/Utilities and Public Rights-of-Way</b> <ul style="list-style-type: none"> <li>Right-of-Way Management</li> <li>Construction Best Practices</li> <li>Damage Prevention</li> <li>One-Call System Topics</li> <li>Education and Training</li> <li>Legislative Updates</li> <li>Construction Safety</li> </ul> <i>Bonus Distribution: APWA's 2026 Public Works Expo</i>	7/6/26	7/13/26
September	<b>Fleet Management</b> <ul style="list-style-type: none"> <li>Computer Fleet Management Systems</li> <li>Heavy Equipment</li> <li>Construction</li> <li>Vehicle Procurement</li> <li>Technician Training</li> <li>Management</li> <li>Performance Measurement Programs</li> <li>New Technologies</li> </ul>	8/4/26	8/11/26
October	<b>Winter Maintenance</b> <ul style="list-style-type: none"> <li>Snowfighting Operations</li> <li>Equipment</li> <li>Snowfighting Planning and Management</li> <li>Liquid and Deicer Applications</li> <li>Equipment Recalibration</li> </ul>	9/3/26	9/10/26
November	<b>2026 PWX in Print</b> <ul style="list-style-type: none"> <li>PWX Highlights</li> <li>Awards Ceremony</li> <li>Exhibits</li> <li>General Sessions</li> </ul>	10/5/26	10/12/26
December	<b>Facilities and Grounds</b> <ul style="list-style-type: none"> <li>Green Buildings/Sustainable Design</li> <li>Workplace Safety</li> <li>Accessibility</li> <li>Urban Forestry</li> <li>Grounds Management</li> <li>Facilities Security</li> <li>Facility Maintenance and Best Management Practices</li> </ul>	11/4/26	11/11/26

The [APWA Reporter](#) arrives approximately the first week of each month.

Each issue is themed, and at the table at left some possible topics surrounding that theme are listed. Topics are subject to change.

In addition, each issue of the *APWA Reporter* has regular columns. Column topics may include:

- » Accreditation
- » Asset Management
- » Certification
- » International Idea Exchange
- » Leadership and Management
- » Operations and Maintenance
- » Small Cities/Rural Communities
- » Sustainability and Resiliency
- » Technology
- » Winter Maintenance
- » Workforce Development
- » Young Professionals

# Rates and Options

Covers	1X	6X	12X
Cover 2 (Inside front)	\$11,675	\$11,110	\$10,545
Cover 3 (inside back)	\$11,180	\$10,625	\$10,115
Cover 4 (back)	\$12,665	\$12,045	\$11,435
<b>Full Page</b>			
Full Page	\$9,515	\$8,845	\$8,235
2/3 Page	\$8,715	\$7,595	\$7,070
1/2 Page (Island)	\$7,720	\$7,180	\$6,735
1/2 Page	\$7,165	\$6,735	\$6,445
1/3 Page	\$5,765	\$5,460	\$5,115

The APWA Reporter also appears online each month. Scan the QR code to see the latest issue.



Impact units are available on request and will require additional lead time beyond normal deadlines.

# Professional Directory

APWA Reporter's Professional Directory can give you the opportunity to have a small professional ad in front of our audience in every issue. There is room for your name, address, logo, and a short description of the product or service. It's an easy, cost-efficient way to enhance your marketing plan.

Professional Directory advertising is available on **annual contract only**. Rates are for a 12-month period. Advertisers will be invoiced upon publication of the initial ad.

## Specs and Rates

(\$50 any change in ad during life of contract.)

Single: \$1,500  
2.125" w x 1.0625" h

Square Double: \$2,105  
2.125" w x 2.3125" h

Horizontal Double: \$2,105  
4.625" w x 1.0625" h



# Products in the News

"I always recommend my staff read the ads for an opportunity to learn about their profession and solutions to issues they are dealing with."

~ Recent reader survey respondent.

The **Products in the News** column in the *APWA Reporter* is a great place to increase the exposure for your product or service. "Products in the News" consists of 80–100 words on a particular product (or service), contact information, and a high-resolution photo (or company logo).

Rate is \$1,410.

Please ask your sales rep for more information.

PRODUCTS IN THE NEWS

## What new products do you have to share?

Advertise in our Products in the News section and reach an audience of active public works professionals.

Contact Fox Associates at:  
(312) 644-3888 x138  
adinfo.apwa@foxrep.com

### Optimize Road Maintenance Timing, Reduce Costs, and Improve Safety of your Road Network with Connected Vehicles

i-Probe's data collection system delivers cost-effective, rapid, and consistent pavement condition inspections.

i-Probe uses Connected Vehicles (CVs) transmitting data in near real-time to capture road roughness and map pavement distresses with faster output turnaround than traditional methods. This enables agencies to identify problems early, prioritize repairs proactively, and extend pavement life, reducing long-term maintenance costs.

With crowdsourced data from fleets of CVs, i-Probe leverages Big Data analytics to achieve continuous pavement condition monitoring of wide areas.

i-Probe empowers agencies to shift to proactive road management, ensuring better road conditions and optimized budget allocation.

Visit <https://i-probe-inc.com> for a trial.



### Optimize Winter Operations with RouteSmart for ArcGIS® Pro

Public works teams need precision and efficiency to navigate winter's toughest challenges. RouteSmart for ArcGIS® Pro enhances route planning by integrating with Esri's powerful GIS platform, enabling organizations to optimize snowplow and winter maintenance routes with unparalleled accuracy.

With seamless integration into RouteSmart Online and RaaS, users can import, analyze, and edit route data while leveraging high-quality street data to ensure plows follow precise, efficient paths. SmartSuite compatibility offers real-time tracking and decision-making, improving operational effectiveness.

Upgrade your GIS-based routing with RouteSmart for ArcGIS Pro—smarter, safer, and more efficient winter operations start here.

Contact Jessica Cearfoss, Senior Business Development Manager; [jcearfoss@routesmart.com](mailto:jcearfoss@routesmart.com) or [RouteSmart.com/Public-Works](https://RouteSmart.com/Public-Works).

# Advertorials and Case Studies

Advertorials and Case Studies give you the option to go more in-depth into the products/services your company offers. They may be purchased when a ½ page or larger ad is placed in the same issue.

Advertorials consist of no more than 400 words for a single page, or 800 words for a double page spread. Include two to three high-resolution photos with your text, as well as a high-resolution company logo.

**Rate:** Advertorial/Case Study rate when purchased with paid ad in the same issue is:

Full page: \$4,260

1/2 page: \$3,075

Stand-alone advertorials may be purchased. See rates on Page 4.



# New Print Offering—Business Profiles

**NEW** for 2026 is the opportunity to purchase a **Business Profile**. This is similar to an advertorial, however, it is not product-focused. Instead, it is brand-focused. What do you want public works professionals with purchasing power to know about your company? Do you want to share your company history, interesting tidbits about your CEO or C-Suite, or plans for the future? This is the place for it.

Business profiles consist of no more than 400 words and are single page only. You may include two to

three company profile pictures (e.g., headshot of the CEO, shot of the company headquarters, photo of employees). Photos must be high-resolution. Also include a high-resolution logo. Business profiles run in designated issues and in limited quantities.

*APWA Reporter* issues featuring business profiles: **November, December, April, and July.**

**Rate: \$4,895**

# APWA Mobile App\*

## Go MOBILE at the 2026 North American Snow Conference and PWX 2026

The 2026 North American Snow Conference (Cleveland, Ohio, April 26–29), and the PWX 2026 (Houston, Texas, August 30–September 2) are the once-a-year opportunities to reach customers and prospects gathered in the same place.

Advertising to APWA event attendees through the new mobile app offers a cost-effective, high-impact placement that will drive traffic to your booth and website.

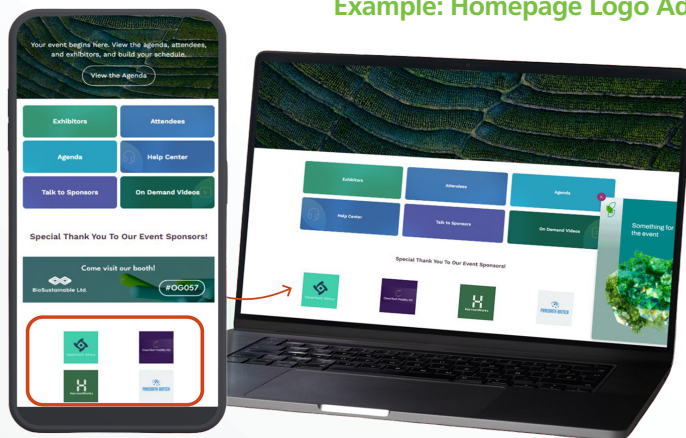
Options include:

- Logo on the homepage. Your logo will redirect to your designated URL.
- Banner ad on high-traffic pages such as agenda and speakers. You can reach attendees where they're most engaged in the app.

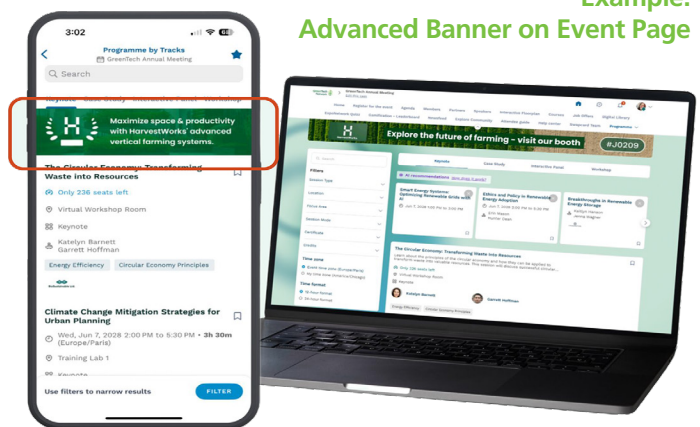
All mobile app advertising comes with reporting on views and click-throughs. The number of banner and logo placements is limited. Check with your sales rep to see what's available.

*\*Opportunity available to exhibitors only.*

Example: Homepage Logo Ad



Example: Advanced Banner on Event Page



## Production specifications

**Dimensions:** 300 x 300 pixels (1:1)

**Image file format:** PNG, JPG, or GIF. Max 300kb

## Production specifications

**Dimensions:** Desktop: 2520 x 180 pixels (14:1)

Mobile: 720 x 180 pixels (4:1)

**Image file format:** PNG, JPG, or GIF. Max 5MB

**Mobile App Homepage Logo w/ URL:** \$1,000

**Mobile App Landing Page Banner:** \$1,500

# PWX 2026 Pocket Guide

## 2026 Pocket Guide

**The Public Works Expo (PWX)** is the largest exhibition of its kind in the public works industry. It is that once-a-year opportunity to reach customers and prospects gathered in the same place. PWX 2026 will take place in Houston, Texas, August 30–September 2, 2026. The PWX 2026 Pocket Guide is distributed to several thousand attendees as part of their registration materials. It provides them with daily schedule information, maps of the exhibit floor and convention center, and essential show information.

Advertising space is available throughout the guide, allowing you to put your brand front and center, increase booth and website traffic, and boost sales. The Pocket Guide is a fantastic tool that allows attendees to better navigate their PWX experience.

Ask your Fox Representative for special bundled pricing with the PWX Pocket Guide and the PWX Mobile App.

**Space deadline: July 10, 2026 | Materials deadline: July 20, 2026**

## Production specifications

**Dimensions: Covers (two available): 3.75" x 8" | Rectangle ads (6 available): 3.25" x 2"**

**Image file format:** PDF, TIFF, JPG, 300 dpi.



## Rates:

Pocket Guide Covers: \$2,750

Rectangle Ad: \$1,545

*Note: All advertising materials must be submitted via [APWA's Advertising Materials Portal](#). Questions may be directed to [marketing@apwa.org](mailto:marketing@apwa.org).*

## Annual Buyer's Guide



Published as part of the March issue of the *APWA Reporter*, the Annual Buyer's Guide is your best media vehicle for reaching the decision-makers in the public works marketplace.

Designed to be THE go-to handy, round-the-year guide for our members to keep on their desks. This issue has been the favorite reference for products and services available in the public

works industry for more than a decade.

### The 2026 edition will include:

Both an alphabetical and a categorical listing of the rapidly growing list of corporate APWA members.

**Rates: See page 4**

**Space Deadline: February 5, 2026**

**Materials Deadline: February 12, 2026**

# Terms, Specs, and Delivery

## PAYMENT TERMS

All rates are net. Please see your sales rep for any applicable discount. There are no discounts allowed on other charges such as reprints, production charges, conversions, typesetting, or special binding and trimming.

**Short Rates and Rebates:** APWA reserves the right to short-rate advertisers at any time the advertiser cancels their insertion order for a multi-month placement in which they received discounted rates. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than upon which their billings have been based.

*No cancellations or changes accepted after space closing date.*

## GUARANTEED POSITIONS

For guaranteed positions other than covers, add 10% of space charge. Position requests must be made prior to 15 days of closing date.

## Publisher's Protective Clause

All advertising orders are accepted subject to the terms and provisions of the current rate card. Advertisers and advertising agencies agree to assume liability for content (including, but not limited to, text, illustration, representation, trademarks, labels, or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photographs arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. Publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter. Publisher is not liable for delays in delivery and/or nondelivery in the event of Acts of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or materials shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any matter.

## DISCOUNTS

**Corporate Member Discount**  
APWA Prestige and Crown Corporate Members receive a 10% discount on all display space. To find out more about joining APWA, scan the QR code.



## Frequency Discounts

Rates are straight frequency based on the number of insertions, regardless of size.

## INSERTS

All inserts must be approved by APWA before the order can be accepted. Contact APWA's Advertising Sales Representatives for rate information, special handling (folding, trimming, etc.), and shipping instructions. Inserts have a longer production time and therefore must be planned well in advance.

## MAILING LIST RENTALS

The APWA Reporter's circulation list is available for rent to members or nonmembers (pricing varies depending on membership status). Scan the QR code for more info.



## Terms and Conditions

All services will be billed within ten (10) days of the date in which the advertisement was placed on the APWA website and/or the date in which the APWA Reporter magazine is distributed, which includes the advertisement. All payments are due within thirty (30) days of the date of the original invoice. Any Collection Fees, Attorney's Fees, and Court Costs incurred by the American Public Works Association in connection with collection of any past due accounts will be paid in full by the party who placed the advertisement. Exhibitors must pay all print and digital advertising in full prior to exhibiting at the North American Snow Conference or PWX.

Any cancellation of or change in the insertion order contract must be submitted in writing 15 days prior to reservation deadline for each respective issue noted in this media kit. Advertiser failing to meet established deadlines for cancellations and changes or who fails to submit ad copy by the established deadline will be held 100% liable for the contracted amount. Any advertiser failing to meet contracted frequency program will be subject to shortrate at the sole discretion of APWA. Any advertiser failing to meet the contracted frequency program will be subject to pay for all value-added benefits used and not earned with number of insertions ran by the time of cancellation.

## PRINT SPECIFICATIONS

**Materials must be submitted electronically in high-resolution, 300 dpi, press-ready PDF format. We also accept high-resolution JPGs (maximum quality compression), PNGs, TIFFs, and EPS files.**

**All print files should be submitted using [APWA's Ad Materials Portal](#).** Submission questions may be directed to [marketing@apwa.org](mailto:marketing@apwa.org).

For more information, please contact Christie Dotolo at [cdotolo@apwa.org](mailto:cdotolo@apwa.org).

**Publication trim size:** 8-1/8" x 10-7/8"

**Binding:** Saddle-stitched (March, May, July, and August issues are perfect bound)

**Screen:** 133-line preferred. 150-line maximum.

Files need to be 300 dpi

**Bleed:** 1/8" Columns: 3-column

**Format Width:** 2-1/4" Depth: 10"

**Bleed Artwork:** Measures 8-3/8" x 11-1/8" per page, 16-1/2" x 11-1/8" for a two-page spread.

Keep live matter 1/2" from trim size edges.

**Extra Copies:** Upon request, two free copies will be supplied to advertisers at no charge depending upon availability. Thereafter, extra copies may be purchased for \$3 per copy, plus the costs of shipping and handling. A shipping estimate will be provided prior to shipment. Inquire about bulk rates if you need a substantial quantity of extra copies.

**Bulk orders** must be received by the first of the month prior to issue. Reprints: Available upon request. Costs vary.

 <p>Full Page w/ bleed Bleed: 8.375" x 11.125" Trim: 8.125" x 10.875" Live: 7.125" x 9.875"</p>	 <p>Full Page 7.125" x 10"</p>	 <p>2/3 Page Vertical 4.625" x 10"</p>	 <p>1/2 Page Island 4.625" x 7"</p>
 <p>1/2 Page Horizontal 7.125" x 4.625"</p>	 <p>1/3 Page Vertical 2.375" x 10"</p>	 <p>1/3 Page Square 4.625" x 4.625"</p>	

# Advertise on APWA.org

Banner advertising on [www.apwa.org](http://www.apwa.org) is a great way to keep your name in front of the thousands of public works professionals who access our site each day. Place your ad on APWA's site rotation, which includes a 600x500 pixel horizontal ad on key interior webpages, and a 1456x180 pixel horizontal banner on the homepage and key landing pages. According to a recent survey, 75% of readers of the *APWA Reporter* also visit APWA.org.

Banner ads are clickable (with your provided hyperlink). Each banner advertisement will link to your designated webpage of choice, which will be presented in a new window. Your ad will have run of site, and a maximum of eight ads are available to purchase. Please note that we only accept click-to URLs, not tags.

**Average monthly page views: 232,363**  
**Average monthly users: 62,060**

## Frequency

Advertising commitments for web advertisements are for either three months or one month. (Custom time frames are available—contact your sales rep for a quote on a custom time frame.)

## Banner ad rates

\$2,065 net for one month  
\$1,775 net per month for three months  
\$1,495 net per month for six months  
\$1,285 net per month for 12 months

*Rates subject to change. Maximum eight ads available.*

Public works professionals are highly engaged with the people, products, and services that are available in the marketplace. They use a variety of communication tools to vet companies that may offer solutions to the unique challenges they face. Implementing a marketing campaign that integrates online digital advertising is the most effective way to reach key decision-makers.



Ad size/placement on APWA.org homepage.



Ad size/placement on key interior pages.

## Production specifications

**Dimensions:** 600 pixels wide x 500 pixels tall AND 1456 pixels wide x 180 pixels tall

**File size:** 125MB maximum | **Image file format:** JPG, PNG, or GIF (basic animated GIFs ONLY)

*Note: All advertising materials must be submitted via [APWA's Advertising Materials Portal](https://www.apwa.org/advertising-materials-portal) two weeks prior to ad running. Questions may be directed to [marketing@apwa.org](mailto:marketing@apwa.org).*

# In the Works



National Public Works Week is next week! We have a ton of resources on our website to help you make the most of this week, including this I ♥ public works sign!

## Around APWA

Candidates for the APWA Board of Directors Named

Make your PWX 2025 travel plans! Book hotel rooms and register here

Encourage your up-and-coming leaders to apply for the Emerging Leaders Academy!

**In the Works** is a weekly email distributed to close to 60,000 public works professionals which boasts an **average open rate of 30%**! It is redistributed every Friday to anyone who did not open the email on Tuesday—meaning your ad receives two hits for the price of one!

“In the Works” contains links to highlighted public works stories from *APWA Reporter* issues, highlights from APWA's robust educational programs, and CareerZone job postings—all of which generate a lot of interest from public works pros at all levels.

Each week up to nine ad spaces are available in the first, second, and third spots. Ads will include a clickable hyperlink to the advertiser's designated URL, and will open in a new browser window.

## Rates:




Top Position Guaranteed:  
\$1,250 (3x—\$1,110)

No Position Guaranteed:  
\$1,050 (3x—\$950)

Ask your Fox Associates representative for special advertising frequency incentives.

All advertising materials must be submitted via [APWA's Advertising Materials Portal](#). Any questions can be directed to [marketing@apwa.org](mailto:marketing@apwa.org).

### Sponsored Content

 <p>The copy under the ad can be up to 50 words. Copy must be included when you submit the creative through the APWA Ad Materials Portal, otherwise it will be considered an incomplete submission.</p>	 <p>One Portal for All Your Workforce Needs. APWA's WorkZone streamlines the process of finding and posting public works jobs. Our online job board is an easy-to-use, powerful tool—whether you're looking for talent or your next career opportunity. Learn more and leverage this comprehensive service.</p>	 <p>Know Someone Who Would Benefit from an APWA Membership? APWA offers three membership types to suit organizations and individual professionals. Everything you need to know about becoming a member is on our membership page. Share it with your nonmember colleagues so they can become part of the APWA family.</p>
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## June

1: Introduction to Basic Stormwater Concepts

12: Lessons as First Responders: Responding to the 2024 Hurricanes

17-19: Certification Testing Block

24-26: Foundational Cybersecurity Concepts for Public Works Professionals

## July

15-17: Certification Testing Block

18: Deadline for Emerging Leaders Academy Applications

22: Accreditation Open Forum: Making the Most of Peer Reviews

24: AI Case Studies in Sewer Inspection and Pavement Assessment



"The program content addressed the unique challenges and impacts a Public Works Department faces in the event of a cyber security situation."



## Production specifications

**Dimensions:** 600 x 500 pixels

**Image file format:** JPG, PNG, or GIF

**Copy:** 50 words maximum. Copy is required to complete the ad order.

**Layout:** Square ad with designated URL link.

## CONTACT

**Fox Associates at**  
**(312) 644-3888 ext. 138 or**  
**adinfo.apwa@foxrep.com**

# Insights and Solutions

APWA Public Works Insights & Solutions

Online Version | [APWA.org](http://APWA.org)



## APWA Public Works Insights & Solutions

APWA provides these Public Works Insights & Solutions emails as a service to our members, who work hard to improve the quality of life for the residents of their communities. The papers are contributed by advertisers and aim to provide solutions to public works professionals. Interested in being a part of APWA's Public Works Insights & Solutions? Contact Fox Associates at [adinfo.apwa@foxrep.com](mailto:adinfo.apwa@foxrep.com).

### How AI Is Helping Cities Deliver Smarter, Faster Services

Brought to you by: [OpenGov](#)

Manual processes and decades-old systems aren't built for today's challenges.

When short-staffed teams are stretched thin and community demands keep growing, relying on outdated tools only makes things worse. The solution? AI and automation that cut through the inefficiencies and help local governments do more with less.

The AI Playbook for Local Government shows how forward-thinking cities are modernizing everything from permitting and public works to budgeting and asset management, with real results.

Download the free ebook to learn:

- How AI is helping small teams meet big community needs
- Which workflows are ripe for automation and why it matters
- What to look for in tech that's actually built for the public sector

With examples from cities like Gahanna, OH, Glendora, CA, and Chattanooga, TN, this guide is packed with practical ways to bring smarter service delivery to your community.

If you're still relying on workarounds and legacy systems, it's time for a better way. Download the ebook and see what's possible.

#### Learn More

Disclaimer: This paper is sponsored by OpenGov which has paid a fee to APWA for publication of the paper in APWA Public Works Insights & Solutions. The statements and opinions in the paper are those of the Sponsor. APWA assumes no responsibility for any such statements and/or opinions. By publishing the paper, APWA is not endorsing the Sponsor or any product or service mentioned in the paper. All inquiries regarding the paper should be directed to the Sponsor.

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[APWA's Insights & Solutions](#) is a great way to inform readers about a complex issue and present your company's philosophy on the matter.

Papers submitted to Public Works Insights & Solutions should pose a problem or issue within the public works world, and then attempt to provide a solution (or solutions) to fix that problem or issue. The advertising company's products cannot be the "solution" to the challenge being addressed in the white paper.

All white papers need to be approved by APWA staff prior to insertion.

Alternative white paper delivery methods (including videos and podcasts) are also welcome.

Papers will be distributed via email to thousands of public works professionals who are actively looking for solutions to challenges. Numbers may fluctuate month to month, so current list numbers may be requested from your sales rep. Papers will also be added to the Public Works Insights & Solutions library on the APWA website, [www.apwa.org/resources/public-works-insights-solutions](http://www.apwa.org/resources/public-works-insights-solutions) (included: company logo, company name, white paper title, synopsis of paper, and links to both the company website and white paper access page).

**Rate: \$3,800**

## Production specifications

**Schedule:** Papers will be promoted by APWA each Wednesday throughout the year. Materials are due three weeks prior to promotion date for review/approval.

**Subtitle:** Company name only

**Items Required:** PDF or Word document of white paper; white paper URL; company URL; company logo; and a 200-word synopsis of the paper.

- The cover image must be high resolution, in portrait orientation, and under 10MB; image file format should be JPG, GIF, or PNG.

# Featured Products and Services

APWA's **Featured Products and Services (FP&S)** is a great place to increase the exposure for your product or service. FP&S consists of a description of your product/service, contact information, and a photo. You have three options with FP&S!

## Print Option:

FP&S is available in the *APWA Reporter*.

## Digital Option:

The digital FP&S is delivered that same month to thousands of public works professionals. Current numbers may be requested from your sales rep.

## OR Combo Option:

Why not do both? (See specs for print and digital below.) When uploading through the portal you will see the option for both print and digital. Both digital and print materials must be submitted via [APWA's Advertising Materials Portal](#). Any questions may be directed to [marketing@apwa.org](mailto:marketing@apwa.org).

## Rates:

- APWA Reporter and digital combo: \$4,015
- Digital only: \$2,800
- APWA Reporter only: \$1,335

## PRINT Production specifications

**Headline:** You may have a headline and subhead.

**Body:** 75–100 words, plus short URL. URL must be spelled out and cannot be linked in the text submitted.

**Image:** May be any size but MUST be high-resolution (300 dpi) JPG, PNG or TIF. Images sized for digital will **not** work for print.

**Materials deadlines:** Please see Page 4.

## DIGITAL Production specifications

**Title:** Product name only (no additional text).

**Subtitle:** Company name only.

**Body:** 75 words plus a "click to" URL link.

**Image:** 250 x 172 pixels.

**Launch dates:** Jan 15 | Feb 19 | March 19 | April 16 | May 21 | June 18 | July 16 | Aug 20 | Sept 17 | Oct 15 | Nov 19 | Dec 17

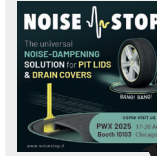
**Materials Deadlines:** Two weeks prior to launch date.

**Limit eight per digital FP&S—first come, first served.**

## Featured Products and Services

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Marcus Domes are engineered for strength, longevity, and operational efficiency—ideal for storing salt, sand, and other bulk materials. With capacities from 800 to 40,000 tons, customizable doorways up to 30 feet high and 18 feet wide, and optional conveyor integration, they're built to fit your workflow. The dome's circular design ensures even load distribution, resisting heavy snow and high winds with minimal maintenance. Fully enclosed to protect materials from moisture and leaching, Marcus Domes preserve product integrity and reduce waste. Constructed with pre-manufactured panels for fast build times and easy repairs, these structures can last 30–40+ years—making them a smart, long-term investment.

Featured Products & Services

Online Version | [APWA.org](http://APWA.org)



## Featured Products & Services

APWA provides the Featured Products and Services email as a service to our members, who work hard to improve the quality of life for the residents of our communities. The listings shown below are included as they might have a direct impact on the day-to-day jobs of public works professionals. Interested in being a part of the next Featured Products and Services email? Contact Fox Associates at [adinfo.apwa@foxrep.com](mailto:adinfo.apwa@foxrep.com).

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### Enterprise Asset Management OpenGov

Invest in your future. Not in failing asset management systems.

Aging infrastructure and manual processes slow down your team and drain resources. OpenGov's Enterprise Asset Management software is built specifically for public works, giving you the tools you need to centralize asset data, streamline work orders, and manage facilities with ease. Trusted by over 2,000 governments, OpenGov helps you operate more efficiently and deliver better service to your community, today and tomorrow. Learn how OpenGov Enterprise Asset management will transform your public works



### Duralite® Oldcastle Infrastructure

Discover Duralite® by Oldcastle Infrastructure—a lightweight, high-performance solution engineered to outperform traditional polymer concrete. Designed for Tier 15 and Tier 22 strength, Duralite® is less than half the weight, flammability resistant, PFAS-free, and composed of over 65% recycled content. Its stackable design offers extended depth options and enables faster, safer installations. Fully recyclable and proudly made in the USA, Duralite® sets a new standard for adaptable, sustainable infrastructure. Build smarter, safer, and greener with Duralite®. [Learn more.](#)

**CONTACT**  
**Fox Associates at**  
**(312) 644-3888 ext. 138 or**  
**[adinfo.apwa@foxrep.com](mailto:adinfo.apwa@foxrep.com)**

# Ad Retargeting

**NEW** for 2026, we are offering you the opportunity to strategically serve highly relevant, targeted ads to public works professionals who have already visited APWA.org. Ad retargeting allows you to increase brand awareness and drive engagement with your preferred customers.

**Step 1:** Internet users visit APWA.org

**Step 2:** The user exits the website

**Step 3:** Website visitor sees your ad when they visit other sites online

**Step 4:** Visitors click your ad and visit your website

## Rate:

\$3,500 for 50,000 guaranteed views over 30 days

\$5,500 for 100,000 guaranteed views over 60 days

You can choose your start date, and you'll receive access to a dashboard to track live campaign results.

## Universal Ad Sizes (Required)

This is a set of four display ad sizes which are universally accepted across the web—these sizes are necessary to launch your ad retargeting campaign (in pixels, width x height):

- 300 X 250
- 728 X 90
- 160 X 600
- 180 X 150

Ads must match pixel dimensions exactly for launch.

**Acceptable File Format:** .PNG, .JPG, .GIF.

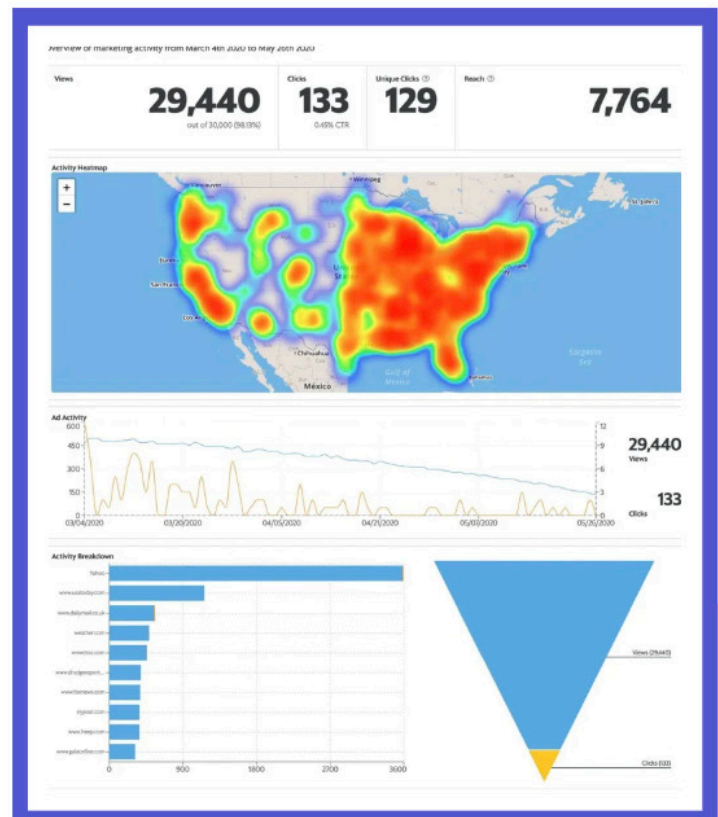
**Maximum File Size:** 200MB.

**Submission:** Materials must be submitted via [APWA's Advertising Materials Portal](#). Any questions may be directed to [marketing@apwa.org](mailto:marketing@apwa.org)

## Reporting

### Track results in real-time

- Number of impressions
- Clicks
- Geographical locations



# Advertising Sales Representatives

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116 West Kinzie  
Chicago, Illinois 60654  
312.644.3888

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