

# Advertising to the Outside World

MARK RIECK, IRWA EXECUTIVE VICE PRESIDENT

As part of our mission to serve our members, the users of right of way services and the general public, it is important that IRWA continue to expand its outreach efforts to the four industry segments we represent. They include Electric & Utilities, Local Public Agency, Oil & Gas Pipeline and Transportation.

As the central authority for the right of way profession, IRWA needs to be relevant and have our members be visible in each industry. With that in mind, we are embarking on a comprehensive advertising campaign that will strategically position the Association in each market. We will begin with ads that let industry decision makers know who we are, how to reach us and why it matters.

In reaching out to the electric and utilities sector, ads will be placed in Midstream Business magazine. Distribution is 10,000 subscribers and includes all utilities, electric, water, wind and gas operators, construction contracting, engineering, consulting and design engineering.

An ad targeted to the oil and gas pipeline industry will be placed in the E&P Business magazine. This publication has 45,000 subscribers who work in exploration, production operation managers, major oil and gas companies, integrated service companies and consulting firms.

To reach transportation industry professionals, ads will be placed in the Roads & Bridges magazine. Readership for this magazine is 62,000 subscribers, who are contractors and producers, consulting engineers and government officials in the transportation industry.

We will also continue to place ads in Civil Engineering magazine. Its distribution of 79,000 subscribers includes project managers, civil and senior principal engineers, presidents, owners and senior managers.

Industry relevance is built over time with great members doing great work. We plan to use online analytics to track the ads and their impact and report back on the outcome. Onward.



**YOU CAN TRUST US**

It can be tough knowing who to trust in business. Advance your project by hiring a right of way professional with the education and ethics to back up their experience.

Credentialed members of the International Right of Way Association are specialists in their field and are committed to upholding the highest ethical standards. When you hire an IRWA member with a certification or designation, you are not just getting a highly qualified and trained professional, you are getting someone you can trust.

To access a directory of qualified right of way professionals in your area, visit [www.irwamid.org](http://www.irwamid.org)

**CONTRACT THE BEST**

In a competitive market, advance your project by hiring a right of way professional with the education and ethics to back up their experience.

Credentialed members of the International Right of Way Association are specialists in their field and are committed to upholding the highest ethical standards. When you hire an IRWA member with a certification or designation, you are getting a highly qualified and trained professional. It's time to invest in someone who has invested in himself.

To access a directory of qualified right of way professionals in your area, visit [www.irwactri.org](http://www.irwactri.org)

**IRWA**  
BUILDING A BETTER WORLD TOGETHER

**DON'T GAMBLE WITH YOUR PROJECT'S SUCCESS**

When the stakes are high, don't take chances by hiring a right of way professional without the education and ethics to back up their experience.

Credentialed members of the International Right of Way Association are specialists in their field and are committed to upholding the highest ethical standards. When you hire an IRWA member with a certification or designation, you are not just getting a highly qualified and trained professional, you are placing a sure bet.

To access a directory of qualified right of way professionals in your area, visit [www.irwarp.org](http://www.irwarp.org)

**IRWA**  
BUILDING A BETTER WORLD TOGETHER

IRWA's advertising campaign will target four key industry segments, letting decision-makers know who we are and why it matters.

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