

Excavator, damage prevention and at-risk worker calendar-year overview 2025

✉ 190,880 mailers delivered | ✉ 113,386 emails deployed

Q1



ARW Tips of the Trade email – Watch out for weatherheads before you work!
Quantity: 9,495
(1/29/2025)



DP Tips of the Trade email – Potholing: What it is and why you need to do it
Quantity: 23,677
(2/12/2025)



At-risk worker outreach
Quantity: 37,365
(3/20/2025)



Tree worker outreach
Quantity: 7,823
(3/20/2025)

Q2



At-risk worker email – Order FREE job-site safety materials!
Quantity: 1,228
(4/15/2025)



Tree worker email – Order FREE job-site safety materials!
Quantity: 234
(4/16/2025)



ARW Tips of the Trade email – Dump trucks and power lines – stay alert
Quantity: 8,315
(4/29/2025)



EX baseline mailing
Quantity: 113,784
(5/7/2025)



DP Tips of the Trade email – Before you dig, do a visual site survey
Quantity: 21,634
(5/22/2025)



Cross bore mailer
Quantity: 29,668
(6/12/2025)

Q3



Cross bore postcard
Quantity: 2,240
(7/8/2025)



DP Tips of the Trade email – Before you dig: Know the law, avoid the risk
Quantity: 21,592
(7/16/2025)



ARW Tips of the Trade email – Safe-digging tips for fencing and landscaping
Quantity: 8,265
(7/22/2025)



Cross bore email
Quantity: 377
(7/30/2025)



811 Day email – It's 8/11. Call 811 before you dig
Quantity: 18,569
(8/11/2025)

Q4

Excavator marcomm calendar-year overview 2025

✉ 5,930 mailers delivered | ✉@ 8,893 emails deployed

Q1

Q2

Q3

Q4



Print ad
Quantity: N/A
(7/1/2025)



Print ad
Quantity: N/A
(7/1/2025)



Print ad
Quantity: N/A
(7/1/2025)



Digital ad
Quantity: N/A
(7/1/2025)



Digital ad
Quantity: N/A
(7/1/2025)



Email
Quantity: 8,893
(7/16/2025)



Postcard
Quantity: 5,930
(8/11/2025)



Print ad
Quantity: N/A
(9/1/2025)



Digital ad
Quantity: N/A
(9/1/2025)

Affected public and school program calendar-year overview 2025

✉ 481,918 mailers delivered | ✉@ 26,996 emails deployed

Q1



School email
Quantity: 18,684
(1/13/2025)



School enewsletter
Quantity: 4,161
(1/23/2025)



School email
Quantity: 4,151
(2/13/2025)



AP Research
Quantity: N/A
(3/21/2025)

Q2



**AP IMP/ROW
baseline mailing**
Quantity: 481,918
(7/25/2025)

Q3

Q4

First responder marcomm calendar-year overview 2025

✉ 31,013 mailers delivered | ✉ 132,287 emails deployed | 📱 59,172 social media ad views*

Q1

Q2

Q3

Q4



Print ad
Quantity: N/A
(1/1/2025)



Digital ad
Quantity: N/A
(1/1/2025)



Digital ad
Quantity: N/A
(4/1/2025)



Digital ad
Quantity: N/A
(4/1/2025)



Digital ad
Quantity: N/A
(7/1/2025)



Digital ad
Quantity: N/A
(7/1/2025)



Digital ad
Quantity: N/A
(1/1/2025)



Digital ad
Quantity: N/A
(1/1/2025)



Print ad
Quantity: N/A
(4/1/2025)



Email
Quantity: 6,152
(4/9/2025)



Digital ad
Quantity: N/A
(7/1/2025)



Print ad
Quantity: N/A
(7/1/2025)



Email
Quantity: 9,438
(1/16/2025)



Catalog
Quantity: 5,390
(1/22/2025)



Postcard
Quantity: 5,388
(4/11/2025)



ebulletin
Quantity: 18,774
(5/13/2025)



Email
Quantity: 19,702
(7/15/2025)



Catalog
Quantity: 5,386
(8/14/2025)



Law postcard
Quantity: 2,047
(2/10/2025)



ebulletin
Quantity: 18,338
(2/12/2025)



Social media
Quantity: 59,172*
(5/14/2025)



Digital ad
Quantity: N/A
(6/1/2025)



ebulletin
Quantity: 19,029
(8/19/2025)



Law postcard
Project 17648
Quantity: 2,058
(9/10/2025)



Bifold
Quantity: 5,390
(3/10/2025)



Email
Quantity: 13,839
(3/12/2025)



Email
Quantity: 13,806
(6/12/2025)



Postcard
Quantity: 5,354
(6/16/2025)



Email
Quantity: 13,209
(9/16/2025)

Emergency official calendar-year overview 2025

✉ 4,403 mailers delivered | ✉ 5,268 emails deployed

Q1



**FR Tips of the Trade email –
Gas odorant spills**

Quantity: 1,897
(2/11/2025)



EO Research

Quantity: N/A
(3/21/2025)

Q2



**FR Tips of the Trade email –
Ten steps when responding
to a natural gas explosion**

Quantity: 1,690
(5/22/2025)



EO baseline mailing

Quantity: 4,403
(6/13/2025)

Q3



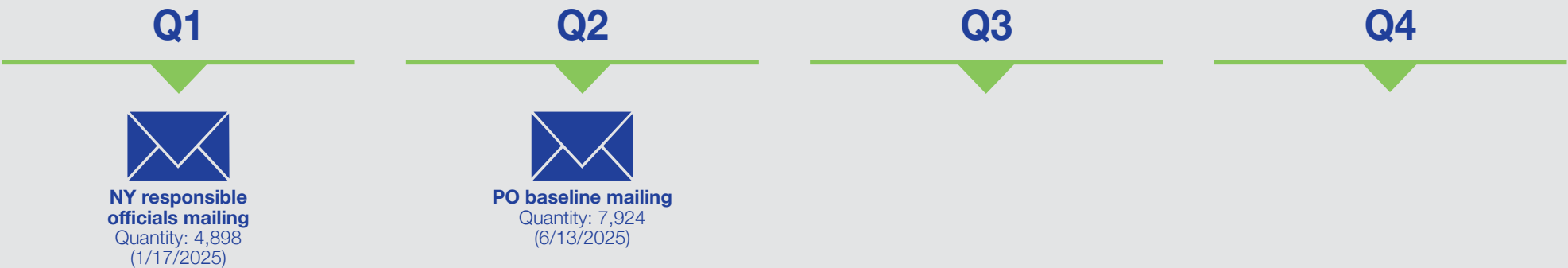
**FR Tips of the Trade email –
CNG vehicle fires: What to know
before you respond**

Quantity: 1,681
(7/16/2025)

Q4

Public official calendar-year overview 2025

✉ 12,822 mailers delivered



Employee engagement calendar-year overview 2025

Q1



The Pipeline Safety Pulse – Jan/Feb
Quantity: N/A
(2/4/2026)