WASTEWATER PROFESSIONAL

The Technical Resource for Wastewater Professionals

California Water Environment Association, Inc.

7677 Oakport Street, Suite 600, Oakland CA 94621

Phone (510) 382-7800 * Fax (510) 382-7810

ADVERTISING RATE CARD – 2011/2012

CIRCULATION INFORMATION

WASTEWATER PROFESSIONAL is an official publication of the California Water Environment Association, Inc. (CWEA), a member association of the Water Environment Federation (WEF).

Circulation: Over 9,000 CWEA members, mostly within California.

About CWEA: We are a non-profit 501(c)(3) educational organization. Since 1928, we have served individuals, agencies and companies involved in municipal and industrial wastewater engineering, collection, analysis, treatment and disposal.

DISPLAY ADVERTISING RATES AND FORMATS

COST PER ISSUE				SIZE (IN INCHES)	
Regular Ads	**3 Issues**	**2 Issues**	**1 Issue**	**Width x Height**	**Color**
Full page	$530	$560	$590	7.375 x 10	grayscale
Half page	$295	$325	$355	6.875 x 4.25	grayscale
Quarter page	$190	$220	$250	3.25 x 4.75	grayscale
Business card	$78	n/a	n/a	3.25 x 1.875 (we will resize to fit)	grayscale
Special Positions					
Inside Front Cover	$1950	n/a	n/a	8.5 x 11	four color
Inside Back Cover	$1950	n/a	n/a	8.5 x 11	four color
Outside Back Cover	$2310	n/a	n/a	8.5 x 11	four color

Regular Ads will be printed in grayscale. Special Position ads will be four-color, full-page only (bleed or non-bleed).

POSITION INFORMATION

Advertising position is determined by the publisher, unless the advertiser purchases a special position (as available). Requests for placement of ads in particular locations will be honored where possible.

FORMATTING OPTIONS:

- BLEED: No charge for bleed. 1/8 bleed recommended on all four sides.
- INSERTS: Call for estimate.

PRINTING SPECIFICATIONS

WASTEWATER PROFESSIONAL is printed offset, trim page 8.5 x 11"; 4-color color available on covers only; saddle stitched. Advertiser must supply copy suitable for print by email. All art must be 300 dpi and sized per purchase size. No art in MS Word documents.

ISSUANCE & CLOSING DATES

COVER DATE	ISSUE DATE	INSERTION ORDER DUE	MATERIAL/ COPY DUE
SUMMER 2011	AUGUST 22	MAY 23	JUNE 3
WINTER 2012	JANUARY 2	OCTOBER 17	NOVEMBER 7
SPRING 2012	APRIL 2	JANUARY 16	FEBRUARY 6

AGENCY COMMISSIONS

15% agency commissions are given only to recognized advertising agencies which select the media, handle the order within all deadlines, submit all advertising in camera-ready form, furnish and prepay all transportation charges on all printed material submitted and assume financial responsibility, plus process prompt payment under the terms of this rate card. Agency commission will only be paid on invoices paid within 45 days. No commission paid on production charges, including color charges.

CANCELLATIONS

Cancellation of any portion of a contract nullifies all rate and position protection for the remainder of a schedule. Cancellations are not acceptable after closing dates. All instructions regarding contracts and/or insertions must be in writing. Cancellations are subject to short-rates.

LIABILITY

CWEA shall not be liable for any failure to print, publish, or circulate all or any portion of any issue. In consideration of publication of an advertisement, the advertiser and agency, jointly and severally, agree to indemnify and hold harmless the Association, its officers, agents and employees against expenses and losses resulting from publication of the advertisement.

GENERAL

Advertising must be inserted within 12 months of the first insertion to earn the frequency discount. Rates are subject to change upon 30 days notice in writing from publisher. We reserve the right to charge cash in advance. CWEA reserves the right to reject any advertisement that, in its opinion, does not conform to the standards or editorial objectives of the publication.

ADVERTISING INSERTION ORDER FORM

Advertiser: _____ Date: _____

Primary Contact: _____ Phone: _____

Advertiser Address: (for billing & tearsheets):

_____

_____

Contract Rate: 1 time 2 times 3 times

Insertion Date(s): Winter ___ Spring ____ Summer ___

* Please note that the Wastewater Professional will be published three times in 2011-2012. For contract rates for multiple issues, please indicate above which 2011-2012 issue is the first in the ad run.

Advertisement Size: ☐ Full Page ☐ Half Page ☐ Professional Card*

☐ Quarter Page

*Payment must accompany orders for Professional Card Listing. All other will be billed.

Ad Cost Each Issue:	$ _____
Less Agency Commission:	$ _____
15% commission given only to recognized advertising agencies, subject to CWEA approval – applies? Yes No	
Non-member fee ($132.00)*	$ _____
*For Advertisers who are not CWEA members. Apply fee to Membership? ☐Yes ☐ No	
TOTAL DUE:	**$** _____

Authorized Signature:

Name, title: _____

Address: _____

Phone: _____ Email: _____

Return the form to:

CWEA - Wastewater Professional Ads
7677 Oakport Street, Suite 600
Oakland, CA 94621

Phone: (510) 382-7800, x104
Fax: (510) 382-7810

Email: ldvorak@cwea.org
Website: www.cwea.org