



Clear Waters

NEW YORK WATER ENVIRONMENT ASSOCIATION, INC.

Member Association of the Water Environment Federation
 525 Plum Street, Suite 102· Syracuse, NY·13204 · (315) 422-7811· Fax (315) 422-3851
 E-mail: Rebecca@nywea.org ·Web Address: www.nywea.org

The New York Magazine Dedicated to Water Quality Management

Established: 1971 as the official publication of the New York Water Environment Association, Inc.

Circulation: 3,100. Approximately 10% to out-of- state and international subscribers. Members Only access both online and through the Clear Waters APP

Subscription: Through membership in the New York Water Environment Association or \$25 per year to the general public.

Frequency: Quarterly

Readership: Water quality engineers, treatment plant technicians, scientists, government officials, regulatory agency personnel, manufacturers and their agents, libraries, universities and groups and individuals concerned with environmental protection.

Reproduction:

- Media: CD or e-mail.
- File Formats: jpg, PDF, uncompressed tif file, Mac preferred – Quark Express
- All screen and printer fonts must be provided. Images must be 300dpi at final size.

Publication Schedule Dates:

<u>Issue</u>	<u>Publication</u>	<u>Order Deadline*</u>
Spring	March	January 28
Summer	June	April 28
Fall	September	July 28
Winter	December	October 28

*subject to change

Rates

COLOR RATE PER AD/TOTAL COST			FORMAT (in inches)
SIZE	4 Times X 4	1 Time	
Full Page	\$600	\$650	<p style="text-align: center;">Please note: Agency commission is not deductible from listed rates. *****</p> <p style="text-align: center;">Please send to above address. Attention: Rebecca</p>
w/ Digital Link	\$700	\$750	
1/2 Page	\$400	\$450	
w/ Digital Link	\$500	\$550	
1/4 Page	\$300	\$350	
w/ Digital Link	\$400	\$450	
Covers (IB;IF)	\$1,000	\$1,050	<p style="text-align: center;">To view Clear Waters online visit : www.nywea.org</p> <p style="text-align: center;">Interested in sponsoring an Event at one of our meetings? Contact Maureen Kozol at mgk@nywea.org</p>
w/ Digital Link	\$1,100	\$1,150	
Back Cover	\$1,300	\$1,350	
w/ Digital Link	\$1,400	\$1,450	

WEB Advertising Opportunity!

Consider a **banner advertisement** on the NYWEA homepage.

Member Rate	Non-Member Rate
\$600 Bi-Annual	\$1,200 Bi-Annual
\$1,000 Year	\$2,000 Year
Size : 185 px Width x 1" (70 px) Height Resolution: 72 dpi ---- File Types: .gif .jpg	

Note: Payment due with submission of ad

Classifieds: Jobs Available

NYWEA website only -- \$45
 (e-mail: mgk@nywea.org word file)



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INSERTION ORDER

Name of Company _____ **Date** _____

Size of ad _____ **Color** _____ **With Digital Link** _____ **Frequency of Insertion** _____ **Times/Year**

Web Site Address: _____

Amount Owed _____ **Insertion Issues:** **Winter** (yr.) _____ **Spring** (yr.) _____ **Summer** (yr.) _____ **Fall**(yr.) _____
Please check (✓) where appropriate: Dec/Jan March June September

Business Card (4 issues) _____ **\$450**

Ad Enclosed _____ **Ad to be forwarded** _____

Ad E-mailed _____ **Format** _____
(rebecca@nywea.org)

Advertising Opportunity!! Consider a banner advertisement on the NYWEA homepage.

<p>Member Rate \$600 Bi-Annual \$1,000 Year</p>	<p>Non-Member Rate \$1,200 Bi-Annual \$2,000 Year</p>
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Banner Ad: Bi-Annual Yearly Member Non-Member

1. PAYMENT INFORMATION – Payment Amount _____

- Charge VISA/MC/Amex/Discover Card # _____ Exp. Date: _____
- Check # _____ Signature: _____ Security Code: _____
- Purchase Order # _____ I authorize NYWEA to charge my credit card for the amount indicated.

2. Please send Clear Waters to:

Last Name: _____ First Name: _____
Affiliation: _____ Email : _____
Phone: _____ Address: _____ City: _____ State: _____ Zip: _____

InsertionOrder07117