



# Clear Waters

The New York magazine dedicated to water quality management.

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

**Circulation:** 3,200. Approximately 10 percent to out-of-state and international subscribers. Members Only access on-line.

**Frequency:** Quarterly

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

**Reproduction:** *Clear Waters* is a full color magazine.

**Media:** Emailed artwork

**File Formats:** High resolution (300 dpi) jpg, pdf, uncompressed tif file, or complete InDesign files (all screen and printer fonts provided, images at 300 dpi at final size, Mac-preferred).

### Publication Schedule Dates

Issue	Publication	Order Deadline*
Spring	April	January 28
Summer	July	April 28
Fall	October	July 28
Winter	January	October 28

\*Subject to change.

## 2024 Advertising Rates

Color Ad Rate		Ad measurement is width x height.	Notes
<b>Size</b>	<b>Per Ad</b>	The finished size of <i>Clear Waters</i> is 8.5 x 11 inches.	<p><b>Please note:</b> Agency commission is not deductible from listed rates.</p> <p>Please email artwork to <a href="mailto:cboyle@nywea.org">cboyle@nywea.org</a>.</p> <p><b>Event Sponsorships</b> Interested in sponsoring an event at one of our meetings? Contact Khris Dodson at <a href="mailto:khris@nywea.org">khris@nywea.org</a>.</p>
<b>Full Page</b> . . . . .	\$800	7.5 x 10 inches, non-bleed	
w/digital link . . . . .	\$900	8.75 x 11.25 inches, full bleed	
<b>Half Page</b> . . . . .	\$600	7.5 x 4.875 (horizontal format) or	
w/digital link . . . . .	\$700	3.625 x 10 inches (vertical format)	
<b>Quarter Page</b> . . . . .	\$500	3.625 x 4.875 inches	
w/digital link . . . . .	\$600		
<b>Covers:</b>		Same as full page ad specifications (Please indicate if bleed or non-bleed.)	
<b>Inside Back</b> . . . . .	\$1,200	Same as full page ad <i>non-bleed</i> specifications	
w/digital link . . . . .	\$1,300		
<b>Centerfold Spread</b> . . . . .	\$2,000	16 x 10 inches, non-bleed	
w/digital link . . . . .	\$2,100	17.25 x 11.25 inches, full bleed	

**Web Banner Advertising**

Consider a banner advertisement on the NYWEA homepage!

<b>Member Rate</b>	<b>Non-Member Rate</b>
\$800/Bi-annual	\$1,600/Bi-annual
\$1,200/Year	\$2,400/Year

**Ad Size:** 185 px width x 70 px height; resolution 72 dpi, RBG color format; file types: gif or jpg

**Classified Ads for Jobs Available**

Advertise your job openings on NYWEA's website.

\$50

Send Word file to Maureen Kozol at [mgk@nywea.org](mailto:mgk@nywea.org).

**Note:** Payment is due with ad submission.



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## Ad Insertion Order

Name of Company \_\_\_\_\_ Date \_\_\_\_\_

Ad size  Full  Half  Quarter  IF Cover  Center Fold  IB Cover  Back Cover

With digital link  Yes  No Frequency of insertion \_\_\_\_\_ Times/year

Web site address \_\_\_\_\_

Amount owed \_\_\_\_\_ Insertion issues:  Winter (yr)  Spring (yr)  Summer (yr)  Fall (yr)  
Please check (✓) as appropriate: (Order deadline) Oct. 28 Jan. 28 Apr. 28 Jul. 28

Ad enclosed  Ad to be forwarded  Ad emailed Format \_\_\_\_\_  
(cboyle@nywea.org)

**Web Advertising Opportunity!**  
**Consider a Banner Advertisement**  
**on the NYWEA Homepage.**

Web Banner Advertising Rates	
Member Rate	Non-Member Rate
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\$1,200/Year	\$2,400/Year
<b>Ad Size:</b> 185 px width x 70 px height; resolution 72 dpi, RGB color format; file types: gif or jpg	

Banner Ad:  Bi-annual  Yearly  Member  Non-Member

1) PAYMENT INFORMATION Payment amount \$ \_\_\_\_\_

Charge VISA/MC/AMEX/Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Check # \_\_\_\_\_ Signature \_\_\_\_\_

Purchase Order # \_\_\_\_\_ I authorize NYWEA to charge my credit card for the amount indicated.

2) PLEASE SEND CLEAR WATERS MAGAZINE TO:

Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Affiliation \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_