



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 both on-line 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: *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	March	January 28
Summer	June	April 28
Fall	September	July 28
Winter	December	October 28

*Subject to change.

Advertising Rates

Color Rate per Ad/Total Cost		Notes
Size	Per Ad	The finished size of <i>Clear Waters</i> is 8.5 x 11 inches.
Full Page	\$600	
w/digital link	\$700	7.5 x 10 inches, non-bleed
		8.75 x 11.25 inches, full bleed
Half Page	\$400	7.5 x 4.875 (horizontal format) or 3.625 x 10 inches (vertical format)
w/digital link	\$500	
Quarter Page	\$300	3.625 x 4.875 inches
w/digital link	\$400	
Covers: Inside Front or Inside Back	\$1,000	Same as full page ad specifications (Please indicate if bleed or non-bleed.)
w/digital link	\$1,100	
Back Cover	\$1,300	Same as full page ad <i>non-bleed</i> specifications
w/digital link	\$1,400	

Please note: Agency commission is not deductible from listed rates.

Please email artwork to madison@nywea.org.

To view *Clear Waters* on-line visit: www.nywea.org.

Interested in sponsoring an event at one of our meetings? Contact Maureen Kozol at mgk@nywea.org.

Web Banner Advertising

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

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

Classified Ads for Jobs Available

Advertise your job openings on NYWEA's website.

\$45

Send Word file to Maureen Kozol at 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 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 (✓) where appropriate: Dec/Jan March June September

Ad enclosed Ad to be forwarded Ad emailed Format _____
(madison@nywea.org)

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

Web Banner Advertising Rates

Member Rate	Non-Member Rate
\$600/Bi-annual	\$1,200/Bi-annual
\$1,000/Year	\$2,000/Year

Ad Size: 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 _____

NYWEA is a Member Association of the Water Environment Federation.
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Insertion Order 01/2021

