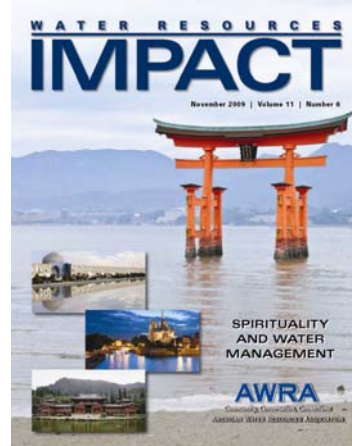


AMERICAN WATER RESOURCES ASSOCIATION

WATER RESOURCES

# IMPACT

## 2010 ADVERTISING OPPORTUNITIES



(to view a sample issue click on the image)

**Water Resources IMPACT** is a practical, solution-oriented magazine whose readers are primarily senior-level water resources managers, governmental personnel, consultants, and the university community who work directly with water management programs.

AWRA's exciting news magazine contains timely articles written for the practitioner. Our September 2005 issue, for instance, featured articles on the **Infrastructure Crisis**, and was distributed just days after Hurricane Katrina and the failed levee system devastated New Orleans. Our May 2007 issue focused on **Contaminants of Emerging Concern**. In 2009, *IMPACT* featured issues on **Sea Level Change**, the **Changing Climate**, **Adaptive Management**, **Transboundary Issues**, **Water & Spirituality** and more. The complete editorial calendar for 2010 follows. *IMPACT's* subscribers are accustomed to reading about issues currently facing them in their work as well as issues that are out on the horizon. **IMPACT gets read!**

### AWRA'S RECENTLY COMPLETED SUBSCRIBER SURVEY REVEALS THE FOLLOWING COMPELLING RESULTS FOR IMPACT ADVERTISERS:

73%	Percentage of subscribers who share AWRA publications with other staff
68%	Percentage of subscribers who work in offices with more than 50 employees
40%	Percentage of subscribers who work in offices with more than 500 employees
64%	Percentage of subscribers over 43 years of age
70%	Percentage of subscribers who make more than \$61,000 per year
84%	Percentage of subscribers who hold a Master's degree or higher



AWRA

Community, Conversation, Connections

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Middleburg VA 20118-1626

(540) 687-8390 FAX: (540) 687-8395 www.awra.org

## 2010 EDITORIAL SCHEDULE

January 2010  
RETURN ON INVESTMENT IN GIS

July 2010  
TROPICAL ISLAND/CARIBBEAN HYDROLOGY

March 2010  
ZERO IMPACT DEVELOPMENT

September 2010  
HYDROPHILANTHROPY

May 2010  
5<sup>TH</sup> WORLD WATER FORUM IN REVIEW

November 2010  
WATER RESOURCES EDUCATION

### TOTAL CIRCULATION

**2600**

(includes AWRA membership & Water Resource IMPACT subscribers)

#### Bonus Distributions

Our March, and May issues are also distributed to the attendees of the AWRA Spring Specialty Conference (250-350) and AWRA Summer Specialty Conference (250-350). The November issue is distributed to all attendees of the AWRA Annual Water Resources Conference (500). In addition, occasionally, a federal agency or other organization requests up to 1,000 additional copies of particular issues to distribute to employees or constituents.

Water Resources IMPACT is now available in an online magazine format.  
Advertisers receive a link to the online version, which they may share with their own mailing lists.

### IMPACT READERSHIP STATISTICS

AGE	
2%	Under 25
13%	26 to 32
21%	33 to 42
23%	43 to 50
28%	51 to 60
13%	Over 60
GENDER	
24%	Female
76%	Male
EDUCATION	
14%	Bachelors
47%	Masters
35%	Doctorate
4%	Other/Unknown
DISCIPLINE	
29%	Engineering
27%	Hydrology
44%	Ecology, Geology, Geography, Agronomy, Chemistry, Biology, Economics, Education, Forestry, Geographic Info. Systems, Law, Limnology, Oceanography, Policy, Political Science, Other/Unknown

JOB TITLE	
28%	Management (Pres, VP, Div Head, Sect Head, Manager, Chief Engineer)
27%	Scientific (Non-mgmt; i.e., chemist, biologist, hydrologist, analyst, geologist, hydrogeologist)
15%	Faculty
13%	Engineering (Non-mgmt; i.e., Civil, Water Resources, Planning, Systems Designer)
18%	Student, Marketing/Sales, Attorney, Retired, Elected/Appointed Official, Computer Specialist, Volunteer, Other/Unknown
EMPLOYER	
30%	Consulting Firm
21%	Educational Institution (Faculty/Staff)
11%	Federal Government
13%	Local/Regional Government Agency
7%	Educational Institution (Student)
6%	State/Interstate Government Agency
12%	Law Firm, Industry, Non-Profit, Tribal Government, Retired, Other/Unknown

# AMERICAN WATER RESOURCES ASSOCIATION WATER RESOURCES IMPACT

## 2010 ADVERTISING RATES & SIZE SPECIFICATIONS FOR B/W LOCATED WITHIN THE BODY COPY OF *WATER RESOURCES IMPACT*

AWRA Associate Members receive 20% discount on IMPACT advertising.

(Associate Member price **in blue** below. *Discount does not apply to color ad surcharges.*)

**Note: Regular Members are not eligible for discount.**

No of times	Full Page (7.5 X 9.75)	<u>1/6-Pg Vertical</u> (2 1/8 x 4 3/4)	<u>1/4-Pg Vertical</u> (3 1/2 x 4 3/4)	<u>1/3-Pg Vertical</u> (2 1/8 x 9 1/2)	<u>1/2-Pg Vertical</u> (3 3/4 x 9 3/4)	<u>2/3-Pg Vertical</u> (4 3/4 x 9 3/4)
		1/6-Pg Horizontal Not Available	1/4-Pg Horizontal Not Available	<u>1/3-Pg Horizontal</u> (7 1/2 x 3 1/4)	<u>1/2-Pg Horizontal</u> (7 1/2 x 4 3/4)	<u>2/3-Pg Horizontal</u> (7 1/2 x 6 1/2)
1	\$885/ <b>\$708</b>	\$230/ <b>\$184</b>	\$335/ <b>\$268</b>	\$430/ <b>\$344</b>	\$555/ <b>\$444</b>	\$695/ <b>\$556</b>
2	\$1585/ <b>\$1268</b>	\$415/ <b>\$322</b>	\$605/ <b>\$484</b>	\$775/ <b>\$620</b>	\$1000/ <b>\$800</b>	\$1240/ <b>\$992</b>
3	\$2250/ <b>\$1800</b>	\$540/ <b>\$432</b>	\$855/ <b>\$678</b>	\$1100/ <b>\$880</b>	\$1420/ <b>\$1196</b>	\$1765/ <b>\$1412</b>
4	\$3000/ <b>\$2400</b>	\$785/ <b>\$628</b>	\$1145/ <b>\$916</b>	\$1465/ <b>\$1172</b>	\$1890/ <b>\$1512</b>	\$2355/ <b>\$1884</b>
5	\$3750/ <b>\$3000</b>	\$980/ <b>\$784</b>	\$1430/ <b>\$1144</b>	\$1830/ <b>\$1464</b>	\$2365/ <b>\$1892</b>	\$2945/ <b>\$2356</b>
6	\$4500/ <b>\$3600</b>	\$1180/ <b>\$944</b>	\$1715/ <b>\$1372</b>	\$2195/ <b>\$1756</b>	\$2840/ <b>\$2272</b>	\$3535/ <b>\$2828</b>

The above prices are for black & white ads. For all full color ads please add \$275/Time to the total given above.

## 2010 ADVERTISING RATES FOR SPACE ON COVERS

AWRA Associate Members receive 20% discount on IMPACT advertising.

(Associate Member price **in blue** below. *Discount does not apply to color ad surcharges.*)

**Note: Regular Members are not eligible for discount.**

Ad Size (See Dimensions Above)	1X	2 X	3 X	4X	5X	6X
<u>Full Page</u>	\$1445/ <b>\$1156</b>	\$2165/ <b>\$1732</b>	\$2815/ <b>\$2252</b>	\$3755/ <b>\$3004</b>	\$4690/ <b>\$3752</b>	\$5630/ <b>\$4504</b>
<u>2/3 Page Hor. or Vert.</u>	\$1270/ <b>\$1016</b>	\$1905/ <b>\$1524</b>	\$2475/ <b>\$1980</b>	\$3300/ <b>\$2610</b>	\$4130/ <b>\$3304</b>	\$4955/ <b>\$3954</b>
<u>1/2 Page Hor. or Vert.</u>	\$1140/ <b>\$912</b>	\$1705/ <b>\$1364</b>	\$2220/ <b>\$1776</b>	\$2960/ <b>\$2368</b>	\$3700/ <b>\$2960</b>	\$4440/ <b>\$3552</b>
<u>1/3 Page Hor. or Vert.</u>	\$1025/ <b>\$820</b>	\$1540/ <b>\$1232</b>	\$2000/ <b>\$1600</b>	\$2670/ <b>\$2136</b>	\$3335/ <b>\$2668</b>	\$4005/ <b>\$3204</b>
<u>1/4 Page</u>	\$925/ <b>\$740</b>	\$1385/ <b>\$1108</b>	\$1800/ <b>\$1440</b>	\$2400/ <b>\$1920</b>	\$3000/ <b>\$2400</b>	\$3605/ <b>\$2884</b>
<u>1/6 Page</u>	\$825/ <b>\$660</b>	\$1235/ <b>\$988</b>	\$1605/ <b>\$1284</b>	\$2145/ <b>\$1716</b>	\$2680/ <b>\$2144</b>	\$3215/ <b>\$2575</b>

The above prices are for black & white ads. For all full color ads please add \$500/Time to the total given above.

**Advertisement Placement on Cover Pages - Inside Front Cover** (must be full, 2/3, or 1/3 size); **Inside Back Cover** (all sizes accepted); **Back Cover** (all sizes EXCEPT full and 2/3; 1/2 and 1/3 size ads must be in horizontal format). Ads may be printed in black & white or full-color. Please submit digital artwork & photos only.

### A NOTE ABOUT AWRA ASSOCIATE MEMBERSHIP

If you're advertising in *Water Resources IMPACT*, an Associate Membership pays for itself.

Associate Membership provides unparalleled visibility among AWRA's constituent groups.

Benefits include:

- 20% discount on advertising in *Water Resources IMPACT* (Associate Member ad rates are **in blue** above)
- a listing in AWRA's Virtual Exhibit Hall ([see what we mean here](#))
- exclusive sponsorship opportunities in AWRA e-newsletter
- \$300 discount on exhibit space at AWRA conferences
- \$100 discount on job postings in AWRA's Online Jobs Board
- And more!

Dues for the 2010 calendar year (Jan 1-Dec 31) are only \$500 for one office.

[Get more information and an application here.](#)

## 2010 ADVERTISING DEADLINES

Issue	Space Reservation Deadline	Copy Material Due
January	November 1	November 15
March	January 2	January 15
May	March 1	March 15
July	May 1	May 15
September	July 1	July 15
November	September 1	September 15

## REPRODUCTION REQUIREMENTS

- 1) All display ad copy must be camera ready. Specs required by the printer are as follows:
  - a) Quark with support and fonts up to version 6
  - b) Illustrator in outline format, up to version CS; if it is two-color, assign Reflex CVC as the second color; or
  - c) PDF format, distilled using Acrobat Distiller with high-resolution Print settings, and embedding all fonts. If you use an MS Word or Publisher file, the graphics are usually low-resolution and do not look good, but are usable. Our preference is to receive a Quark document with support and fonts, or any other native program that you create it in.
- 2) All advertising is subject to the publisher's approval. AWRA reserves the right to refuse any advertisement that it feels is not appropriate for this publication
- 3) Cancellations cannot be accepted after the designated closing date.
- 4) No agency commissions will be given.
- 5) IMPACT is published in blue & black. Advertising space is not available on the front cover.

## PAYMENT TERMS

Payment may be made by credit card at the time of placing the ad. After publication, if prior payment has not yet been made, an invoice will be sent (along with two copies of the issue). Payment in full will be due upon receipt. Contracted advertising for multiple issues must be paid in full at the time the first ad appears to receive multiple-insert discount. You will receive 2 copies of each issue for the duration of the contract. Different ads may be used when contracting for multiple issues. If changing ads they must be sent to the AWRA Publications Office by the deadline dates given above. The contracted size must stay the same.

**For additional information or to place an ad, call or send directly to:**

Charlene E. Young  
15022 Collier Drive SE  
Huntsville, AL 35803-3630  
Phone/Fax: (256) 650-0701  
E-Mail: charlene@awra.org



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