



**REACH MEMBERS WHO SPEND
\$1 BILLION ON PRODUCTS &
SERVICES EACH YEAR.**

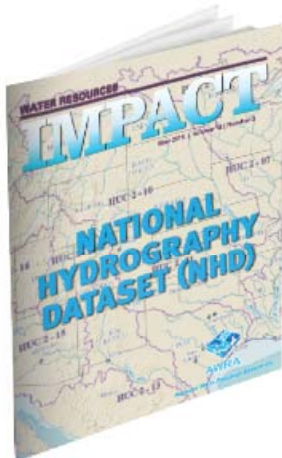
FOR MORE INFORMATION CONTACT:

Christine McCrehin
Christine@awra.org

www.awra.org

AMERICAN WATER RESOURCES ASSOCIATION

THE AWRA ADVANTAGE*



IN PRINT

- Our members spend approximately **\$1 billion on products and services** each year.
- According to the Congressional Budget Office, federal, state and local governments **spent \$137 billion last year on water infrastructure**.
- Our members are constantly in need of new products and services, including:
 - **Life/health insurance**
 - **Auto insurance**
 - **Computer hardware/software**
 - **College programs**
 - **Continuing education/certificate programs**

OUR READERSHIP**

- **More than 3 out of 5** subscribers recommend/approve purchases of products and services for their organization.
- **More than half** of subscribers are owners, executives, C-level or in management.
- Readers are primarily senior-level water resources managers, governmental personnel, consultants and the university community involved in water management programs.
- **84%** of subscribers hold a **Master's degree or higher**.
- **2 out of 3 readers** have been in their current profession for more than 16 years.
- **3 out of 5 readers** are state and federal water professionals, local and regional water agencies, or engineering and consulting firms.

WHY ADVERTISE?

- **2 out of 3 readers** took action when seeing an ad in *IMPACT*, including purchasing a product or service, contacting an advertiser for more information, saving the ad for future reference, recommending the purchase of the product or service advertised and discussing the ad with a co-worker.
- Nearly **3 out of 4** subscribers share AWRA publications with other staff.
- Nearly half of subscribers work in offices with **more than 500 employees**.

*2015 AWRA Marketing Questionnaire

**2015 AWRA Survey Results

Water Resources Impact Magazine

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x - 2x	3x - 4x
Outside Back Cover	\$ 1899.50	\$ 1699.50
Inside Front or Inside Back Cover	\$ 1899.50	\$ 1699.50
Full Page	\$ 1699.50	\$ 1499.50
1/2 Page	\$ 849.50	\$ 749.50
1/4 Page	\$ 549.50	\$ 479.50
1/8 Page	\$ 349.50	\$ 279.50

Black-and-White Rates	1x - 2x	3x - 4x
Full Page	\$ 1399.50	\$ 1299.50
1/2 Page	\$ 649.50	\$ 549.50
1/4 Page	\$ 399.50	\$ 349.50
1/8 Page	\$ 279.50	\$ 259.50

FOR MORE INFORMATION CONTACT:

Christine McCrehin
Christine@awra.org

Advertiser indemnifies the Association against losses or liabilities arising from this advertising. AWRA assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay AWRA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication \$).

(Rates as of July 2016)



Water Resources Impact Magazine

2017 IMPACT Editorial Calendar

Date	Theme
JANUARY 2017	“Careers in Water Resources” <ul style="list-style-type: none">○ Guest Editor: Kim Ogren
MARCH 2017 <i>Spring Conference Issue</i>	“Connecting the Dots: The Emerging Science of Aquatic System Connectivity” <ul style="list-style-type: none">○ Guest Editors: Michael Campana
MAY 2017 <i>Summer Conference Issue</i>	“Climate Change Solutions: Collaborative Science, Policy and Management for Sustainable Water Management” <ul style="list-style-type: none">○ Guest Editor: Lisa Engelman
JULY 2017	“Water and Social Media” <ul style="list-style-type: none">○ Guest Editor: Yung-Hsin Sun and Lisa Beutler
SEPTEMBER 2017	“Managed Aquifer Recharge” <ul style="list-style-type: none">○ Guest Editor: Michael Campana and Maria Gisbon
NOVEMBER 2017	“West Coast Water” <ul style="list-style-type: none">○ Guest Editor: Joe Berg

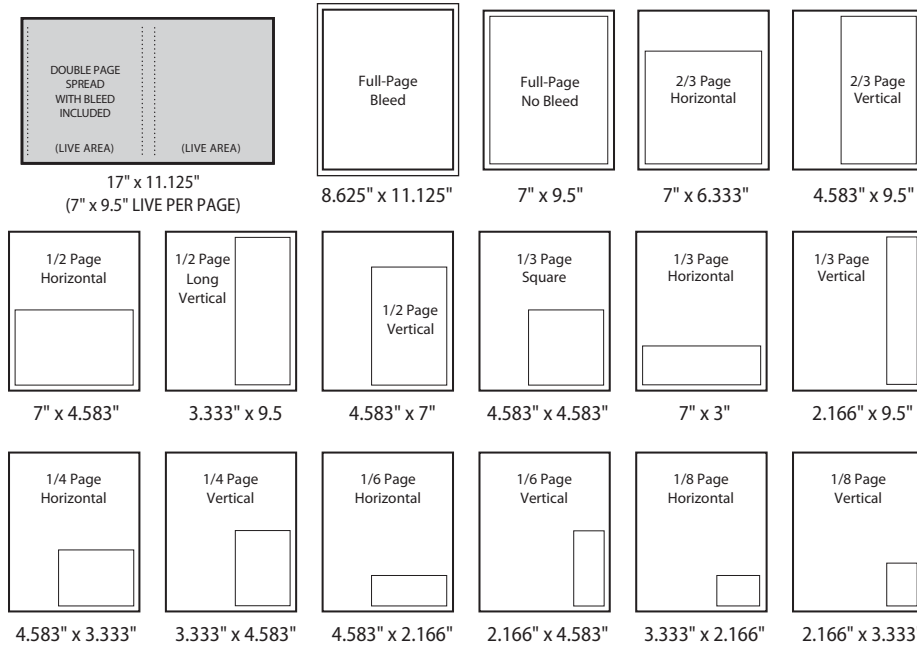
Advertiser indemnifies the Association against losses or liabilities arising from this advertising. AWRA assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay AWRA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



Water Resources Impact Magazine

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875"	Postcards 6" x 4.25"
1 Pg / 2 Surface 8.375" x 10.875"	Heavy Card Stock Insert 8.25" x 10.75"
2 Pg / 4 Surface 8.375" x 10.875"	Postal flyersheets 8.5" x 11"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

FOR MORE INFORMATION CONTACT:

Christine McCrehin
Christine@awra.org

Advertiser indemnifies the Association against losses or liabilities arising from this advertising. AWRA assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay AWRA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication s).



AWRA
Community, Conversation, Connections