

IMPACT

Advertising Opportunities



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. In September 2006, our focus was on **Decision Support for Adapting to Climate Change**. Our May 2007 issue focused on **Contaminants of Emerging Concern**. *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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2008 Editorial Schedule

January 2008
GIS & WATER RESOURCES V

July 2008
LAND USE & WATER SHORTFALLS

March 2008
SUPPORTING WATER SUPPLY & DISTRIBUTION

September 2008
WETLAND PROBLEMS & POTENTIALS

May 2008
RIPARIAN ECOSYSTEMS & BUFFERS:
WORKING AT THE WATER'S EDGE

November 2008
DATA MANAGEMENT IN
WATER RESOURCES

Bonus Distributions

Our January, May, and November issues have a bonus distribution of up to 600 to the attendees of the AWRA Spring Specialty Conference (250-350), AWRA Summer Specialty Conference (250-350), and the AWRA Annual Water Resources Conference (500-600), respectively. In addition, occasionally, a federal agency or other organization will request up to 1,000 additional copies of certain issues to distribute to employees or constituents.

IMPACT Readership Statistics (as of 10/2006)

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
3%	Ecology
5%	Geology
3%	Geography
33%	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 Gov't Agency
7%	Educational Institution (Student)
6%	State/Interstate Gov't Agency
12%	Law Firm, Industry, Non-Profit, Tribal Government, Retired, Other/Unknown

American Water Resources Association

2008 *Water Resources IMPACT*

2008 Advertising Rates & Size Specifications

for B/W located within the body copy of *Water Resources IMPACT*

AWRA Associate Members may deduct 20% from the totals in the chart below.

Discount does not apply to color ad surcharges. Regular Members are not eligible for discount.

No of times	Full Page	1/6-Pg Vertical	1/4-Pg Vertical	1/3-Pg Vertical	1/2-Pg Vertical	2/3-Pg Vertical
	(7.5 X 9.75)	(2 1/8 x 4 3/4) 1/6-Pg Horizontal Not Available	(3 1/2 x 4 3/4) 1/4-Pg Horizontal Not Available	(2 1/8 x 9 1/2) 1/3-Pg Horizontal (7 1/2 x 3 1/4)	(3 3/4 x 9 3/4) 1/2-Pg Horizontal (7 1/2 x 4 3/4)	(4 3/4 x 9 3/4) 2/3-Pg Horizontal (7 1/2 x 6 1/2)
1	\$840	\$220	\$320	\$410	\$530	\$660
2	\$1512	\$396	\$576	\$738	\$954	\$1180
3	\$2142	\$561	\$816	\$1045	\$1351	\$1683
4	\$2856	\$748	\$1088	\$1394	\$1802	\$2244
5	\$3570	\$935	\$1360	\$1742	\$2252	\$2805
6	\$4284	\$1122	\$1632	\$2091	\$2703	\$3366

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

2008 Advertising Rates for Space on Covers (if available)

AWRA Associate Members may deduct 20% from the totals in the chart below.

Discount does not apply to color ad surcharges. Regular Members are not eligible for discount.

Ad Size (See Dimensions Above)	1X	2 X	3 X	4X	5X	6X
Full Page	\$1375	\$2062	\$2681	\$3575	\$4469	\$5362
2/3 Page Hor. or Vert.	\$1210	\$1815	\$2359	\$3146	\$3932	\$4719
1/2 Page Hor. or Vert.	\$1085	\$1625	\$2116	\$2821	\$3526	\$4231
1/3 Page Hor. or Vert.	\$978	\$1467	\$1907	\$2543	\$3178	\$3814
1/4 Page	\$880	\$1320	\$1716	\$2288	\$2860	\$3432
1/6 Page	\$785	\$1177	\$1531	\$2041	\$2551	\$3061

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.

Contact Charlene Young directly for a quote. Contact information provided below.

2008 Advertising Deadlines

Issue	Space Reservation Deadline	Copy Material Due
January	November 15	December 1
March	January 15	February 1
May	March 15	April 1
July	May 15	June 1
September	July 15	August 1
November	September 15	October 1

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. 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

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American Water Resources Association
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