

AWEA Newsletter Advertising ARTWORK SUBMISSION GUIDELINES AND ORDER FORM



The Wave is a quarterly newsletter delivered to over 900 water industry professionals in the Southeast.

ACCEPTABLE ARTWORK FORMATS

The Wave is a 2-color (black & PMS 294 blue) newsletter.

ELECTRONIC FILES

- High resolution PDF
- Illustrator EPS (fonts created to outlines)
- High Resolution TIF or EPS

CAMERA READY ART

Make sure logos and other artwork are provided in the largest, cleanest printout possible. Photographs should have a smooth finish, not glare resistant.

CUSTOM GRAPHIC DESIGN

For custom design services, contact Sally Badoud at 256-351-6870 or email sally@stoneriverinc.com.

PLACING YOUR AD

Send Artwork To:

StoneRiver, Inc.
ATTN: AWEA Artwork
1401 7th Avenue SE
Decatur, AL 35601

Send Payment/Order Form To:

The Cassidy Company
ATTN: Kim Polifka
600 29th Avenue
Tuscaloosa, AL 35401

OR Email Artwork (If Smaller Than 3MB) To:

sally@stoneriverinc.com

QUESTIONS?

Any questions about advertising in *The Wave* should be directed to Kim Polifka via phone (205) 349-0067, or fax (205) 349-0885, or email kpolifka@thecassadyco.com

AD SIZES & COSTS PER ISSUE

| Ad Size: | Cost/Issue: | Cost/Year: |
|---------------------------------|-------------|------------|
| Inside Cover: 7.5" w X 10" h | \$750.00 | \$3000.00 |
| Full Page: 7.5" w X 10" h | \$500.00 | \$1700.00 |
| 1/2 Page Vert.: 3.75" w x 10" h | \$250.00 | \$850.00 |
| 1/2 Page Horiz.: 7.5" w x 5" h | \$250.00 | \$850.00 |
| 1/4 Page: 3.75" w x 5" h | \$125.00 | \$425.00 |
| 1/8 Page: 3.75" w x 2.5" h | \$75.00 | \$255.00 |

ARTWORK DEADLINES

| | |
|------------------------|------------|
| MARCH ISSUE | February 1 |
| JUNE ISSUE | May 1 |
| SEPTEMBER ISSUE | August 1 |
| DECEMBER ISSUE | November 1 |

THE WAVE ADVERTISING ORDER FORM

Contact Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____ Fax: _____

Email: _____

- PAYMENT ATTACHED**
(checks payable to AWEA)

Amount Enclosed: \$ _____

- ARTWORK EMAILED**
(if smaller than 3MB)

- ARTWORK MAILED ON CD**
(in high res pdf, eps or tif format)

SELECT AD SIZE (cost is per issue)

- Inside Cover \$750.00
 Full Page \$500.00
 1/2 Page Vertical \$250.00
 1/2 Page Horizontal \$250.00
 1/4 Page \$125.00
 1/8 Page \$75.00

SELECT AD SIZE (cost is per year)

- Inside Cover \$3000.00
 Full Page \$1700.00
 1/2 Page Vertical \$850.00
 1/2 Page Horizontal \$850.00
 1/4 Page \$425.00
 1/8 Page \$255.00