



Alabama's Water Environment Association

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

ELECTRONIC FILES

- High resolution PDF
- Illustrator EPS
- 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
2805 7th Street
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 Sally Badoud via phone (256) 351-6870, fax (256) 350-0504 or email sally@stoneriverinc.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

JANUARY ISSUE	December 1
APRIL ISSUE	March 1
JULY ISSUE	June 1
OCTOBER ISSUE	September 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