



# Clear Waters

## NEW YORK WATER ENVIRONMENT ASSOCIATION, INC.

Member Association of the Water Environment Federation  
 525 Plum Street, Suite 102· Syracuse, NY·13204 · (315) 422-7811· Fax (315) 422-3851  
 E-mail: [Rebecca@nywea.org](mailto:Rebecca@nywea.org) ·Web Address: [www.nywea.org](http://www.nywea.org)

### The New York Magazine Dedicated to Water Quality Management

**Established:** 1971 as the official publication of the New York Water Environment Association, Inc.

**Circulation:** 3,100. Approximately 10% to out-of-state and international subscribers.

**Subscription:** Through membership in the New York Water Environment Association or \$25 per year to the general public.

**Frequency:** Quarterly

**Readership:** Water quality engineers, treatment plant technicians, scientists, government officials, regulatory agency personnel, manufacturers and their agents, libraries, universities and groups and individuals concerned with environmental protection.

**Reproduction:**

- Media: CD or e-mail.
- File Formats: jpg, PDF, uncompressed tif file, Mac preferred – Quark Express
- All screen and printer fonts must be provided. Images must be 300dpi at final size.

<b>Publication Schedule Dates:</b>		
<u>Issue</u>	<u>Publication</u>	<u>Order Deadline*</u>
Spring	March	January 28
Summer	June	April 28
Fall	September	July 28
Winter	December	October 28
*subject to change		

Rates							
COLOR RATE PER AD/TOTAL COST			FORMAT (in inches)				
	<b>4 Times X 4</b>	<b>1 Time</b>	<p style="text-align: center;"><u>Please note:</u> Agency commission is <b>not</b> deductible from above rates. *****</p> <p style="text-align: center;">Please send to above address. <b>Attention: Maureen</b></p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="text-align: center;"><b>Professional Cards</b>            3.625" x 2" color            4 times - \$450            (paid in advance)</p> </div>				
<b>Full Page</b>	<b>\$600</b>	<b>\$650</b>		7.5 x 10 non-bleeding; 8.75 x 11.25 Full bleed			
<b>½ Page</b>	<b>\$400</b>	<b>\$450</b>		7.5 x 4.875 or 3.625 x 10			
<b>¼ Page</b>	<b>\$300</b>	<b>\$350</b>		3.625 x 4.875			
<b>Covers (IB;IF)</b>	<b>\$1,000</b>	<b>\$1,050</b>		Same as full page			
<b>Back Cover</b>	<b>\$1,300</b>	<b>\$1,350</b>		Same as full page			
<p><b>WEB Advertising Opportunity!</b>            Consider a <b>banner advertisement</b> on the NYWEA homepage.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"> <p><b>Member Rate</b>                \$600 Bi-Annual                \$1,000 Year</p> </td> <td style="width: 50%; padding: 5px;"> <p><b>Non-Member Rate</b>                \$1,200 Bi-Annual                \$2,000 Year</p> </td> </tr> <tr> <td colspan="2" style="padding: 5px;"> <p style="text-align: center;">Size: 185 px Width x 1" (70 px) Height                Resolution: 72 dpi --- File Types: .gif .jpg</p> </td> </tr> </table>				<p><b>Member Rate</b>                \$600 Bi-Annual                \$1,000 Year</p>	<p><b>Non-Member Rate</b>                \$1,200 Bi-Annual                \$2,000 Year</p>	<p style="text-align: center;">Size: 185 px Width x 1" (70 px) Height                Resolution: 72 dpi --- File Types: .gif .jpg</p>	
<p><b>Member Rate</b>                \$600 Bi-Annual                \$1,000 Year</p>	<p><b>Non-Member Rate</b>                \$1,200 Bi-Annual                \$2,000 Year</p>						
<p style="text-align: center;">Size: 185 px Width x 1" (70 px) Height                Resolution: 72 dpi --- File Types: .gif .jpg</p>							
			<p>Note: Payment due with submission of ad</p>				
			<p><b>Classifieds: Jobs Available</b>            ClearWaters and on the Web -- \$90            ClearWaters Only -- \$45            NYWEA website only -- \$45            (e-mail: <a href="mailto:mgk@nywea.org">mgk@nywea.org</a> word file)</p>				



**Clear Waters**  
**NEW YORK WATER ENVIRONMENT ASSOCIATION, INC.**

Member Association of the Water Environment Federation  
 525 Plum Street, Suite 102 · Syracuse, NY · 13204 · (315) 422-7811 · Fax (315) 422-3851  
 E-mail: [Rebecca@nywea.org](mailto:Rebecca@nywea.org) · Web Address: [www.nywea.org](http://www.nywea.org)

**INSERTION ORDER**

**Name of Company** \_\_\_\_\_ **Date** \_\_\_\_\_

**Size of ad** \_\_\_\_\_ **Color** \_\_\_\_\_ **Frequency of Insertion** \_\_\_\_\_ **Times/Year**

**Web Site Address:** \_\_\_\_\_ **Total Cost: \$** \_\_\_\_\_

**Amount Owed** \_\_\_\_\_ **Insertion Issues:** **Winter** (yr.) \_\_\_\_\_ **Spring** (yr.) \_\_\_\_\_ **Summer** (yr.) \_\_\_\_\_ **Fall**(yr.) \_\_\_\_\_  
 Please check (✓) where appropriate: Dec/Jan March June September

**Business Card (4 issues)** \_\_\_\_\_ **\$450**

**Ad Enclosed** \_\_\_\_\_ **Ad to be forwarded** \_\_\_\_\_

**Ad E-mailed** \_\_\_\_\_ **Format** \_\_\_\_\_ **Fax Copy** \_\_\_\_\_  
 ([mgk@nywea.org](mailto:mgk@nywea.org))

**Advertising Opportunity!!** Consider a banner advertisement on the NYWEA homepage.

Member Rate	Non-Member Rate
\$600 Bi-Annual	\$1,200 Bi-Annual
\$1,000 Year	\$2,000 Year

**Banner Ad** \_\_\_\_\_ **Bi-Annual** \_\_\_\_\_ **Year** \_\_\_\_\_ **Member** \_\_\_\_\_ **Non-Member** \_\_\_\_\_

**Payment:**

**Check #:** \_\_\_\_\_  **Visa**  **Master Card**  **American Express**

**Card No.** \_\_\_\_\_ **Exp.** \_\_\_\_\_ **V-Code** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Please send Clear Waters to:**

**Name** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Company** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Address** \_\_\_\_\_

**E-Mail** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_