

E-BULLETIN ADVERTISING RATES & SPECIFICATIONS 2005

Effective January 1, 2005

Circulation Information

The E - BULLETIN is the official publication of the California Water Environment Association, Inc., a member association of the Water Environment Federation. Circulation: 7,800. We are a non-profit 501(c)(3) educational organization. Since 1928 we have served individuals, agencies and companies involved in municipal and industrial wastewater engineering, collection, analysis, treatment and disposal.

DISPLAY ADVERTISING RATES

COST PER ISSUE

Ad Type	Annual Contract	1 Time
Premium Package*	\$500	\$550
3 Tiles	\$400	\$450
2 Banners	\$350	\$400
2 Tiles	\$275	\$325
1 Skyscraper	\$275	\$325
1 banner	\$200	\$250
1 Tile	\$150	\$200

*A premium package includes guaranteed placement of at least one ad on the E-Bulletin's most popular pages, including Cover, Jobs, Calendar, Letters, Contents and Index to Advertisers pages. Package includes:

- 3 tiles (or)
- 2 banners (or)
- 1 banner + 1 tile (or)
- 1 skyscraper + 1 tile

SPECIAL POSITION INFORMATION

Ads are routinely rotated among various pages in the E-Bulletin. The publisher determines advertising rotation unless a special position (as available) is purchased.

ADDITIONAL RATES:

Additional banners (2+):	\$150 each	\$200 each
Additional tiles (3+):	\$100 each	\$125 each
Bridge page	\$200	\$200
E-Mail tiles	\$1000	\$1,250

(Professional service - business card ads - are also available on an annual contract of \$250 per year. Please [click here](#) for more information.)

AD SPECIFICATIONS (Sizes below)

Ads should be delivered in ready-to-run **GIF** or **JPG**.

AD DESCRIPTION (Sizes below)

Banner Ad: A horizontal Ad across the top of the page

Tile Ad: A square ad placed on either the right or left border of the page

Skyscraper: A vertical ad approximately the size of two stacked tile ads

Bridge Page: A bridge page is hosted on the CWEA server, to which any other ads are linked. Can link to an external Web page

E-Mail tiles: E-Mail tiles appear on a e-mail notice sent to all members

ISSUANCE & CLOSING DATES

Contact Brian Murray at bmurray@cwea.org for closing dates.

AGENCY COMMISSIONS

15% agency commissions are given only to recognized advertising agencies which select the media, handle the order within all deadlines, submit all advertising in camera-ready form, furnish and prepay all transportation charges on all printed material submitted and assume financial responsibility, plus process prompt payment under the terms of this rate card. Agency commission will only be paid on invoices paid within 45 days. No commission paid on production charges, including color charges.

CANCELLATIONS

Cancellation of any portion of a contract nullifies all rate and position protection for the remainder of a schedule. Cancellations are not acceptable after closing dates. All instructions regarding contracts and/or insertions must be in writing.

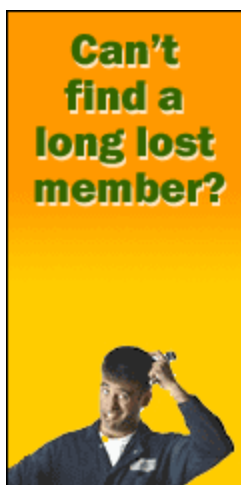
LIABILITY

CWEA shall not be liable for any failure to print, publish, or circulate all or any portion of any issue. In consideration of publication of an advertisement, the advertiser and agency, jointly and severally, agree to indemnify and hold harmless the Association, its officers, agents and employees against expenses and losses resulting from publication of the advertisement.

GENERAL

Advertising must be inserted within 12 months of the first insertion to earn the frequency discount. Rates are subject to change upon 30 days notice in writing from publisher. We reserve the right to charge cash in advance. CWEA reserves the right to reject any advertisement that, in its opinion, does not conform to the standards or editorial objectives of the publication.

AD SIZES AND SPECIFICATIONS



SKYSCRAPER

Pixel dimension: 120 x 240

@ 72 dpi

Surface area: 28800 pixels sq.

File format: GIF or JPG



File size limit: 15K **TILE**
Pixel dimension: 120 x 90
@ 72 dpi
Surface area: 10800 pixels sq.
File format: GIF or JPG
File size limit: 10K



BANNER
Pixel dimension: 468 x 60
@ 72 dpi
Surface area: 28080 pixels sq.
File format: GIF or JPG
File size limit: 15K