

KWQM

KEYSTONE WATER QUALITY MANAGER

2012 ADVERTISING RATES

DEADLINE FOR ADVERTISING CONTRACT IS OCTOBER 28, 2011

Who is PWEA?

The Pennsylvania Water Environment Association is the state organization of the Water Environment Federation, which is an international organization concerned with water pollution control and abatement. The Pennsylvania Water Environment Association is the only statewide organization whose sole effort is to promote water pollution control activities.

The Keystone Water Quality Manager (KWQM) Magazine

KWQM, Pennsylvania Water Environment Association's quarterly magazine is the official publication of the PWEA. Each member of the Association receives a copy of this publication four times a year as part of their membership dues.

Reaching Pennsylvania Wastewater Industry Professionals

The magazine is mailed to approximately 2,000 industry-related professionals. The **KWQM** is distributed to consulting engineers, municipal officials, municipal and industrial operations personnel, manufacturers and their agents, universities and libraries, and other people interested in the activities of the Association and in water pollution control. Its purpose is to serve as a source of news and information on new treatment processes and techniques for improving the operation of wastewater treatment processors.

All advertisers are welcome to submit a new product description and photo to be considered for publication in the quarterly **NEW PRODUCTS** column.





KWQM 2012 Advertising Rates

Display Ads

Ad Size	Rate Per Insertion	Annual Total
Full page (7 1/2" x 10")	\$515.00	\$2,060.00
1/2 page horizontal (7 1/2" x 4 3/4")	\$310.00	\$1,240.00
1/2 page vertical (3 5/8" x 9 3/4")	\$310.00	\$1,240.00
1/4 page horizontal (7 1/2" x 2 1/4")	\$180.00	\$720.00
1/4 page vertical (3 5/8" x 4 3/4")	\$180.00	\$720.00

Prices listed are for black and white ads. See contract for color upcharges.

Requirements

Electronic files are preferred. Please submit hard copy sample with contract. Files can be emailed to: pwea@pwea.org or sent via CD. PC format preferred, but MAC accepted. Application files must be sent with fonts and graphics individually (do not embed in file). Files may be PDF, Adobe InDesign/PageMaker, Illustrator, or Quark.

Special Position Ads

Available on a first-come, first-served basis only; must contract for all 4 issues.

Ad Size	Annual Rate Total
Inside Front Cover Full Page	\$2,970.00
Inside Back Cover Full Page	\$2,920.00
Outside Back Cover Full Page	\$3,180.00
Front Pages Full Page	\$3,020.00

Special Position Ads available as four color process only. Bleeds are accepted. Color proof required. No matchprints will be provided to advertiser by publisher. Please call ahead to check availability.

Professional Card Ads

Ad Size	Rate Per Insertion	Annual Total
3 1/2" x 2"	\$75.00	\$300.00

Prices listed are for black and white ads. See contract for color upcharges.

Requirements

Camera-ready artwork in electronic file format.

Classified Ads

Rates: (per insertion) No proofs given.

50 words or less	\$25.00	51-100 words	\$50.00
101-200 words	\$75.00	201-300 words	\$100.00

Requirements

All ads must be submitted electronically (doc, wpd or txt file extensions accepted).

Advertising Policy

Advertising will be accepted subject to the following guidelines:

- The PWEA reserves the right to reject advertising which it deems unsuitable and to refuse acceptance from advertisers of questionable credit or trade standing.
- Advertising which simulates reading matter will be plainly marked "advertisement" in a typeline above or below the insertion, in accordance with postal regulations.
- Cancellation will not be accepted after the closing dates specified for each publication. Payment must be submitted in full with contract. Outstanding payments must be brought up-to-date before any new advertising will be placed.
- Initial review of proposed advertising or classified ads will be made by the PWEA staff and/or Editor.
- The PWEA is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in the **KWQM** nor any other Association publication.
- The PWEA reserves the right to determine the placement of all advertisements, except Special Position Ads.
- An advertiser may change the copy of an ad in any issue of the **KWQM**. The ad will be repeated as in the previous issue if the publisher has not received new copy by submission deadline.

Any additional copy, touch up or artwork required to complete an ad will be billed to the advertiser at cost plus 10% handling charge. Please call for price quotes.

If and when new advertising rates are announced, current advertisers will be protected at the specified cost for the period of their contract. After which, they will be subject to the prevailing rates.

ONLINE PAYMENT AND CONTRACT EXECUTION NOW
AVAILABLE AT WWW.PWEA.ORG

KWQM 2012 Advertising & Annual Business Directory Contract

Company: _____
Address: _____
Phone: _____
Email: _____

Contact Name: _____
City/State/Zip: _____
Fax: _____
Website Address: www. _____

KWQM Advertising

Type of Ad:

- Full Page Display
- 1/2 Page Display
- 1/4 Page Display
- Professional Card
- Classified
- Inside Front Cover (SP)
- Outside Back Cover (SP)
- Inside Back Cover (SP)
- Front Pages (SP)

SP=Special Position (Annual, Full Page, 4 Color)

Color Selection: (display ads and professional cards only)

- Four Color Process (add \$220 per insertion)
- One PMS Spot Color (add \$125 per insertion)
- Black & White

Issue(s) to run ad: (please check all that apply)

- January/February/March
- April/May/June
- July/August/September
- Oct/Nov/Dec


**If running rotating ads, please indicate issue preference by ad. Otherwise, placement will be determined for you.*

Please indicate artwork instructions:

- Use Artwork Currently on File
- Revised or New Artwork will be provided by:
Email US Mail (circle one)

Payment Method:

Credit Card Payments: Due to increased fees charged by financial institutions and credit card companies, payment made by credit card will have a 4% surcharge added to the total fee.

- Check (payable to: PWEA)
- 
- 

Card Number _____

Expiration Date _____ Security Code (backside of card) _____

Name as it Appears on Card _____

Credit Card Billing Address _____

City/State/Zip _____

KWQM Advertising Subtotal: _____

Business Directory Subtotal: _____
(Total # of purchased Categories X \$35)

4% Credit Card Surcharge: _____

Total Amount Due: \$
All Advertising must be pre-paid.

Annual Business Directory

If your company was a 2011 Keystone Water Quality Manager advertiser or a 2011 PennTec exhibitor, your company receives one complimentary category listing in the annual Business Directory (classified advertisers excluded). Any business not selecting a category will have one chosen for it by the PWEA Editorial Committee. The Annual Business Directory is published in the first quarter issue of the KWQM. If your company would like to purchase additional categories to be listed in, select from the categories below (\$35 fee for each category).

Complimentary category (choose one from list below):

My company was a:

- 2011 KWQM advertiser
- 2011 PennTec exhibitor

If your company was not a 2011 advertiser or 2011 PennTec exhibitor, your company can purchase one or more categories to be listed in (\$35 for each category).

The categories selected will also be used for the Business Links section of the PWEA website.

- Biosolids/Sludge Management \$35.00
- Collection Systems Services & Equipment \$35.00
- Computer Sales & Services \$35.00
- Construction Consultants \$35.00
- Environmental Consultants \$35.00
- Laboratory Services & Equipment \$35.00
- Manufacturer's Representatives/Supplies \$35.00
- Maintenance Repairs/Services & Equipment \$35.00
- Odor Control \$35.00
- Process Chemicals \$35.00
- Process Control Equipment \$35.00
- Process Control Instrumentation \$35.00
- Safety Equipment \$35.00
- Wastewater/Waste Treatment Services & Equipment \$35.00

When signed, this is a legally binding contract, with cancellation at the Pennsylvania Water Environment Association's discretion.

Signature of Advertiser

Terms and Conditions: All advertising must be pre-paid. The Publisher reserves the right to refuse any advertisement and all advertising is subject to approval by the Publisher and/or the Pennsylvania Water Environment Association. Advertiser and agency warrant that they are authorized and entitled to advertise copy furnished; and hereby agree to indemnify and hold the publisher harmless against all claims, demands, damages, liabilities, and costs, including legal counsel fees resulting from the printing and publishing of the advertising copy furnished by the advertiser. The undersigned agrees to pay the Association, upon demand, all costs and expenses, including but not limited to attorney fees and court costs and any fees paid to a collection agency, which may be incurred by the Association in the enforcement upon default of this contract.

Cancellations: Cancellation of reserved advertising space will not be accepted after the closing date (see deadlines referenced on contract.) When and if a contract for advertising is cancelled, the advertiser will be billed at the open rate or frequency rate applicable to the quantity of space used.

Publisher: Pennsylvania Water Environment Association, 777 East Park Drive, PO Box 8820, Harrisburg, PA 17105-8820.

Send completed contract and payment to: Pennsylvania Water Environment Association, Attn: **KWQM** • PO Box 3367 • Gettysburg, PA 17325 • Phone: 717-642-9500 • Fax: 717-642-9508 • Email: pwea@pwea.org • Web: www.pwea.org



Pennsylvania Water
Environment Association
PO Box 3367
Gettysburg, PA 17325

www.pwea.org

PRSR STD
U.S. POSTAGE
PAID
HARRISBURG PA
PERMIT NO. 922

ADDRESS SERVICE REQUESTED

**DEADLINE FOR
ADVERTISING CONTRACT
IS OCTOBER 28, 2011**

2012 ADVERTISING RATES

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Quarterly Advertising Deadlines

Business Directory Issue

January/February/March 2012

October 28, 2011 • ADVERTISING DEADLINE

PennTec Conference Issue

April/May/June 2012

January 27, 2012 • ADVERTISING DEADLINE

July/August/September 2012

April 27, 2012 • ADVERTISING DEADLINE

October/November/December 2012

July 27, 2012 • ADVERTISING DEADLINE

Please submit all advertising by dates noted above in order to assure your placement. Any advertising received following an ad deadline will be subject to availability and production schedule. Late ads may result in missing a desired issue placement.

