

TEXAS WATER UTILITIES JOURNAL

ADVERTISING RATES

MEMBER DISCOUNT

All organization members will receive an additional 20% on display advertising. Members will receive an additional 10% discount for contracts (12) months or more.

Black and White Rates per Insertion:

Issues Per Year	1-2 Issues (per issue)	3-5 Issues (per issue)	6-11 Issues (per issue)	12 Issues (per issue)
Page	\$800	\$775	\$750	\$720
1/2 Page	500	485	475	465
1/4 Page	350	335	325	315

Advertising schedules composed of mixed size units are entitled to discounts tabulated above, based on number of insertions used in any consecutive 12-month period. Contracts not completed must pay short-term rate, based on insertions.

COVERS

No cover position sold for contract of less than 6 insertions within 12 months. Covers are non-cancelable. Cover position advertisers have first option of renewal of position.

Black and White	6 Issues (Per issue)	12 Issues (Per issue)
2 nd or 3 rd Covers	\$1000	\$960
4 th Cover	\$1200	\$1140

COLORS

PMS (Pantone Matching System) \$190 per color, per page or fraction. Four-color process adds **\$465** to black and white rates.

BLEED/SPECIFIED POSITION

Add 15% of B&W earned rate for full and/or gutter bleed, 1/2 page, 2/3 page, full page, center spread, or facing pages. Any advertisement measuring over standard requirements as stated in Mechanical Requirements is charged as bleed. For specified position (page number specified), add 10% to total insertion charge.

CLASSIFIED ADVERTISING

Journal or Website: \$100 for 35 words or less. \$1.00 for each additional word three letters or more.

Both:

\$175 for 35 words or less. \$.75 for each additional word three letters or more.

MECHANICAL REQUIREMENTS

Page is 7" x 10". Trim size: 8 1/8" x 10 7/8". No display space less than 1/4 page.

Inches Width Inches Depth

Page	7	9 3/4
1/2 Page	7	5
1/4 Page	3 3/8	5

Only shapes listed above accepted. Any space over standards carries bleed charge. Color and Cover pages - 7 inches x 10 inches.

Bleed pages: Full bleed pages 8 1/2" x 11 1/4". Gutter bleeds only, 14 7/8" x 10". Center Spread bleeds 16 3/4" x 11 1/4".

Materials: Advertisement should be camera ready. 4 color film negatives, emulsion down, reading right. Screen: 120 line, not over 133 lines. Send complete color key proof.

Halftones: 100 to 133 screens are accepted.

Materials returned monthly IF REQUESTED, or they will be retained for a period of 12 months only, after which time disposal is made. Shipping charges F.O.B. Austin, Texas.

ISSUANCE AND CLOSING DATES

Published monthly all contracts for space and copy instructions must be sent to the Texas Water Utilities Association. No contract is binding unless acknowledged by publisher in Austin, Texas.

Forms close 5th of each month preceding month of publication. Cancellations cannot be accepted after form closing dates.

BILLING

Billing date: Is the 1st of month of issue. All ads must be paid for within 30 days of invoice date. A cancellation of any part of a contract voids all rate and position agreements. Cancellations not accepted after posted closing date. All advertising subject to approval of publisher.

CIRCULATION

Circulation is approximately 9,000 subscribers in the State of Texas, plus member/subscribers in other locations. Subscribers include engineers, operators, managers, laboratory technicians, customer service personnel, and other professionals employed in, or interested in, the water and/or wastewater industry. Nonmember subscriptions sold for one year only. Yearly rates: USA \$30; Canada \$40; Foreign Addresses \$50; Single Issues \$10.