



WISE WATER WORDS

The Newsletter of the
Nebraska Section of the



American Water Works Association

Nebraska AWWA Section Newsletter

ADVERTISING OPPORTUNITIES

Wise Water Words is a triannual publication of the Nebraska Section of the American Water Works Association.

The newsletter is published in the Winter, Summer and Fall and is mailed to more than 500 Nebraska Section members.

Each issue of the publication will cover a wide range of interests, including technical articles, editorial, committee reports, new projects, and other items of note to individuals working in or associated with Nebraska's water and wastewater industry.

2011 Advertising Rates and Technical Specifications

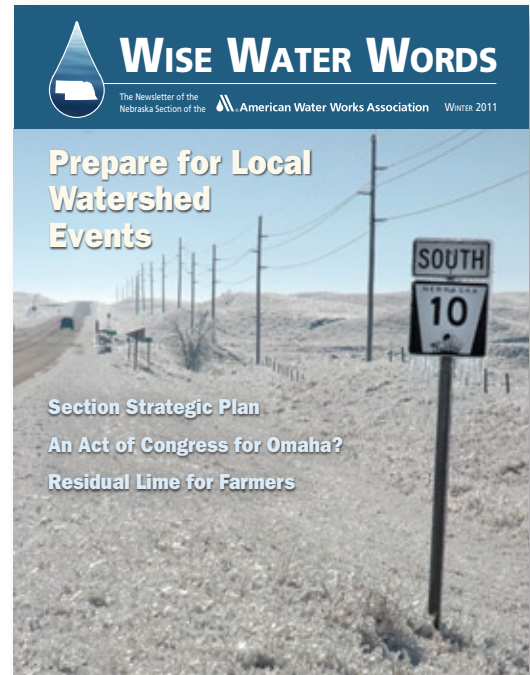
Size	B&W		4-Color		Dimensions (width vs. height)
	1x	3x	1x	3x	
Full-Page	\$690	\$660	\$805	\$770	8.625" x 11.375" - Bleed 8.375" x 10.875" - Final trim 7" x 10" - Live area
Inside Front or Inside Back Cover	\$920	\$880	\$1,035	\$990	Same as Full-Page
Back Cover	\$1,150	\$1,100	\$1,265	\$1,210	Same as Full-Page
2/3-Page Vertical	\$575	\$550	\$690	\$660	4.5625" x 10"
1/2-Page Horizontal	\$460	\$440	\$575	\$550	7" x 4.875"
1/3-Page Square or Vertical	\$345	\$330	\$460	\$440	4.625" x 4.875" - Square 2.125" x 10" - Vertical
Marketplace Business Card	\$172	\$165	\$316	\$302	3.5" x 2"

Ad rates are per insertion. Sorry, no agency discount.

If a color match is needed, mail a matchprint to the AWWA Advertising Coordinator, 6666 W. Quincy Ave., Denver, CO 80235.

To learn more about advertising in *Wise Water Words*, please contact Katy Fielder at kfielder@awwa.org or 303.347.6147.

For other information about the newsletter, please contact Dave Plank at dplank@awwa.org or 303.347.6260.



Submission Deadline Dates

Winter Edition (published in February 2011):

Insertion Orders: January 3, 2011
Materials: January 10, 2011

Summer Edition (published in June 2011):

Insertion Orders: April 29, 2011
Materials: May 6, 2011

Fall Edition (published in September 2011):

Insertion Orders: August 1, 2011
Materials: August 8, 2011

PDF File Submission

For detailed instructions on creating a PDF file for *Wise Water Words*, please visit www.publicationprinters.com/downloads and click the links below [PDF instructions](#).

- Files may be submitted to kfielder@awwa.org
- High-resolution PDF file submission is preferred
- PDF/x1a compliance
- No spot colors—must be CMYK, not RGB
- All fonts must be embedded
- Offset printer's marks from bleed area
- Use Acrobat Distiller
- All elements must be high-resolution (300 ppi)
- Do not apply security to the file



2011 Display Ad Insertion Order Form

Publication: *NEBRASKA Section Newsletter*

Issue Date(s):

	Advertiser Information	Agency Information
Company Name:		
Contact Name:		
Street Address:		
City, State, Zip, Country		
Company Phone:		
Company Fax No.:		
Company Web Address:		
Contact Phone:		
Contact Fax No.:		
Contact Email Address:		

Bill to:

Advertiser

Agency

Order Information: Choose: Size:

Cover 2, 3, or 4 1/2 Page Horizontal 1/3 Page Square
 Full Page 2/3 Page Vertical 1/3 Page Vertical
 Marketplace (business card)

Color:

Black / White 4 Color

Winter Summer Fall

Special Position Requested: _____

COSTS	
	\$\$
Ad Size:	
TOTAL GROSS: per order	
Cost for year:	

Payment Terms: Net 30 days. After 30 days, a 10% Late Fee will be added to the balance due. *Please include your **Order Number** on your payment check so it is credited properly.*

Materials Submission

ad materials should be uploaded to ftp site or
(see instructions at <http://www.awwa.org/Advertise>)
emailed to: advertising@awwa.org.

Ad caption:	
New copy to come by what date:	
Pick up from previous edition (issue and page):	
Special instructions:	

AWWA Sales Representative:	Katy Fielder, kfielder@AWWA.ORG	Phone: 303-347-6147
-----------------------------------	---	----------------------------

Advertiser's or Agent's Signature

Print Name

Date

PLEASE FAX COMPLETED INSERTION ORDER FORM TO: 303-795-1989