

## Target the Largest Regional Water Association in the Country



APEX award-winner, **SOURCE Magazine**, is the flagship publication of the California/Nevada Section of the American Water Works Association. It covers the latest on issues and trends, regulations and technology that are of vital interest to the regional drinking water and wastewater treatment communities.

The **Resource Guide** is every member's hands-on guide to who we are and what we do. It is the directory used by the leadership and the volunteers that make the Section successful. You will want to take advantage of the opportunity to market your company in our Products and Services Guide.



### Target Audience & Benefits

- Distributed to over 7,000 members of the California-Nevada Section of the American Water Works Association – water municipalities which include superintendents, general managers, operators, and engineers responsible for developing and maintaining safe drinking water throughout California and Nevada.
- The California-Nevada Section of AWWA is the largest section in the country, representing 80% of the industry regionally and 25% nationally.
- CA-NV-AWWA represents a \$1 billion industry.

### Visibility

- Special placements and premium positions available.
- All advertisers are listed alphabetically in our Index to Advertisers showing Website and page number of your ad.
- **SOURCE** and the **Resource Guide** are also published digitally at [www.ca-nv-awwa.org](http://www.ca-nv-awwa.org) with direct links to your advertisement. TWO ways to have your ad in front of members!

### Typical Topics Covered in SOURCE

Indirect and direct potable reuse; ocean and brackish water desal; onsite reuse; quality control and operating procedures in wastewater treatment plants; advanced operator training; new demand- and supply-side conservation technology; data collection and management; water quality issues associated with alternative sources of supply; stormwater management and treatment; financing capital improvements; infrastructure maintenance; leak detection; rates, regional water management; disaster planning in times of climate change; water and energy.

### Advertising Contact:

Kathleen Pishotta, 352-371-4933 or [kathleen@apogeepublications.com](mailto:kathleen@apogeepublications.com)

# SOURCE | RESOURCE Guide

Official Publications of the California-Nevada  
Section of the American Water Works Association



## Rate Sheet

### Premium Position Rates (full-color only)

	1-2 ISSUES/YR	3+ ISSUES/YR
Center Spread .....	<input type="checkbox"/> \$3,750	<input type="checkbox"/> \$3,400
Outside Back Cover .....	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$2,200
Inside Front Cover .....	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$1,900
Inside Back Cover .....	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$1,900
Opp. Inside Front Cover .....	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,700
Opp. Table of Contents .....	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,700
Opp. Executive .....	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,700
Director Message		

### Interior Rates (full-color)

Full Page .....	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,600
1/2 Page .....	<input type="checkbox"/> \$1,450	<input type="checkbox"/> \$1,000
1/3 Page .....	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$900
1/4 Page .....	<input type="checkbox"/> \$900	<input type="checkbox"/> \$800

### Outsert Rate

One Page:  \$2,200

### SOURCE Issues (with year)

- Winter 20\_\_\_\_  Spring 20\_\_\_\_  
 Summer 20\_\_\_\_  Fall 20\_\_\_\_  
 Resource Guide \_\_\_\_\_

### Advertiser Information

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Advertising Agency

\_\_\_\_\_  
Agency Phone

\_\_\_\_\_  
Agency Fax

## Advertisement Agreement with Apogee Publications

### Payment

Credit Card (Circle one: VISA, MC, AMEX, DISCOVER)

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ CID# \_\_\_\_\_

Company Check (note arrival date: \_\_\_\_\_)

I agree that this form constitutes the acknowledgement of my order, and I agree to submit any cancellation prior to the closing date.

Signature \_\_\_\_\_

### Advertising Cost

Total Cost per Insertion \_\_\_\_\_

### Advertising Copy

Materials to be delivered on \_\_\_\_\_

Design services requested:  Yes  No

**Please return via toll-free fax: 866-572-3170**

**Attention: Kathleen Pishotta**

**kathleen@apogeepublications.com | 352-371-4933**

**Checks payable and sent to:** Apogee Publications, 6528 Greenleaf Ave., Suite 219, Whittier, CA 90601



# Production Guidelines

## Mechanical Specifications

Full Page w/no bleed . . . . .	7.375" X 9.75"
Full Page w/bleed . . . . .	8.625" x 11.125"
Double Page Spread with 1/8" bleed . . . . .	17" x 11.125"
1/2 Horizontal . . . . .	7.375" X 4.5"
1/2 Vertical . . . . .	4.75" X 7"
1/3 Horizontal . . . . .	7.375" X 3"
1/3 Vertical . . . . .	2.25" X 9.75"
1/3 Square . . . . .	4.75" X 4.25"
1/4 Horizontal . . . . .	7.375" X 2.25"
1/4 Vertical . . . . .	3.5" X 4.5"

## Submission Guidelines

Trim Size . . . . .	8.375" X 10.875"
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## Color Format

This publication will be printed using CMYK colors. If a spot color is specified, every attempt will be made to match this color using a CMYK ink mix. It's also recommended the inclusion of an accurate color proof and/or separated laser proofs with art-work submission.

## Preferred Format:

- High-resolution, press-optimized PDF
- All fonts & graphics embedded

## Other Acceptable Formats:

- TIFF, EPS or Photoshop files...must be able to open in Adobe Photoshop.
- EPS file format for vector images: fonts should be converted to paths/outlines.
- Illustrator file formats: fonts & images must be converted to paths/outlines and embedded.

## Media Accepted:

- CD-ROMs
- Electronic files can be submitted as follows:

**Upload** your files at [www.apogeepublications.com](http://www.apogeepublications.com)

**User name:** canvawwa **Password:** AWWA789user  
(case sensitive)

**Email** your files to your representative for proofing purposes.

**Overnight** your artwork to: Apogee Publications,  
6528 Greenleaf Avenue, Suite 219, Whittier, CA 90601

**Advertising Contact:**

**Kathleen Pishotta, 352-371-4933 or [kathleen@apogeepublications.com](mailto:kathleen@apogeepublications.com)**