

SOURCE

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

APEX award-winner, SOURCE Magazine, is the flagship publication of the California-Nevada Section of the American Water Works Association (CA-NV AWWA). Covering issues and trends, regulations and technology that are of vital interest to the regional drinking water and wastewater treatment communities.



ABOUT CA-NV AWWA

- CA-NV AWWA is the **largest regional water association** in the country.
- Billions of dollars are spent in repairing and upgrading water systems in both California and Nevada.
- CA-NV AWWA membership includes nearly **500** water utilities throughout California and Nevada.

WHY ADVERTISE?

- Printed distribution to **7,000** members of the CA-NV AWWA Section
- Digital distribution to **32,000** through email and social media
- Our members in the water industry include:

Superintendents	Biologists/Chemists	Regulators
Plant Operators	Engineers	Environmentalists
Consultants	Managers	Scientists/Technicians

Connect with the largest regional association representing drinking water and wastewater systems.
Reserve your space today!

VISIBILITY

- Special placements and premium positions available
- All advertisers listed alphabetically in our Index to Advertisers showing website and page number of your ad.
- Also published digitally at www.ca-nv-awwa.org with direct links to your advertisement. **TWO ways to have your ad in front of members!**

EDITORIAL TOPICS

Winter 2019

Infrastructure and financing
Water loss audits – update on 2018 submittals

Spring 2019

Groundwater storage, contamination and clean-up

- Dealing with California's Sustainable Groundwater Management Act
- Illegal marijuana growing/contamination issues

New! Advanced Water Treatment Operator certification

Summer 2019

Colorado River water supply issues
Regulating cross-connection and backflow prevention in California

Fall 2019 - Fall Conference Issue

People make water work

- Issues of management and operations
- Career development

Philanthropy and the Section



Rate Sheet

Premium Position Rates

	1-2x/YR	3-4x/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. Director Message	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,700

Interior Rates

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_____

Advertiser Information

 Company Name

 Contact Name

 Address

 City State Zip Code

 Phone

 Email

 Advertising Agency

 Agency Phone

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

Print Specifications

Submission Guidelines

Trim Size 8.375" X 10.875"

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"

Color Format

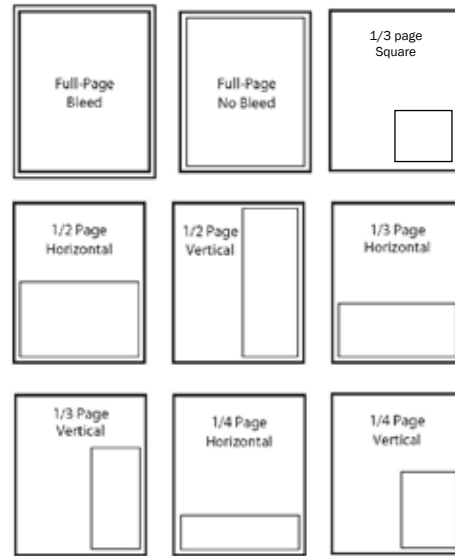
This publication will be printed using CMYK colors. If a spot color is specified, every attempt will be made to match this color using a CMYK ink mix. It's also recommended the inclusion of an accurate color proof and/or separated laser proofs with art-work submission.

Preferred Format:

- High-resolution, press-optimized PDF
- All fonts & graphics embedded
- No crop marks or printers marks

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:

Files can be submitted as follows:

Upload your files at www.apogeepublications.com

User name: canawwa 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