Dear NYSAWWA Advertiser,

The New York Section American Water Works Association has redesigned our advertising options for 2020. As an advertiser in 2020 you get a total package that includes: website digital ads, quarterly advertising in eAquarius (new format) and printed advertising in the NYSAWWA Training Booklet.

FACTS:

Why the move of Aquarius to a quarterly e-publication?
- Increases distribution from only 1,700 to over 3,500
- Increases the number of publications from twice a year to four times a year
- We are able to get news to our membership faster
- Logo will appear on all quarterly e-publications

Why offer website advertising?
- NYSAWWA has made a push to encourage more and more individuals to our website to register for our events. It has increased over 30% in the past 2 years!
- Your ad will be displayed on every page of our website and rotated through accordingly.

Why advertise in our Training Booklet (Ad will appear in the 2021 Training Booklet)?
- The Training Booklets is a printed publication that goes out to all our members and anyone who has ever attended a training session - over 2,500
- The Training Booklet is published online
- This is a publication that gets shared within utilities and passed from employee to employee allowing even more exposure to your advertisement
- Content is relevant for a whole year
1.) Complete your contact information:

________________________________________________________________________________

Company Contact

________________________________________________________________________________

Address

________________________________________________________________________________

Phone Email

2.) Choose Your Training Booklet Ad Size: Pricing listed is for 2020 eAquarius; 2020 Website Digital Advertising; and 2021 Training Booklet (distributed in November of 2020).

☐ Digital and Print Advertising Options

☐ Outside Back Cover* + Digital Ad - $2,000 ☐ Inside Front Cover - Full Page* + Digital Ad - $1,800

☐ Full Page + Digital Ad - $1,655 ☐ 1/2 Page + Digital Ad - $1,200

☐ 1/3 Page + Digital Ad - $1025 ☐ 1/6 Page + Digital Ad - $800

(Vertical | Horizontal | Banner)

*Call NYSAWWA at (315) 455-2614 for availability

3.) Complete your billing information: (if different)

________________________________________________________________________________

Company Contact

________________________________________________________________________________

Address

________________________________________________________________________________

Phone Email

Billing Options: Total Amount Due: __________

☐ Check enclosed, made payable to NYSAWWA

☐ Credit Card # / / / Expiration Date / 

☐ Master Card ☐ Visa ☐ Discover ☐ AMEX

Authorized Signature Date

If you need help designing your ad, we can help! Give us a call today for a design quote!

For more information or questions contact Jenny Ingrao, Executive Director at jenny@nysawwa.org. Aquarius will not publish advertisements that make false or misleading claims; advertisements that defame any company, person, product, or service are strictly forbidden.
Training Booklet Ad Sizes & Digital Ad Size

Full Page *(includes a .25” bleed): 8.75” x 11.25”*

*Inside Front Cover - $1,800 | Full Page - $1,655
Call NYSAWWA at (315) 455-2614 for availability.

$2,000 - Outside Back Cover*

7.5” x 7.5”

$1,025 - 1/3 Banner

3.25” x 7.5”

$1,200 - 1/2 Horizontal

7.5” x 5”

Digital Ad Specs

Size: 340 pixels x 200 pixels
Resolution: 300 dpi minimum
$1,025 - 1/3 Vertical
2.375” × 10”

$800 - 1/6 Vertical
2.375” × 5”

$1,025 - 1/3 Horizontal
5” × 5”

AD SPECS:
1. Camera ready ads supplied to size at 300 dpi minimum and CMYK format with Black text 100% K.
2. Native files in InDesign, Photoshop or Illustrator only with fonts and images included.
3. File formats accepted: PDF; EPS or TIF.