



# MASS WATERS

MASSACHUSETTS WATER POLLUTION CONTROL ASSOCIATION

## Advertising Contract (Effective July 1, 2008)

Contract offer may change over time; contact MWPCA to ensure that you have the latest edition of the contract form.

Advertisement Size	Dimension	Cost per Issue
Full Page	7" x 9"	\$500
Half Page (horizontal)	7" x 4.5"	\$300
Quarter Page (vertical)	3.75" x 4.5"	\$200
Business Card	3.5" x 2"	\$100



Full, Half and Quarter Page Advertisements: All advertisements must meet the above size specifications or they will be returned. Editor prefers advertisements in electronic format, but camera-ready artwork will also be accepted.

Business Card Advertisements: All Business cards may be placed together on one page or in one area of the newsletter.

Limited advertising space is available; MASS WATERS editor will place advertisements on a first-come, first served basis (preference to renewals), with remainders refunded or held over to next issue as requested. Advertisements will be published in current newsletter color, and may appear in B&W, in accordance with newsletter graphics. MWPCA reserves the right to determine placement of advertisements. MWPCA reserves the right not to print any advertisement if it is deemed inappropriate by the editor and/or the Board of Directors. MWPCA will not be liable for advertisement content. Advertisement cancellations will not be accepted after each publication closing date, as determined by the editor.

### Electronic Files

Preferred format is a PDF, TIF or JPEG file. More elaborate advertisements as EPS files created in Illustrator or Freehand are also acceptable

### Deadlines and Publication Schedule

Advertisements must be received at the MWPCA office by the 10<sup>th</sup> of January, April, July, and October in order to appear in that quarter's edition of MASS Waters. Mass Waters is published in February (Winter), May (Spring), August (Summer), and November (Fall).

### Yes, I would like to place an advertisement in MASS Waters – please sign me up!

I am interested in running an advertisement in the following issue(s).

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Fall 08' (November)   | <input type="checkbox"/> Spring 09' (May)    | <input type="checkbox"/> All Four Issues         |
| <input type="checkbox"/> Winter 09' (February) | <input type="checkbox"/> Summer 09' (August) | (Advertise in four issues for the cost of three) |

- I have enclosed \$500 per issue for a full page ad. (or Special Full\* - Year rate - \$1500 per year - all four issues)
  - I have enclosed \$300 per issue for a ½ page ad. (or Special Full\* - Year rate - \$900 per year - all four issues)
  - I have enclosed \$200 per issue for a ¼ page ad. (or Special Full\* - Year rate - \$600 per year - all four issues)
  - I have enclosed \$100 per issue for a business card ad. (or Special Full\* - Year rate - \$300 per year - all four issues)
- \*The Special Full Year rate is only available beginning with the Fall Newsletter. Sign up prior to October 10<sup>th</sup>.*

Amount \$ \_\_\_\_\_ Check# \_\_\_\_\_ (MWPCA does not accept credit cards at this time)

Advertisement is enclosed. Scannable hard copies are acceptable; however MWPCA is not liable for scan quality.

I will email artwork **by deadline** to the address below. (Graphic files over 4MB in size should be sent by mail on CD)

Contact Information:

Company name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please return completed contract with payment and artwork to:

MWPCA  
 10 Tower Office Park, Suite 601  
 Woburn, MA 01801  
 mwpcanewea.org

For more information, please contact Janice Moran at the MWPCA office, #781-939-0918.