



## NAWT ADVERTISING PLAN

*NAWT News newsletter & Nawt.org website*

### NEWSLETTER ADS

The **NAWT** Newsletter, *NAWT News*, is a quarterly publication that is distributed to all NAWT members via mail and eBlast with a circulation of 2500. **NAWT** News is also archived and available to access online at [www.NAWT.org](http://www.NAWT.org). If you are interested in promoting your business, the following information will help you get started.

<b>NEWSLETTER AD RATES</b>		
<b>Size</b>	<b>One Issue</b>	<b>Per Year</b>
Full Page	\$310	\$995
Half Page	\$175	\$630
Quarter Page	\$95	\$350

### WEBSITE ADS

Advertising space is available on the NAWT Advertising page.

<b>WEBSITE AD RATES</b>		
<b>Size: 468 x 60 pixels</b>	<b>Qtr Rate</b>	<b>Yearly Rate</b>
Banner Ad w/active link to advertisers' home page	\$100	\$360

### **Website Ad General Specifications:**

Accepted formats – JPEG, GIF, TIFF, or PDF

Banner dimensions – 468 x 60 pixels or dpi.

Banner location - <http://www.nawt.org/resources/advertising.shtml>

***An additional 10% discount will be given to Newsletter and Website Ads that run simultaneously.***

## POLICY

Your ad space will be reserved upon receipt of your insertion order. (see *attached* "Advertising Insertion Order"). You will be invoiced by [NAWT](#). The invoice is due upon receipt.

[NAWT](#) will not be obligated to alter publishing deadlines to accommodate late ad copy. No refund will be provided if the advertiser or its representatives are responsible for missing a copy deadline.

[NAWT](#) reserves the right to refuse any advertising based on editorial discretion.

[NAWT](#) reserves the right to terminate advertising at any time for any reason.

[NAWT](#) reserves the right to label an ad as "Advertisement" if it is determined it cannot be easily distinguished from the editorial content.

Products and/or services advertised on the [NAWT](#) website are in no way endorsed by [NAWT](#) unless specified as so.

Advertising copy furnished by the advertiser must adhere to all trademark and copyright laws. Advertiser branding, i.e., logo or name, must appear on all advertising.

## PROCEDURE – PLACING ADS

Ad space is available on a first come, first served basis. You may purchase space at any time during the year.

Submit the attached "[NAWT Advertising Insertion Order](#)"

Newsletter Ads must be provided as printer-ready copy in digital files. PDF or Word documents can be sent via email to [info@nawt.org](mailto:info@nawt.org). We are happy to work with your marketing representatives.

Website Ads must be provided in one of the following file formats: JPEG or GIF preferred, but can also accept TIFF or PDF and sent via email to [info@nawt.org](mailto:info@nawt.org).

Deadlines for each issue will be posted on the [NAWT](#) website under "Publications" as that information becomes available.

Contact the [NAWT](#) office to find out if ad space is still available.

**National Association of Wastewater Technicians**

## NAWT ADVERTISING INSERTION ORDER

Return this completed form to the [NAWT](#) office and you will be invoiced for the appropriate amount. We will also contact you to obtain the appropriate advertising files.

Firm Name: \_\_\_\_\_

Contact Name(s): \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_

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

Direct Link to Home Page: \_\_\_\_\_

### NEWSLETTER AD(S):

<u>Size</u>	<u>Rate per Qtr</u>	<u>Issue(s)</u>	<u>Yearly Rate</u>	<u>Subtotal</u>
<input type="checkbox"/> Full Page	\$310	<input type="checkbox"/> 1 <sup>st</sup> Qtr	\$995	\$ _____
<input type="checkbox"/> Half Page	\$175	<input type="checkbox"/> 2 <sup>nd</sup> Qtr	\$630	\$ _____
<input type="checkbox"/> Qtr Page	\$95	<input type="checkbox"/> 3 <sup>rd</sup> Qtr	\$350	\$ _____
		<input type="checkbox"/> 4 <sup>th</sup> Qtr		\$ _____
		<b>Total</b>		\$ _____

### WEBSITE AD(S):

<u>Rate per Qtr</u>	<u>Quarter(s)</u>	<u>Yearly Rate</u>	<u>Subtotal</u>
\$100	<input type="checkbox"/> 1st	\$360	\$ _____
	<input type="checkbox"/> 2 <sup>nd</sup>		
	<input type="checkbox"/> 3 <sup>rd</sup>		
	<input type="checkbox"/> 4th		
	<b>Total</b>		\$ _____

*I am simultaneously running Newsletter and Website Ads: **apply 10% discount***

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date