



Pacific Northwest Clean Water Association

PNCWA

Media Planner

Reach key decision-makers in the water and wastewater industry in Oregon, Washington, and Idaho by advertising in the PNCWA quarterly publication.

Target Audience & Benefits

Distributed to over 1,500 members of the Pacific Northwest Clean Water Association including:

- Treatment Plant Managers & Operators
- Environmental & Civil Engineers
- Design/Build Project Managers
- Laboratory Analysts & Educators
- Local and Regional Elected Officials
- Sustainable Water & Wastewater Project leads
- Collections Systems Managers
- Water & Wastewater Utility Managers
- Biologists, Hydrologists and Chemists
- Stormwater program lead personnel
- Equipment Manufacturers & Distributors
- Young Professionals involved in water/wastewater

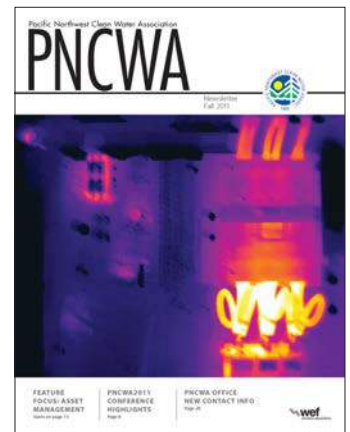
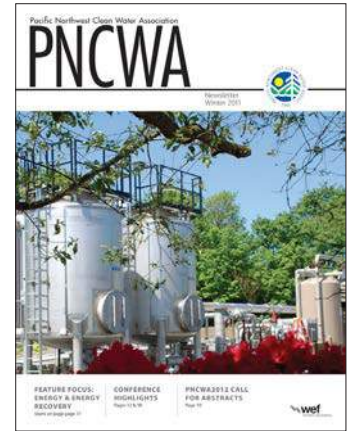
Visibility

- Special placements and premium positions available.
- All advertisers will be listed alphabetically in our Index to Advertisers showing Web site and page number of your ad.

Publication

The PNCWA publication will also have a convenient digital version accessible to view at www.pncwa.org in which your PRINT advertisement will link directly to your company's Web site. **TWO ways to have your image in front of members!**

The PNCWA publication is a high-image, full color 8 1/2" x 11" glossy stock quarterly publication.



Editorial Calendar (through winter 2017)

Issue	Focus Topic	Subtopic(s)	Deadline
Winter 2015	Wet Weather Issues	Climate Change I & I and Flow Monitoring	Nov 15
Spring 2016	Infrastructure Funding	Stormwater	Feb 15
Summer 2016	Innovative Treatment Technologies	Sustainability	May 15
Fall 2016	Residuals and Biosolids	Water Reuse, Emerging Issues	Aug 15
Winter 2016	Utility Management	Automation, Asset Management	Nov 15
Spring 2017	Leadership	Training & Mentoring, Communications (Strategic Communications Plan, Branding, Social Media)	Feb 15
Summer 2017	Odor Control	Advanced Digestion	May 15
Fall 2017	Safety/Emergency Preparedness	Hazard Mitigation Plan	Aug 15
Winter 2017	Advances in Instrumentation	Lab Analysis, Getting to Zero	Nov 15

advertising contact:

Kathleen Pishotta, 888.371.4933 or kathleen@apogeepublications.com



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Rates & Contract

Premium Position (color)	1x	2x	4x
OBC...7.5" x 8"	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,000
IBC...7.5" x 10"	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$900
IFC...7.5" x 10"	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$900
Opp.IFC...7.5" x 10"	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$900	<input type="checkbox"/> \$825
Opp.TOC...7.5" x 10"	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$900	<input type="checkbox"/> \$825

Interior Rates (color)			
Full Page...7.5" x 10"	<input type="checkbox"/> \$900	<input type="checkbox"/> \$850	<input type="checkbox"/> \$750
1/2 Page Island...4.95" x 7.5"	<input type="checkbox"/> \$750	<input type="checkbox"/> \$700	<input type="checkbox"/> \$675
1/2 Page...7.5" x 4.85"	<input type="checkbox"/> \$650	<input type="checkbox"/> \$600	<input type="checkbox"/> \$550
1/4 Page...3.65" x 4.85"	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350
1/8 Page...3.65" x 2.35"	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350	<input type="checkbox"/> \$300

Inserts (supplied to our mailhouse)

One page \$1,000

Check Chosen Issues (write in year)

- Spring Issue _____ year
- Summer Issue _____ year
- Fall Issue _____ year
- Winter Issue _____ year

Advertisers may start a 4-issue cycle at any time during the year. This will lock in rates for the contract period.

Advertisers under contract may change ads each issue as long as the new ad is supplied by the issue deadline date.

Advertiser Information

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

Fax _____

E-mail _____

Web Site _____

Submitting Electronic Ad Files

Send your camera-ready art in 300 dpi resolution as a TIFF, JPEG, EPS or press-quality PDF to kathleen@apogeepublications.com or upload your file to our website at www.apogeepublications.com. Click on 'Client Upload' and enter:

user: pncwa **password:** pncwaiser (case sensitive)

Apogee Publications Contract & Payment Information

Advertising Copy

Materials to be delivered on/by: _____

Design services requested: Yes No

I agree with and abide by this rate card.

Signature _____

Date _____ Total Cost _____

Payment

Card # _____

Expiration Date _____

Name on Card _____

Signature _____

Please sign and fax to (866) 572-3170

■ Please send checks, payable to: Apogee Publications, 6528 Greenleaf Avenue, Suite 219, Whittier, CA 90601 ■

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