



NEW JERSEY WATER ENVIRONMENT ASSOCIATION NJ Effluents & SCAN Advertising Rates

ADVERTISING CONTRACT

ADVERTISING

Roseann Pettrow

NJWEA Publications Committee

P.O. Box 737

Woodland Park, NJ 07424

(732) 850-0100

rpettrow@fleetpump.com



EFFLUENTS & SCAN PAGE SIZE:

CHECK ONE:	(1) ISSUE	(4) ISSUES:	WIDTH**	HEIGHT**
<input type="checkbox"/> Full Page Back Cover*	N/A	\$ 4,800.	7-1/2"	8"
<input type="checkbox"/> Full Page Inside Front Cover*	N/A	\$ 4,000.	7-1/2"	10"
<input type="checkbox"/> Full Page Inside Back Cover*	N/A	\$ 4,000.	7-1/2"	10"
<input type="checkbox"/> Full Page (Regular)	\$ 1,200.	\$ 3,000.	7-1/2"	10"
<input type="checkbox"/> Half Page - Horizontal	\$ 800.	\$ 2,200.	7-1/2"	4-7/8"
<input type="checkbox"/> Half Page - Vertical	\$ 800.	\$ 2,200.	3-5/8"	10"
<input type="checkbox"/> Quarter Page - Horizontal	\$ 500.	\$ 1,400.	7-1/2"	2-3/8"
<input type="checkbox"/> Quarter Page - Vertical	\$ 500.	\$ 1,400.	3-5/8"	4-7/8"
<input type="checkbox"/> Tenth Page (Business Card Size)	\$ 200.	\$ 550.	3-5/8"	2"
<input type="checkbox"/> SCAN - Business Card Size Only*	\$ 200.	\$ 550.	3-5/8"	2"

Insertion Issue(s) (IF LESS THAN FULL YEAR)

- Winter: DECEMBER / JANUARY
 Spring: MARCH / APRIL
 Summer: JUNE / JULY
 Fall: SEPTEMBER / OCTOBER

Publication Schedule Deadlines:

- October 31st January 31st April 30th July 31st



TO ENSURE THE BEST QUALITY POSSIBLE, FOLLOW SPECIFICATIONS BELOW:

- Digital Files are preferred; supplied by Email, flash drive or CD to: rpettrow@fleetpump.com
- To keep consistent appearance, place a border around your ad (2 PT RULE) to match the dimensions of your chosen ad size.
- Please supply hard copy or other format for verification - NJWEA cannot be responsible if copy is missing or different from what was supplied digitally.
- Files to be saved as High-Resolution PDF files.
- Graphics MUST be High Resolution Scans - 300 DPI/133 Line Screen.
- Business cards can be used for camera-ready copy - no dark backgrounds, please.
- There may be an extra charge for copy changes during the term of the contract.
- Advertising agency commissions are the responsibility of the advertiser and will not be paid by the NJWEA.
- If requested, advertisers will receive a copy of the publication or Tear Sheet.
- Publications are scheduled for calendar quarters. Ads must be received 4 weeks prior to publication.
- A signed contract must be submitted with advertisement submission and prior to publication closing dates.
- All payments are due with receipt of the signed Contract Agreement.
- For further information, contact the person listed at the address or number presented above.
- Advertising designed to appear as an editorial must be clearly labeled "Paid Advertisement".
- Advertising contracts may be modified to coincide with a calendar year billing cycle.
- The NJWEA reserves the right to reject advertising that it deems questionable or unsuitable.
- The placement of all advertisements is at the discretion of the Editor.

* Based on space and availability.
 ** Actual dimensions may be modified for graphic quality.

Note: Rates are subject to change. New rates will apply at the conclusion of existing term agreements.

COMPLETE REVERSE SIDE

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ADVERTISING COPY CHECK ONE:

- Enclose Being Mailed
 Continue Use of Current Copy Email

PUBLICATION REQUESTED:

- EFFLUENTS - AND/OR - SCAN

PLEASE PRINT CLEARLY

Company Name _____
 Authorized Person: _____
 Address: _____
 City _____ State _____ Zip _____
 Phone: _____ Fax: _____
 Email: _____ Web: _____

AGREEMENT:

By signing this Contract, I acknowledge that I am authorized to represent the Company noted on this Contract. I/we agree to abide by all NJWEA Conditions as outlined with in this Contract.

 AUTHORIZED SIGNATURE DATE PRINT NAME



METHOD OF PAYMENT:

Total Due: _____

- CHECK:** (payable to NJWEA, P.O. Box 737; Woodland Park, NJ 07424)
- CREDIT CARD PAYMENTS MUST BE MADE ONLINE:**
 (After we receive this completed form, you will be sent a confirmation email with a link which will take you to the online payment screen for credit card payments)



IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT
Roseann Pettrow, NJWEA Publications Committee
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