



## Frequency

Splash is published four times per year on the following schedule. Splash is also published electronically and available on the section website to members and non-members.

January 24  
 April 4  
 July 25  
 November 14

## Rates

The following rates are the total cost per year for the four issues beginning with the January Issue and ending with the November Issue. Purchase orders, credit cards, and checks are acceptable means of payment. No agency commissions will be paid or deducted from invoice.

Process (4 color) Ads  
 1/4 page ----- \$600.00  
 1/2 page ----- \$850.00  
 Full page ----- \$1,300.00  
 Inside frnt/back covers - \$1,500.00  
 Outside back cover ----- \$1,800.00

Black and White Ads  
 Business Card ----- \$200.00  
 1/4 page ----- \$300.00  
 1/2 page ----- \$550.00  
 Full page ----- \$985.00

Ads should be run for a full calendar year. There is a \$100.00 fee per issue for changing the ad content. Additional fees apply for partial year advertising.

## Ad Sizes

Ad sizes are listed below. To submit ads other than these sizes, please contact Illinois Section AWWA.

business card size  
 4 1/4" wide by 2 1/4" tall

1/4 page  
 3 3/4" wide by 5" tall

1/2 page vertical  
 3 3/4" wide by 10" tall

1/2 page horizontal  
 7 1/4" wide by 5" tall

Full page  
 7 1/4" wide by 10" tall

## Articles

Advertisers are encouraged to submit articles that would be of interest to the membership. The editor reserves the right to publish any submissions. Photos should be high resolution jpg format and sent electronically or on CD.

Articles are encouraged to be sent electronically to Sharon Waller, Editor via the internet to: sharonwaller@hotmail.com Fax copies of articles can be sent to: Laurie Dougherty, fax toll free at 866-521-3591.

## Payment

Payment and artwork are to be sent to: Illinois Section AWWA, Laurie Dougherty, 535 Yorkshire Drive, Dekalb, IL 60115 Phone: 866-521-3595, Fax: 866-521-3591 Email: laurie@isawwa.org

# Insertion Order

I would like to place an advertisement in Splash. Issues are to be published 4 times a year and electronically. Splash is mailed bulk non-profit to over 2500 members of the Illinois Section American Water Works Association.

**Please reserve the following size ad for four issues:** (cost is annual for 4 issues)

## Black and White Ads

- business card size - \$200.00
- 1/4 page - \$300.00
- 1/2 page - \$550.00
- Full page - \$985.00

## Process Color Ads

- 1/4 page - \$600.00
- 1/2 page - \$850.00
- Full page - \$1,300.00
- Inside Cover - \$1,500.00\*
- Outside Cover - \$1,800.00\*

\* if available

## Artwork information:

- Please use artwork from last year - copy enclosed - adjust to meet new sizes if necessary.
- Electronic file enclosed format \_\_\_\_\_

**Payment information:** Please return by January 15th for first issue.

- Check enclosed
- Purchase order enclosed
- Credit card (MC, Visa or AMEX) - name on card \_\_\_\_\_  
credit card number \_\_\_\_\_ exp. date \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

Last year, you placed the following size ad: \_\_\_\_\_

Please return this insertion order with your artwork and payment to:  
Illinois Section AWWA, 535 Yorkshire Drive, Dekalb, IL 60115  
Phone 866-521-3595 Fax: 866-521-3591 Email: laurie@isawwa.org