

Indiana Onsite Wastewater Professional Association (IOWPA) 2021 IOWPA Advertising Sheet & Contract

Expand your reach by advertising in the *IOWPA News*. Our quarterly, full-color print magazine is mailed to all active members of the Indiana Onsite Wastewater Professionals Association. Reach over 650 Indiana onsite wastewater professionals with vital, decision-making power with each issue. Plus, your message goes even further with the digital version of the magazine emailed and posted on IOWPA's website — www.iowpa.org.



2021 Advertising Rates (per issue)

The IOWPA News is a full-color publication

IOWPA Member Rates

| premium <i>full pages only</i> | single issue | all four issues |
|-----------------------------------|-----------------|--------------------|
| Back Cover | \$600 | \$570 |
| Inside Front | \$600 | \$570 |
| Inside Back | \$550 | \$523 |

display

| | | |
|-----------|-------|-------|
| Full Page | \$500 | \$475 |
| 2/3 Page | \$375 | \$356 |
| 1/2 Page | \$300 | \$285 |
| 1/3 Page | \$225 | \$214 |
| 1/6 Page | \$135 | \$128 |

Non-member Rates

| premium <i>full pages only</i> | single issue | all four issues |
|-----------------------------------|-----------------|--------------------|
| Back Cover | \$672 | \$638 |
| Inside Front | \$672 | \$638 |
| Inside Back | \$616 | \$585 |

display

| | | |
|-----------|-------|-------|
| Full Page | \$560 | \$539 |
| 2/3 Page | \$420 | \$532 |
| 1/2 Page | \$336 | \$319 |
| 1/3 Page | \$252 | \$239 |
| 1/6 Page | \$151 | \$143 |

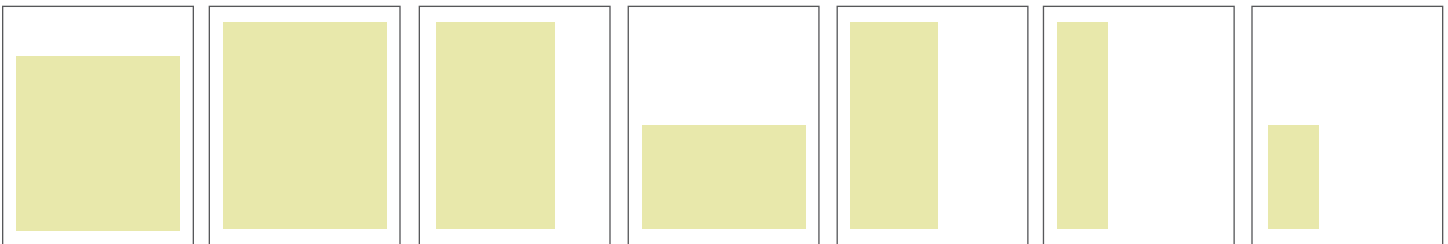
Classified Ads

Classified ads for the print magazine are accepted at the rate of \$23 for the first 25 words, numbers or abbreviations (minimum charge) plus \$1 per word thereafter.

Publication Dates and Deadlines

| issue | ads due |
|-------------|-------------------|
| Spring 2021 | March 8, 2021 |
| Summer 2021 | May 17, 2021 |
| Fall 2021 | August 16, 2021 |
| Winter 2021 | November 15, 2021 |

Size Requirements



Back Cover
7.5" w x 8" h
This allows for the 2" mail panel at the top of the page

Full Page
7.5" w x 10" h (non bleed)
Bleed size: 8.75" x 11.25"
Live area: 8.25" x 10.75"

Two-thirds (2/3)
4.9" w x 10" h

Half-page (1/2) horizontal
7.5" w x 4.9375" h

Half-page (1/2) vertical
3.625" w x 10" h

One-third (1/3)
2.25" w x 10" h

One-sixth (1/6)
2.25" w x 4.63" h

Document trim size: 8.5" w x 11" h

Artwork Requirements

Digital (preferred)

- File Format: High resolution (300 dpi) PDF, TIFF or EPS.
- PDFs: should have fonts embedded and EPS files have fonts outlined.
- Color: All ads must be in CMYK.

File transfer: email to Mary Breidenbach, mary@ecumulus.com

NOTE: The quality of the published advertisement depends upon the materials provided. The publisher assumes no responsibility for errors in the copy submitted by the advertiser.

Additional Charges

Publisher will charge for all costs incurred in preparing mechanicals for submitted advertisements that do not meet specifications.

Typesetting/Layout charges are \$50/hour. Minimum production charge is \$30.

Note: Full-page, four-color ads are required on cover positions. Priority is given to previously contracted advertisers.

Submit advertising insertion orders and artwork to:

Mary Breidenbach, IOWPA ad sales
Phone: (317) 757-8634 • Email: mary@ecumulus.com

2021

Order Date: _____ Agency Name: _____

Company Name (as to appear in Advertisers Index): _____

Contact Name: _____ Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web Site: _____

IOWPA News 2021 issues:

() Spring () Summer () Fall () Winter - or - () all 4 issues

Size: _____ Rate: _____ Premium/Position: _____

TOTAL: _____ () Prepay () Invoice

Date: _____ PO Number: _____ () MasterCard () Visa () Discover

Credit Card No: _____ Security Code # _____ Expiration Date: _____

Printed Name of Cardholder: _____

Email for receipt: _____

() Pay by check:

Make checks payable to: "IOWPA" and mail to: IOWPA, 7915 S. Emerson Ave., Ste. 132, Indianapolis, IN 46237

Advertising Terms and Conditions

All rates are Net (Non-Commissionable). "Publisher" refers to IOWPA. The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card or any amendment of it. General Rate Policy To earn volume or frequency rates:

- 1) The contract year is six issues;
- 2) A signed contract or order must be received and accepted by the publisher by the next issue after the first insertion;
- 3) Advertising must be inserted within one year from the effective date of the contract or order.

If an advertising contract or order is exceeded or not fulfilled, the rate charged will be adjusted to the rate earned within 60 days after the termination of the contract period.

Nonpayment of invoices may result in the termination of an advertising contract and a corresponding adjustment in the rate(s) charged.

The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising without rate penalty to the advertiser. Only the publication of an advertisement shall constitute final acceptance of the advertiser's order.

The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges therefore received by the publisher shall be refunded. The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting noncontract advertising may be made without notice.

Space orders are due on or before the closing date listed in the current media kit and may not be canceled by the advertiser after that time. Advertiser may change materials with any insertion, but authorizes the previous advertisement to be repeated if new materials are not furnished by the closing date.

Contract and Copy Regulations

All advertisements are accepted for publication entirely upon the representation that the agency and/or the advertiser is/are properly authorized to publish the entire contents and subject matter thereof.

In consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

Cancellation Policy

Cancellation of ad space must be received in writing to IOWPA News before the published closing date. Cancellations are not accepted after closing dates of each issue.

Commission, Credit Terms and Payments

All advertising must be paid in advance of each insertion. Checks, VISA, MasterCard and Discover accepted. Please mail payments to:

Indiana Onsite Wastewater Professionals Association
7915 Emerson Ave, Ste 132
Indianapolis, IN 46237

Ph: 317-965-1859; Fax: 317-534-3460
indianaonsitewastewater@gmail.com

Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and separately liable for all such payments.

Publisher may refuse, without prior notice to any person, to run any advertising on behalf of an advertiser whose account is in arrears, as reflected in association records.