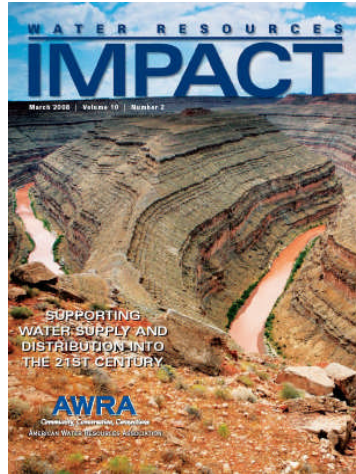
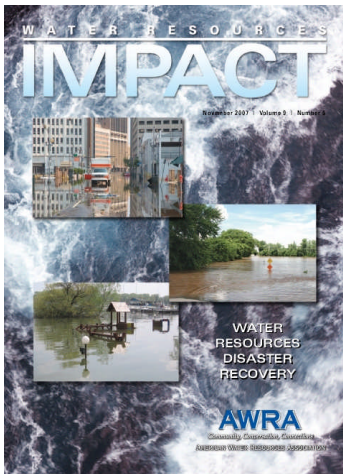


AMERICAN WATER RESOURCES ASSOCIATION
WATER RESOURCES
IMPACT
2009 ADVERTISING OPPORTUNITIES



Water Resources IMPACT is a practical, solution-oriented magazine whose readers are primarily senior-level water resources managers, governmental personnel, consultants, and the university community who work directly with water management programs.

AWRA's exciting news magazine contains timely articles written for the practitioner. Our September 2005 issue, for instance, featured articles on the *Infrastructure Crisis*, and was distributed just days after Hurricane Katrina and the failed levee system devastated New Orleans. Our May 2007 issue focused on *Contaminants of Emerging Concern*. In 2009, *IMPACT* will feature issues on *Sea Level Change*, the *Changing Climate*, *Adaptive Management*, *Boundary Issues*, and more. The complete editorial calendar follows. *IMPACT's* subscribers are accustomed to reading about issues currently facing them in their work as well as issues that are out on the horizon. *IMPACT gets read!*

**AWRA'S RECENTLY COMPLETED SUBSCRIBER SURVEY REVEALS
 THE FOLLOWING COMPELLING RESULTS FOR IMPACT ADVERTISERS:**

73%	Percentage of subscribers who share AWRA publications with other staff
68%	Percentage of subscribers who work in offices with more than 50 employees
40%	Percentage of subscribers who work in offices with more than 500 employees
64%	Percentage of subscribers over 43 years of age
70%	Percentage of subscribers who make more than \$61,000 per year
84%	Percentage of subscribers who hold a Master's degree or higher



AWRA
 Community, Conversation, Connections

4 West Federal Street P.O. Box 1626
 Middleburg VA 20118-1626
 (540) 687-8390 FAX: (540) 687-8395 www.awra.org

2009 EDITORIAL SCHEDULE

January 2009
SEA LEVEL RISE & COASTAL
ZONE MANAGEMENT

July 2009
LANDFILL & LANDSPREADING
HAZARDS

March 2009
MANAGING WATER RESOURCES
DEVELOPMENT IN A CHANGING CLIMATE

September 2009
WATER RESOURCES &
BOUNDARY ISSUES

May 2009
ADAPTIVE MANAGEMENT OF
WATER RESOURCES II

November 2009
SPIRITUALITY &
WATER MANAGEMENT

TOTAL CIRCULATION

2600

(includes AWRA membership & Water Resource IMPACT subscribers)

Bonus Distributions

Our March, and May issues are also distributed to the attendees of the AWRA Spring Specialty Conference (250-350) and AWRA Summer Specialty Conference (250-350). In addition, occasionally, a federal agency or other organization requests up to 1,000 additional copies of particular issues to distribute to employees or constituents.

IMPACT READERSHIP STATISTICS

AGE	
2%	Under 25
13%	26 to 32
21%	33 to 42
23%	43 to 50
28%	51 to 60
13%	Over 60
GENDER	
24%	Female
76%	Male
EDUCATION	
14%	Bachelors
47%	Masters
35%	Doctorate
4%	Other/Unknown
DISCIPLINE	
29%	Engineering
27%	Hydrology
44%	Ecology, Geology, Geography, Agronomy, Chemistry, Biology, Economics, Education, Forestry, Geographic Info. Systems, Law, Limnology, Oceanography, Policy, Political Science, Other/Unknown

JOB TITLE	
28%	Management (Pres, VP, Div Head, Sect Head, Manager, Chief Engineer)
27%	Scientific (Non-mgmt; i.e., chemist, biologist, hydrologist, analyst, geologist, hydrogeologist)
15%	Faculty
13%	Engineering (Non-mgmt; i.e., Civil, Water Resources, Planning, Systems Designer)
18%	Student, Marketing/Sales, Attorney, Retired, Elected/Appointed Official, Computer Specialist, Volunteer, Other/Unknown
EMPLOYER	
30%	Consulting Firm
21%	Educational Institution (Faculty/Staff)
11%	Federal Government
13%	Local/Regional Gov't Agency
7%	Educational Institution (Student)
6%	State/Interstate Gov't Agency
12%	Law Firm, Industry, Non-Profit, Tribal Government, Retired, Other/Unknown

American Water Resources Association

2009 Water Resources IMPACT

2009 ADVERTISING RATES & SIZE SPECIFICATIONS FOR B/W LOCATED WITHIN THE BODY COPY OF WATER RESOURCES IMPACT

AWRA Associate Members receive 20% discount on IMPACT advertising.

(See Associate Member price **in blue** below. *Discount does not apply to color ad surcharges.*)

Note: Regular Members are not eligible for discount.

No of times	Full Page (7.5 X 9.75)	1/6-Pg Vertical (2 1/8 x 4 3/4)	1/4-Pg Vertical (3 1/2 x 4 3/4)	1/3-Pg Vertical (2 1/8 x 9 1/2)	1/2-Pg Vertical (3 3/4 x 9 3/4)	2/3-Pg Vertical (4 3/4 x 9 3/4)
		1/6-Pg Horizontal Not Available	1/4-Pg Horizontal Not Available	1/3-Pg Horizontal (7 1/2 x 3 1/4)	1/2-Pg Horizontal (7 1/2 x 4 3/4)	2/3-Pg Horizontal (7 1/2 x 6 1/2)
1	\$885/ \$708	\$230/ \$184	\$335/ \$268	\$430/ \$344	\$555/ \$444	\$695/ \$556
2	\$1585/ \$1268	\$415/ \$322	\$605/ \$484	\$775/ \$620	\$1000/ \$800	\$1240/ \$992
3	\$2250/ \$1800	\$540/ \$432	\$855/ \$678	\$1100/ \$880	\$1420/ \$1196	\$1765/ \$1412
4	\$3000/ \$2400	\$785/ \$628	\$1145/ \$916	\$1465/ \$1172	\$1890/ \$1512	\$2355/ \$1884
5	\$3750/ \$3000	\$980/ \$784	\$1430/ \$1144	\$1830/ \$1464	\$2365/ \$1892	\$2945/ \$2356
6	\$4500/ \$3600	\$1180/ \$944	\$1715/ \$1372	\$2195/ \$1756	\$2840/ \$2272	\$3535/ \$2828

The above prices are for black & white ads. For all full color ads please add \$275/Time to the total given above.

2009 ADVERTISING RATES FOR SPACE ON COVERS (IF AVAILABLE)

AWRA Associate Members receive 20% discount on IMPACT advertising.

(See Associate Member price **in blue** below. *Discount does not apply to color ad surcharges.*)

Note: Regular Members are not eligible for discount.

Ad Size (See Dimensions Above)	1X	2 X	3 X	4X	5X	6X
Full Page	\$1445/ \$1156	\$2165/ \$1732	\$2815/ \$2252	\$3755/ \$3004	\$4690/ \$3752	\$5630/ \$4504
2/3 Page Hor. or Vert.	\$1270/ \$1016	\$1905/ \$1524	\$2475/ \$1980	\$3300/ \$2610	\$4130/ \$3304	\$4955/ \$3954
1/2 Page Hor. or Vert.	\$1140/ \$912	\$1705/ \$1364	\$2220/ \$1776	\$2960/ \$2368	\$3700/ \$2960	\$4440/ \$3552
1/3 Page Hor. or Vert.	\$1025/ \$820	\$1540/ \$1232	\$2000/ \$1600	\$2670/ \$2136	\$3335/ \$2668	\$4005/ \$3204
1/4 Page	\$925/ \$740	\$1385/ \$1108	\$1800/ \$1440	\$2400/ \$1920	\$3000/ \$2400	\$3605/ \$2884
1/6 Page	\$825/ \$660	\$1235/ \$988	\$1605/ \$1284	\$2145/ \$1716	\$2680/ \$2144	\$3215/ \$2575

The above prices are for black & white ads. For all full color ads please add \$500/Time to the total given above.

Advertisement Placement on Cover Pages - Inside Front Cover (must be full, 2/3, or 1/3 size); Inside Back Cover (all sizes accepted); Back Cover (all sizes EXCEPT full and 2/3; 1/2 and 1/3 size ads must be in horizontal format). Ads may be printed in black & white or full-color. Please submit digital artwork & photos only.

2009 ADVERTISING DEADLINES

Issue	Space Reservation Deadline	Copy Material Due
January	November 15	December 1
March	January 15	February 1
May	March 15	April 1
July	May 15	June 1
September	July 15	August 1
November	September 15	October 1

REPRODUCTION REQUIREMENTS

- 1) All display ad copy must be camera ready. Specs required by the printer are as follows:
 - a) Quark with support and fonts up to version 6
 - b) Illustrator in outline format, up to version CS; if it is two-color, assign Reflex CVC as the second color; or
 - c) PDF format, distilled using Acrobat Distiller with high-resolution Print settings, and embedding all fonts. If you use an MS Word or Publisher file, the graphics are usually low-resolution and do not look good, but are usable. Our preference is to receive a Quark document with support and fonts, or any other native program that you create it in.
- 2) All advertising is subject to the publisher's approval. AWRA reserves the right to refuse any advertisement that it feels is not appropriate for this publication
- 3) Cancellations cannot be accepted after the designated closing date.
- 4) No agency commissions will be given.
- 5) IMPACT is published in blue & black. Advertising space is not available on the front cover.

PAYMENT TERMS

Payment may be made by credit card at the time of placing the ad. After publication, if prior payment has not yet been made, an invoice will be sent (along with two copies of the issue). Payment in full will be due upon receipt. Contracted advertising for multiple issues must be paid in full at the time the first ad appears to receive multiple-insert discount. You will receive 2 copies of each issue for the duration of the contract. Different ads may be used when contracting for multiple issues. If changing ads they must be sent to the AWRA Publications Office by the deadline dates given above. The contracted size must stay the same.

For additional information or to place an ad, call or send directly to:

Charlene E. Young

Director of Publications Production
American Water Resources Association
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Huntsville, AL 35801-5614
Phone: (256) 650-0701 Fax: (256) 650-0570
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