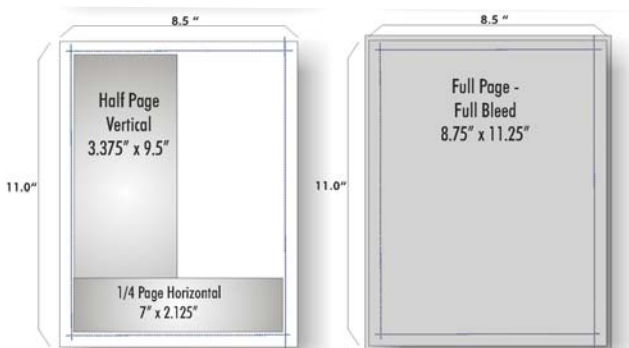


**A D V E R T I S I N G
P O L I C Y**

Advertising will be accepted subject to the following guidelines:

- The NEWEA reserves the right to reject advertising which it deems unsuitable and to refuse acceptance from advertisers of questionable credit or trade standing.
- Advertising which simulates reading matter will be plainly marked "advertisement" in a typeline above or below the insertion, in accordance with postal regulations.
- Cancellation will not be accepted after the closing dates specified for each publication. Outstanding payments must be brought up-to-date before any new advertising will be placed.
- Initial review of proposed advertising will be made by the NEWEA Executive Director and Journal Committee Chair.
- The NEWEA is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in the Journal or any other Association publication.
- The NEWEA reserves the right to determine the placement of all advertisements, except Special Placement Ads.
- A signed contract must be submitted prior to publication.
- No ad agency discounts.



A D V E R T I S E R

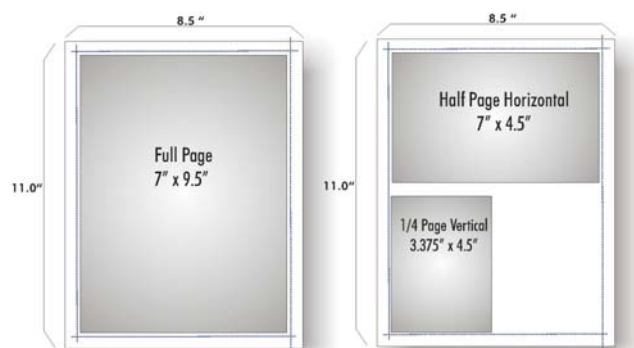
Name _____
 Company _____
 Address _____
 City, State, Zip _____
 Telephone _____
 Fax _____
 Email _____ www _____

Agrees to advertise in the JOURNAL of the New England Water Environment Association in the 2010 issues as selected below:

Size ad: _____ page
 Color (circle): Y / N
 Issues (circle): Spring, Summer, Fall, Winter, All
 Special Placement Request: _____
(Processed on a first come first serve basis)
 Total Cost: (see rates below): \$ _____

Closing date for artwork (disk or email) is **March 12 (Spring), May 28 (Summer), August 27 (Fall), and November 19 (Winter).**

The Advertiser agrees to supply or to pay the cost of all copy, artwork or negatives required.



A D A G E N C Y

Name _____
 Ad Agency _____
 Address _____
 City, State, Zip _____
 Telephone _____
 Fax _____

2009 Rates Held for 2010

Display Ads	Rate (per insertion)	Annual Total* (Discounted Rate)
Full Page	\$ 490	\$ 1,755
Half Page	\$ 355	\$ 1,275
Quarter Page	\$ 285	\$ 995
Color (4 color process)		
Full Page	\$ 805	\$ 2,900
Half Page	\$ 625	\$ 2,240
Quarter Page	\$ 490	\$ 1,760
Special Placement (4 color process, full page ads only)		Annual Total*
Facing President's Message		\$ 3,110
Back cover		\$ 5,080
Inside back cover		\$ 3,310
Inside front cover		\$ 3,520

***For all four issues**

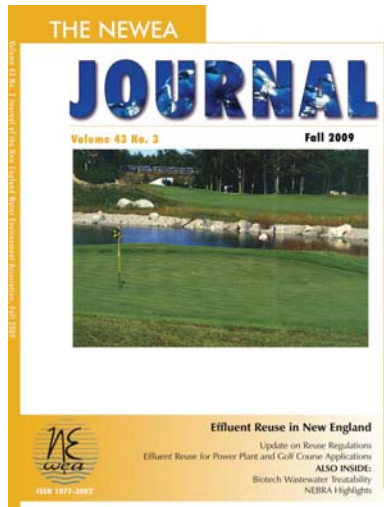
Advertising page layout size, and bleed tolerances for full page, full bleed, or partial bleed ads will be supplied upon notification of intent to advertise.

NEWEA 2010
 CATCH THE EXCITEMENT
 JOIN TODAY!
 New England Water Environment Association
 10 Tower Office Park, Suite 601 Woburn, MA 01801
 718.939.0908 mail@newea.org/www.newea.org



NEWEA is pleased to continue with our full-sized magazine format. In 2010, we will offer four opportunities for advertisement. Advertise in all four issues and save 10 percent! Reserve your ad space today by mailing or faxing in the attached contract.

Deadline for advertising is MARCH 12!



The New England Water Environment Association is pleased to offer advertising opportunities in four Journal issues for 2010 due out in late spring, summer, fall and winter. The 8.5" x 11" magazine format provides increased opportunities for advertisements, including placement throughout the magazine. Special placement and various sized color ads are also available.

Current circulation reaches in excess of 2,000 members in our industry, consisting of engineers, contractors, manufacturer's representatives, operations personnel, and public works, state and federal regulatory officials. Elizabeth Cutone, *NEWEA Executive Director*

Advertising Submittal Requirements

- Electronic files only. PC format. Please submit hard copy sample with contract. Files may be PDF or flattened TIFF format. (Grayscale for B&W ads, CMYK for color ads)
- Larger files which cannot be e-mailed may be transmitted via ftp. Please contact NEWEA for ftp information.
- Camera ready artwork can be submitted. Submit flat, not folded. (scanning and proofing charges may apply)

- Files can be e-mailed to: ecutone@newea.org or sent via CD:
 Elizabeth A. Cutone, Executive Director
 New England Water Environment Association
 10 Tower Office Park, Suite 601
 Woburn, MA 01801

 Telephone # (781) 939-0908
 Fax # (781) 939-0907

mail@newea.org
<http://www.newea.org>