



## News Leaks and Membership Directory

### 2017 Publication Frequency

News Leaks will be published four times per year on the following schedule. News Leaks will also be published electronically and available on the Section website to members and non-members.

- March
- June
- October
- December

The membership directory will be published in the second quarter of the year.

### Rates

The following rates are the total cost per year for the four issues of News Leaks beginning with the April issue and ending with the January Issue, plus the membership directory. Purchase orders, credit cards, and checks are acceptable means of payment.

Process (4 color) Ads  
 Inside front/back covers .....\$2,500.00  
 Outside back cover .....\$3,000.00

Right of first refusal for these ads will be given to current advertisers at similar location in membership directory.

Black and White Ads  
 Business Card .....\$350.00  
 1/4 Page .....\$500.00  
 1/2 Page .....\$800.00  
 Full Page.....\$1,300.00

Ads will be run for a full calendar year in News Leaks and in the membership directory. **There will be 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.

Business card size  
3 1/2" wide by 2" 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

**ARTWORK DUE BY THE 15th OF THE MONTH BEFORE PUBLICATION.**

### 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 Jennifer Bailey, Assistant Editor to: [jbailey@citizensenergygroup.com](mailto:jbailey@citizensenergygroup.com).**

### Payment

Payment is to be sent to:

**Indiana Section AWWA  
2680 East Main Street; Suite 106  
Plainfield, IN 46168**

**OR by email to: [dawn.keyler@inawwa.org](mailto:dawn.keyler@inawwa.org)**

**Ad Artwork and Questions -  
Contact Jennifer Bailey at:  
Email: [jbailey@citizensenergygroup.com](mailto:jbailey@citizensenergygroup.com)**



# 2017 Insertion Order

I would like to place an advertisement in *News Leaks* and the membership directory. *News Leaks* will be published 4 times per year and electronically. The membership directory will be published in the second quarter. All publications will be mailed bulk non-profit to over 1,200 members of the Indiana Section American Water Works Association.

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

### Black and White Ads

- business card size - \$350.00
- 1/4 page - \$500.00
- 1/2 page - \$800.00
- full page - \$1,300.00

### Process Color Ads

- Inside Cover - \$2,500.00\*
  - Outside Cover - \$3,000.00\*
- \* if available

### Artwork information:

- Please use artwork from last year - copy enclosed - adjust to meet new sizes, if necessary
- Electronic file enclosed (**.JPG format ONLY please**)

### Payment information: Please return by March 1 for the directory & first issue.

- Check enclosed - Number \_\_\_\_\_
- Purchase Order enclosed
- Credit Card (MC, Visa or AMEX) - A secure link will be provided to you via email for payment

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

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

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

ADVERTISING CONTACT EMAIL (IF DIFFERENT): \_\_\_\_\_

ADVERTISING CONTACT NAME (IF DIFFERENT): \_\_\_\_\_

### Please return this insertion order with payment to:

Indiana Section AWWA  
2680 East Main Street; Suite 106  
Plainfield, IN 46168

OR by email to: [dawn.keyler@inawwa.org](mailto:dawn.keyler@inawwa.org)



**Ad Artwork and Questions - Contact Jennifer Bailey at:**  
Email: [jbailey@citizensenergygroup.com](mailto:jbailey@citizensenergygroup.com) or Phone: 317-927-6065

**NOTE: ARTWORK DUE BY 15th OF THE MONTH PRIOR TO PUBLICATION**