

## Advertising Order

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

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

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

### Please include my company's ad in *InFlow-Line*:

- The next four issues of *InFlow-Line* or one or more of the following issues:
- Winter (Deadline December 1)
- Spring (Deadline March 1)
- Summer (Deadline June 1)
- Fall (Deadline September 1)

### The size of my ad is:

- Full page
- Back cover
- 1/2-page
- 1/6-page
- Inside front cover
- 2/3-page
- 1/3-page
- Business card size

### Send your order to:

*InFlow-Line*  
c/o Large & Page Communications  
242 Newbury Street  
Hartford CT 06114-2234

### Email your ad to:

awwa@largeandpage.com

### For ad help or information call:

860-956-9500

## *InFlow-Line*

The magazine of the CT Section, American Water Works and the Connecticut Water Works Associations

PO Box 468  
164 Water Street,  
Norwalk, CT 06854

## Rate Card

# *InFlow-Line*

The magazine of the CT Section, American Water Works and the Connecticut Water Works Associations

*InFlow-Line* is printed in full color so your ad will stand out and be noticed as readers explore new articles, technical papers and news of the industry in each of the year's four issues.

With a circulation of up to 2,500 copies per issue, you can reach virtually the entire Connecticut drinking water industry plus key suppliers, engineering firms, consultants and those interested in the activities of the Connecticut Department of Public Health as they apply to drinking water. There is no other publication that reaches this specialized audience.

As always, income derived from *InFlow-Line* advertising goes to help support CTAWWA and CWWA programs. Your advertising support will actually help the Connecticut drinking water industry!

Advertising in *InFlow-Line* is cost effective and flexible with a variety of ad sizes that fit every budget. Run your ad in full color at no additional charge, and get a valuable discount by advertising in all four issues.

### Editorial and Publicity

*InFlow-Line* will publish news, technical papers, photos and articles about people, projects and processes of interest to the drinking water industry. Editorial assistance is available and it isn't necessary to be a member of either association to submit news. If it's of interest to those in the industry, it can appear in *InFlow-Line*.

### Bonus Circulation

*InFlow-Line* magazine is mailed directly to every member of both the Connecticut Section AWWA and the CWWA, quarterly. In addition, more than 1,600 copies of each issue are distributed at the various offices of many Connecticut water utilities and well as selected recipients designated by the Connecticut Department of Public Health.

# InFlow-Line

## Advertising Rates

Effective December 1, 2007

Ad size	Ad cost for one issue	Cost per ad for 4 issues
Full page*	\$1,320	\$1,188
2/3-page	\$924	\$832
1/2-page	\$715	\$635
1/3-page	\$440	\$396
1/6-page	\$220	\$198
Business card size	\$209	\$187
Back cover*	\$1,650	\$1,485
Inside front cover*	\$1,452	\$1,298

- \*Your ad can bleed on these pages at no additional charge.
- Start running your ad with any issue. Four-issue contracts can begin at any time. Save 10% by running your ad in four consecutive issues.
- Rates shown are for full color ads. Black and white and two-color ads are also acceptable.
- All rates are net. No agency commission.

## Ad Sizes

Ad Size	Width	Height
Full Page	7"	10"
Full page bleed	8-1/8"	11"
2/3-page	4-5/8"	10"
1/2-page	7"	5"
1/3-page (square)	4-5/8"	4-7/8"
1/3-page (vertical)	2-1/4"	10"
1/6-page (horizontal)	4-5/8"	2-3/8"
1/6-page (vertical)	2-1/4"	4-7/8"
Business card ad	3-3/8"	2"

Submit ads as high resolution PDF files (save as a PDXIA file). If possible, convert Pantone colors to CMYK.

Email your ad to: [awwa@largeandpage.com](mailto:awwa@largeandpage.com)

If you have questions or need assistance with creating an ad, please call 860-956-9500 or email [wml@largeandpage.com](mailto:wml@largeandpage.com).

Please don't send payment with your order form. You will be billed after publication.

## Advertising Flexibility

*InFlow-Line* is all color, meaning that advertisers can run their ads in color at no extra charge. There is also no extra charge for full page bleed ads. Even submitted publicity photos will run in color. If your ad is black & white or two-color, it can be run that way, too.

Advertisers can schedule ads in single issues and employment ads will now be accepted. Advertisers who schedule ads in four consecutive issues (even if the ad sizes are mixed and the ad content changes) will receive a 10% discount over the one-time rate on each ad.

*InFlow-Line* magazine has been designed to accept a variety of standard size ads: Full page, 2/3 page, 1/2 page, 1/3 page and 1/6 page in both square and vertical formats as well as business card size ads.

Use the ad rates shown here to place your ad in the upcoming issues of *InFlow-Line* today.

## Classified ads

*InFlow-Line* now accepts classified employment ads of any reasonable length. Cost per issue is just \$25.00 for members of either CWWA or CTAWWA or \$75.00 for non-members.

## Editorial calendar

The winter edition focuses on the Annual Technical Conference and Vendor Expo (ATCAVE). The spring edition provides registration information and a schedule of the Annual Joint Conference. The Summer edition lists educational opportunities for water supply professionals.

## Feature Articles

Articles up to 1,500 words on drinking water specific topics, regulation, processes and projects are always welcome and will be considered for publication. *InFlow-Line* may be able to provide original photographs to illustrate your article given adequate lead time.