



California-Nevada Section

American Water Works Association

Advertising Rate Card

BLACK/WHITE RATES

<u>Size</u>	<u>1X</u>	<u>4X</u>
Full Page	\$1539.50	\$1389.50
2/3 Page	1309.50	1179.50
1/2 Page Island	1119.50	1009.50
1/2 Page	999.50	899.50
1/3 Page	729.50	659.50
1/4 Page	489.50	439.50
1/8 Page	409.50	369.50

COVER AND PREMIUM POSITIONS

<u>Size</u>	<u>1X</u>	<u>4X</u>
DPS	\$2699.50	\$2559.50
2 nd or 3 rd Cover	2029.50	1879.50
4 th Cover	2309.50	2159.50

COLOR RATES

Process color	\$400.00
Matched color	\$550.00
Four color	\$850.00
PMS color	\$850.00

AD DIMENSIONS

<u>Size</u>	<u>Width</u>	<u>Length</u>
Full Page	7"	9 1/2"
2/3 Hz.	7"	6 1/4"
2/3 Vt.	4 5/8"	9 1/2"
1/2 Hz.	7"	4 5/8"
1/2 Vt.	4 5/8"	7"
1/3 Hz.	7"	3"
1/3 Vt.	2 1/8"	9 1/2"
1/3 Sq.	4 5/8"	4 5/8"
1/4 Hz.	4 5/8"	3 3/8"
1/4 Vt.	3 3/8"	4 5/8"
1/8 Vt.	2 1/8"	3 3/8"
1/8 Hz.	3 3/8"	2 1/8"

BLACK AND WHITE REQUIREMENTS

Camera-ready, fully completed artwork; reproduction proofs or photographs of same required for b/w ads. Ad material on disk or via email is also accepted. All disk and email ads must include a printout.

FOUR (Full) COLOR REQUIREMENTS

Four-color negatives, right-reading emulsion side down must be accompanied by one set of proofs (Match Print) or color key. Ad material on disk or via email is also accepted. All disk and email ads must include a color printout.

DIGITAL AD MATERIAL

All ads submitted electronically (Zip, CD, email) preferred in MAC format. Please supply all files necessary for output. Please ensure that layout files, screen fonts, printer fonts, scans, graphics and illustration are included. Hard copy must be supplied. All artwork must be scanned at 300-600 dots per inch. Line art at 600 dpi. TIFF, EPS, JPEG (high-resolution) files also accepted. Web images or GIF files not accepted. Please compress digital files larger than 10 MB as .SIT files.

PROOFS

Proofs available only upon request and at a charge of \$50, available only on ads produced by Naylor.

REVISIONS

Revisions are rework for Naylor Publications and are subject to a \$50 surcharge.

MECHANICAL REQUIREMENTS

Type Size: 7" X 9 1/2"
 Trim Size: 8 3/8" X 10 7/8"
 Bleed Size: 8 5/8" X 11 1/8"
 Halftone Screen: 133 lines up to 150 lines

DPS Mechanical Requirements:

Type Size: 15 3/8" X 9 1/2"
 Trim Size: 16 3/4" X 10 7/8"
 Bleed Size: 17" X 11 1/8"
 Halftone Screen: 133 lines up to 150 lines

PRODUCTION SERVICES

Naylor provides basic ad assembly and layout to non-agency clients at no charge to the client.

GUARANTEED SPECIAL POSITION

Other than covers, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated on request basis only.

AD AGENCY COMMISSIONS

All prices are net. Ad agency commissions are not included in quoted price.

TERMS

Payment due upon receipt of invoice, 2% per month interest charged on accounts over 30 days.