

Splashings

ADVERTISING GUIDELINES

ADVERTISING SPECIFICATIONS

About the Publication

Splashings is the official publication of the Kansas Water Environment Association. It is published four times per year and distributed electronically via email to the membership and made available for download via the website (kwea.net). Each issue generally contains 30 to 50 pages.

What's Included with Advertising

Advertising in *Splashings* includes choice of ad size in the publication as well as a featured listing on the website as an official supporter.

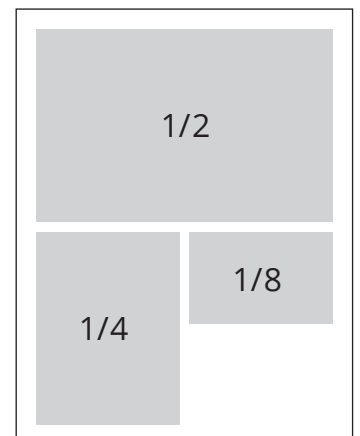
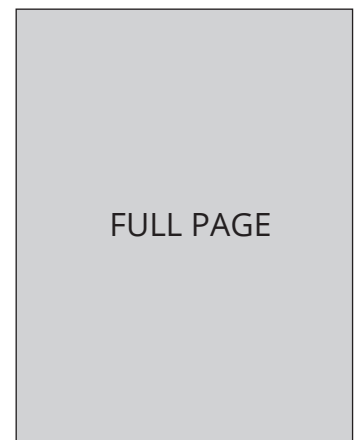
SIZE	DIMENSIONS	SINGLE ISSUE	ANNUAL RATE
Full Page	8.500" W x 11.000" H	\$270	\$600
1/2 Page Horizontal	7.500" W x 4.875" H	\$130	\$415
1/4 Page Vertical	3.625" W x 4.875" H	\$90	\$275
1/8 Page Horizontal	3.625" W x 2.3125" H	\$75	\$215

Artwork Requirements

- Production: Adobe Illustrator, InDesign, or Photoshop
- File format: PDF (preferred), EPS, TIF, JPG
- Resolution: 300 dpi minimum
- Color: RGB
- All fonts, links, and images must be included.
- Keep artwork to specs listed above. No bleeds.
- Artwork is subject to adjustment if listed requirements are not met. A border may be added, if needed.

Website Listing Requirements

- Logo in vector format (EPS, AI, PDF, SVG)
- Website URL



SUBMISSION GUIDELINES

Schedule

ISSUE	AD DEADLINE	ISSUE FOCUS	DISTRIBUTION
Winter	December 15	Open industry content	January
Spring	February 15	Open industry content	April
Summer	May 15	Conference preview	July
Fall	August 15	Conference wrap-up	October

Advertisers have the option to submit one ad to run for the full year or may elect to provide new artwork for each issue, provided it is received by the submission deadline.

Reserve Your Spot

Reserve your spot for annual advertising by contacting Tina Leitzel at webmaster@kwea.net. Artwork must be received no later than December 15.

Artwork Submission

Submit ad artwork, logo, and website URL to Tina Leitzel at webmaster@kwea.net.

Payment

Invoices are issued via email in January. Please make checks payable to Kansas Water Environment Association and mail payment to:

Mail to: KWEA
c/o Sylvan Coles, Secretary-Treasurer
6209 SW 24th Terrace
Topeka, KS 66614

If you wish to pay by credit card, please contact Tina Leitzel at webmaster@kwea.net.