

Rocky Mountain Water

Official Bi-Monthly Magazine
of the Rocky Mountain Section of
AWWA and the Rocky Mountain
Water Environment Association



Rocky
Mountain
Section



Target the Rocky Mountain Water Industry

Reach the key decision-makers in the water and wastewater industry in Colorado, New Mexico and Wyoming by advertising in the Rocky Mountain Water bi-monthly magazine.



Target Audience & Benefits

Rocky Mountain Water (formerly *RUMBLES*) is distributed to more than 3,600 members of the Rocky Mountain Section of the American Water Works Association and the Rocky Mountain Water Environment Association, as well as water municipalities. The recipients of our publication include superintendents, plant operators, engineers, managers, biologists / chemists, regulators, scientists / technicians, environmentalists, manufacturers, and consultants responsible for developing and maintaining safe water and excellent water quality throughout Colorado, New Mexico and Wyoming.

Visibility

- Special placements and premium positions available.
- All advertisers will be listed alphabetically in our Index to Advertisers showing your web address and page number of your ad.

Publication

- *Rocky Mountain Water* also publishes a digital version at www.rmsawwa.net, which includes a live link from your advertisement directly to your company's website. TWO ways to have your ad in front of industry decision-makers!
- *Rocky Mountain Water* Magazine: An 8 1/2" x 11" full-color, glossy stock, bi-monthly publication.
- January *Rocky Mountain Water* issue includes the Annual Resource Guide for the water and wastewater industry.

Editorial Calendar

Topics of focus in *Rocky Mountain Water* each year

January: Collection and Distribution

July: One Water

March: Resource Recovery

September: Innovation and Technology

May: Effective Utility Management

November: Process and Treatment

Advertising Contact:

Kathleen Pishotta, 888-371-4933 or kathleen@apogeepublications.com

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Rate Sheet

Premium Position Rates (Full-Color Only)

	1x	3x	6x
Center Spread	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,775	<input type="checkbox"/> \$1,500
OBC	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$1,425	<input type="checkbox"/> \$1,200
IFC	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$1,000
IBC	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$1,000
Opposite IFC	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$950
Opposite TOC	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$950

Interior Rates (Full-Color)

Full Page	<input type="checkbox"/> \$1,025	<input type="checkbox"/> \$900	<input type="checkbox"/> \$825
1/2 Page	<input type="checkbox"/> \$950	<input type="checkbox"/> \$850	<input type="checkbox"/> \$750
1/4 Page	<input type="checkbox"/> \$700	<input type="checkbox"/> \$605	<input type="checkbox"/> \$550
1/6 Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450
1/8 Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400

Outserts (Supplied to our mailhouse)

- 1-page double-sided...\$850
- 2-page double-sided...\$950

Issue Selection (Please select all that apply)

- January _____
- March _____
- May _____
- July _____
- September _____
- November _____

Advertiser Information

Company Name _____

Contact Name _____

Address _____

City _____

State _____

Zip Code _____

Phone _____

Fax _____

Email _____

Advertising Agency _____

Agency Phone _____

Agency Fax _____

Advertisement Agreement with Apogee Publications

Payment

- Credit Card (Circle one: VISA, MC, AMEX, DISCOVER)

Name on Card _____

Card # _____

Expiration Date _____

- Company Check (please note arrival date: _____)

I agree that this form constitutes the acknowledgement of my order, and I agree to submit any cancellation prior to the closing date.

Signature _____

Advertising Cost

Total Cost per Insertion _____

Advertising Copy

Materials to be delivered on _____

Design services requested (fees may apply) Yes No

Please return via toll-free fax: 866-572-3170

Attention: Kathleen Pishotta

kathleen@apogeepublications.com or 888-371-4933

Checks payable and sent to: Apogee Publications
6528 Greenleaf Ave., Ste. 219
Whittier, CA 90601

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Production Guidelines

Mechanical Specifications

Full Page	7.5" x 10.00"
1/2 Horizontal	7.5" x 4.75"
1/2 Vertical	3.5" x 9.00"
1/4 Horizontal	7.5" x 2.50"
1/4 Vertical	1.75" x 9.00"
1/4 Corner	3.625" x 4.75"
1/6 Horizontal	3.5" x 3.00"
1/6 Vertical	2.3" x 4.50"
1/8 Horizontal	3.5" x 2.00"

Submission Guidelines

Trim Size	8.375" x 10.875"
Bleed Size	8.625" x 11.125"
Resolution	.300 dpi

Color Format

This publication will be printed using CMYK colors. If a spot color is specified, every attempt will be made to match this color using a CMYK ink mix. It's also recommended the inclusion of an accurate color proof and/or separated laser proofs with artwork submission.

Preferred Format:

- High-resolution, press-optimized PDF
- All fonts & graphics embedded

Other Acceptable Formats:

- TIFF, EPS or Photoshop files...must be able to open in software listed above.
- EPS file format for vector images: fonts should be converted to paths/outlines.
- Illustrator file formats: fonts & images must be converted to paths/outlines and embedded.

Media Accepted:

- CD-ROMs
- Electronic files can be submitted as follows:
Upload your files through our FTP site located at www.apogeepublications.com.

User name: RMW Password: RMW789user
(case sensitive)

Email your files to: aude@apogeepublications.com
and please cc: your sales representative for proofing purposes.

Overnight your artwork to: Apogee Publications,
6528 Greenleaf Avenue, Suite 219, Whittier, CA 90601

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