

# 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](http://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, 352-371-4933 or [kathleen@apogeepublications.com](mailto: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 352-371-4933

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](http://www.apogeepublications.com).

User name: RMW Password: RMW789user  
(case sensitive)

Email your files to: [aude@apogeepublications.com](mailto: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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