



## ADVERTISING

**Roseann Pettrow**

NJWEA Publications Committee

P.O. Box 737  
Woodland Park, NJ 07424  
(732) 850-0100  
rpettrow@fleetpump.com



# NEW JERSEY WATER ENVIRONMENT ASSOCIATION NJ Effluents & SCAN Advertising Rates

## ADVERTISING CONTRACT

### EFFLUENTS & SCAN PAGE SIZE:

#### CHECK ONE:

- ☐ Full Page Back Cover\*
- ☐ Full Page Inside Front Cover\*
- ☐ Full Page Inside Back Cover\*
- ☐ Full Page (Regular)
- ☐ Half Page - Horizontal
- ☐ Half Page - Vertical
- ☐ Quarter Page - Horizontal
- ☐ Quarter Page - Vertical
- ☐ Tenth Page (Business Card Size)
- ☐ SCAN - Business Card Size Only\*

#### (1) ISSUE

N/A  
N/A  
N/A  
\$ 1,200.  
\$ 800.  
\$ 800.  
\$ 500.  
\$ 500.  
\$ 200.  
\$ 200.

#### (4) ISSUES:

\$ 4,800.  
\$ 4,000.  
\$ 4,000.  
\$ 3,000.  
\$ 2,200.  
\$ 2,200.  
\$ 1,400.  
\$ 1,400.  
\$ 550.  
\$ 550.

#### WIDTH\*\*

7-1/2"  
7-1/2"  
7-1/2"  
7-1/2"  
7-1/2"  
3-5/8"  
7-1/2"  
3-5/8"  
3-5/8"  
3-5/8"

#### HEIGHT\*\*

8"  
10"  
10"  
10"  
4-7/8"  
10"  
2-3/8"  
4-7/8"  
2"  
2"

### Insertion Issue(s) (IF LESS THAN FULL YEAR)

☐ Winter:  
DECEMBER / JANUARY

☐ Spring:  
MARCH / APRIL

☐ Summer:  
JUNE / JULY

☐ Fall:  
SEPTEMBER / OCTOBER

### Publication Schedule Deadlines:

October 31st

January 31st

April 30th

July 31st

## BUILD YOUR BRAND

### TO ENSURE THE BEST QUALITY POSSIBLE, FOLLOW SPECIFICATIONS BELOW:

- Digital Files are preferred; supplied by Email, flash drive or CD to: rpettrow@fleetpump.com
- To keep consistent appearance, place a border around your ad (2 PT RULE) to match the dimensions of your chosen ad size.
- Please supply hard copy or other format for verification - NJWEA cannot be responsible if copy is missing or different from what was supplied digitally.
- Files to be saved as High-Resolution PDF files.
- Graphics MUST be High Resolution Scans - 300 DPI/133 Line Screen.
- Business cards can be used for camera-ready copy - no dark backgrounds, please.
- There may be an extra charge for copy changes during the term of the contract.
- Advertising agency commissions are the responsibility of the advertiser and will not be paid by the NJWEA.
- If requested, advertisers will receive a copy of the publication or Tear Sheet.
- Publications are scheduled for calendar quarters. Ads must be received 4 weeks prior to publication.
- A signed contract must be submitted with advertisement submission and prior to publication closing dates.
- All payments are due with receipt of the signed Contract Agreement.
- For further information, contact the person listed at the address or number presented above.
- Advertising designed to appear as an editorial must be clearly labeled "Paid Advertisement".
- Advertising contracts may be modified to coincide with a calendar year billing cycle.
- The NJWEA reserves the right to reject advertising that it deems questionable or unsuitable.
- The placement of all advertisements is at the discretion of the Editor.

\* Based on space and availability.

\*\* Actual dimensions may be modified for graphic quality.

**Note:** Rates are subject to change.  
New rates will apply at the conclusion of existing term agreements.

COMPLETE REVERSE SIDE

# NEW JERSEY WATER ENVIRONMENT ASSOCIATION

## NJ Effluents & SCAN Advertising Rates

### ADVERTISING CONTRACT



### ADVERTISING

**Roseann Pettrow**  
NJWEA Publications Committee

P.O. Box 737  
Woodland Park, NJ 07424  
(732) 850-0100  
rpettrow@fleetpump.com

#### ADVERTISING COPY CHECK ONE:

- ☐ Enclose ☐ Being Mailed  
☐ Continue Use of Current Copy ☐ Email

#### PUBLICATION REQUESTED:

- ☐ EFFLUENTS - AND/OR - ☐ SCAN

#### PLEASE PRINT CLEARLY

Company Name \_\_\_\_\_

Authorized Person: \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

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

#### AGREEMENT:

By signing this Contract, I acknowledge that I am authorized to represent the Company noted on this Contract. I/we agree to abide by all NJWEA Conditions as outlined with in this Contract.

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
PRINT NAME

**BUILD YOUR BRAND**

#### METHOD OF PAYMENT:

Total Due: \_\_\_\_\_

- ☐ **CHECK:** (payable to NJWEA, P.O. Box 727; Woodland Park, NJ 07424)
- ☐ **CREDIT CARD PAYMENTS MUST BE MADE ONLINE:**  
(After we receive this completed form, you will be sent a confirmation email with a link which will take you to the online payment screen for credit card payments)

**IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT**  
**Roseann Pettrow, NJWEA Publications Committee**  
(732) 850-0100 • rpettrow@fleetpump.com



COMPLETE REVERSE SIDE

APRIL 2023