



CALIFORNIA WATER JOURNAL - ADVERTISING AGREEMENT

Advertiser:					
Contact Person:					
Physical Address:					
City:		State:		Zip:	
Phone:		Fax:			
IMPORTANT					
Email:			Website:		
Mailing address (if different from above)					
Mailing Address:					
City:		State:		Zip:	
Ad Information					
AD SIZE		MEMBER PRICE		NON-MEMBER PRICE	
	Width/Height	Single Ad Per Insertion	Multiple Ad* Per Insertion	Single Ad Per Insertion	Multiple Ad* Per Insertion
Full Page	7 1/2" x 10"	\$862	\$724	\$1006	\$840
Half Page Vertical	7 1/2" x 4 3/4"	\$575	\$477	\$667	\$552
Half Page Horizontal	4 3/4" x 7 1/2"	\$575	\$477	\$667	\$552
1/4 Page	3 1/2" x 4 3/4"	\$402	\$345	\$460	\$391
Business Card	3 1/2" x 2"	\$230	\$201	\$345	\$293
* Must purchase ads in at least three consecutive issues.					
Premium position: Inside front/Outside back - single ad \$1077 member/\$1257 non-member Inside back - single ad \$991 member/\$1157 non-member					
Advertising					
2011 ISSUES: <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall <input type="checkbox"/> Winter					
2012 ISSUES: <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall <input type="checkbox"/> Winter					
AD SIZE: <input type="checkbox"/> Full page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/4 page <input type="checkbox"/> Business card (please call for premium position advertising)					
COLOR SPECS: <input type="checkbox"/> B&W <input type="checkbox"/> Full color (additional \$200 fee applies)					
<input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express			Check No:		TOTAL DUE:
Account Name:			Account Number:		
Expiration Date:			Authorized Signature:		



IMPORTANT

Your signed "Advertising Terms and Conditions" page must accompany this order agreement.

The California Rural Water Association (CRWA) is hereby authorized to insert advertisements as indicated below. General terms and conditions are listed on the "Advertising Terms & Conditions." A signed copy of the "Advertising Terms & Conditions" must accompany all insertion orders.

CRWA knows that regulations don't protect public health, people do. We are in the "people business" of the water and wastewater industry.



Advertising Terms & Conditions

Advertiser: _____

Contact Name: _____

ANTICIPATED PRODUCTION DATES

- Spring Issue – April 15
- Summer Issue – June 15
- Fall Issue – September 15
- Winter Issue – December 15

TECHNICAL INFORMATION

Advertisement copy shall be furnished electronically to CRWA as a high resolution pdf. A 300 dpi .tif or .eps file is also acceptable.

TERMS

All advertisements must be paid in full prior to the anticipated production dates set forth in this agreement unless prior credit approval has been arranged. Terms are net 30 days from billing date for credit approved accounts.

The California Rural Water Association (CRWA) reserves the right to hold the advertiser and/or its agency jointly liable for such monies as are due and payable. The advertiser/agency agrees to pay court costs necessary to collect monies owed as set forth in this agreement.

Rates are subject to change on an annual basis. If artwork supplied by advertiser/agency is not high resolution pdf additional production costs may be charged to the advertiser/agency.

All artwork becomes the property of CRWA unless otherwise agreed upon by CRWA and advertiser/agency. Artwork is maintained by CRWA for a maximum 12-month period.

PREMIUM PLACEMENT

When available, premium placement can be requested. Premium placement is defined as the inside front cover and both the inside and outside back cover. An additional 25 percent charge will apply for premium placement on the inside front cover and 15 percent for premium placement on the inside or outside back cover.

CANCELLATIONS

The advertiser acknowledges that cancellations of space reservations must be received in writing thirty (30) days prior to applicable space production dates. Cancellations will not be accepted after this deadline.

LIABILITY

No allowance will be made for errors that do not materially affect the value of an advertisement. CRWA's liability for an error shall not exceed the cost of the space occupied by the error. The advertiser assumes all liability for contents of published advertisements, including text and illustrations.

ACKNOWLEDGEMENT

I certify that I am an authorized agent of the above named company herein named as Advertiser and have the authority to execute the "Advertising Agreement" for and on behalf of same. This Agreement is subject to all terms and conditions listed on this "Advertising Terms & Conditions" sheet and the "Advertising Agreement." I have read and understand the terms and conditions as set forth in the "Advertising Terms & Conditions."

Signed by: _____

Title: _____

Date: _____