

California

WATER JOURNAL



CALRURALWATER.ORG

20 EDITORIAL 26 CALENDAR



	FIRST QUARTER - SPRING	SECOND QUARTER - SUMMER
FEATURE TOPICS	WATER LOSS	WATER TREATMENT
SPECIAL COVERAGE	EXPO PREVIEW	EXPO + AWARDS RECAP
EDITORIAL MATERIALS DUE	1/15/2026	4/16/2026
AD SPACE DEADLINE	1/24/2026	4/24/2026
AD MATERIALS DUE	2/1/2026	5/3/2026
DELIVERED	March 2026	June 2026

	THIRD QUARTER - FALL	FOURTH QUARTER - WINTER
FEATURE TOPICS	ENERGY EFFICIENCY	CONSERVATION
SPECIAL COVERAGE	SCHOLARSHIP	SCHOLARSHIP
EDITORIAL MATERIALS DUE	7/16/2026	10/13/2026
AD SPACE DEADLINE	7/23/2026	10/21/2026
AD MATERIALS DUE	8/2/2026	10/30/2026
DELIVERED	September 2026	December 2026



ANNUAL CALIFORNIA WATER JOURNAL RESOURCE GUIDE			
INDISPENSABLE REFERENCE RESOURCE FOR THE CALIFORNIA RURAL WATER SECTOR			
EDITORIAL MATERIALS DUE	3/20/2026	AD MATERIALS DUE	4/6/26
AD SPACE DEADLINE	3/27/26	DELIVERED	JUNE 2026

**Editorial Calendar is tentative and subject to change without notice.*

FOR ANY QUESTIONS, PLEASE CONTACT: AMY BAILIE AT AMY@ROGUEMONKEYMEDIA.COM

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20 PRINT AD 26 DETAILS

CALIFORNIA WATER JOURNAL PRINT AD SPECS

Trim Size: 8.375" x 10.875"
NO CHARGE FOR BLEED



FULL PAGE
Bleed: 8.625" x 11.125"
Trim: 8.375" x 10.875"
Live Area: 7" x 9.5"



1/4 PAGE HORIZONTAL
Live Area: 4.583" x 3.333"



1/2 PAGE HORIZONTAL
Live Area: 7" x 4.583"



1/4 PAGE VERTICAL
Live Area: 3.333" x 4.583"



1/2 PAGE VERTICAL
Live Area: 3.5" x 9.5"



1/8 PAGE HORIZONTAL
Live Area: 3.333" x 2.166"



1/2 PAGE ISLAND
Live Area: 4.583" x 7"



1/8 PAGE VERTICAL
Live Area: 2.166" x 3.333"

(All prices are net)

DISPLAY ADVERTISING - FULL COLOR

	1X	2X	3X	4X	5X
FULL PAGE FC	\$2,109.5	\$1,899.5	\$1,789.5	\$1,689.5	\$1,579.5
1/2 PAGE FC	\$1,389.5	\$1,249.5	\$1,179.5	\$1,109.5	\$1,039.5
1/4 PAGE FC	\$849.5	\$759.5	\$719.5	\$679.5	\$639.5
1/8 PAGE FC	\$529.5	\$479.5	\$449.5	\$419.5	\$399.5

DISPLAY ADVERTISING - BLACK & WHITE

FULL PAGE B/W	\$1,579.5	\$1,419.5	\$1,339.5	\$1,259.5	\$1,179.5
1/2 PAGE B/W	\$1,039.5	\$939.5	\$879.5	\$829.5	\$779.5
1/4 PAGE B/W	\$639.5	\$579.5	\$539.5	\$509.5	\$479.5
1/8 PAGE B/W	\$399.5	\$359.5	\$339.5	\$319.5	\$299.5

PREMIUM POSITION UPCHARGES

INSIDE BACK COVER	20%
INSIDE FRONT COVER	20%
OUTSIDE BACK COVER	25%
WITHIN FIRST QUARTER	15%

SUPPLEMENTARY CHARGES

ARTWORK CREATION	\$135/hr
INDEX LISTING	\$20
MEMBER DISCOUNT	10%
REVISION	\$50

PRODUCTION SERVICES, PROOFS AND REVISIONS

Do you need help creating your ad? Contact your sales rep for rates. Rogue Monkey Media charges an \$135/hour artwork surcharge for artwork changes to provided ads or if the ad is not publishing ready. This additional fee will appear on your final invoice.

ARTWORK REQUIREMENTS

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted

and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Full page & DPS artwork should have .25" offset crop marks. No other sizes need crop marks as they will not bleed off the page. Text placed outside the live area on full-page & DPS ads may be cut off. Please keep text, logos, and any important content within this area.

AD MATERIAL UPLOAD

Please email the high resolution ad to your sales contact. If the ad is too large for email, use wetransfer.com for free up to 2GB.

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2026

Membership Directory & Industry Resource Guide

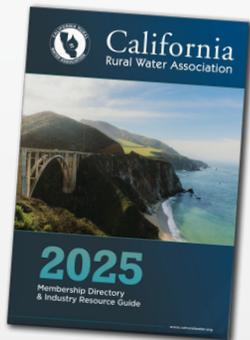


20 PRINT AD 26 DETAILS

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MEMBERSHIP DIRECTORY & INDUSTRY RESOURCE GUIDE PRINT AD SPECS

Trim Size: 5.75" x 8.5"
NO CHARGE FOR BLEED



FULL PAGE
Bleed: 6" x 8.75"
Trim: 5.75" x 8.5"
Live Area: 5" x 7.5"



1/4 PAGE HORIZONTAL
Live Area: 5" x 1.666"



1/2 PAGE HORIZONTAL
Live Area: 5" x 3.666"



1/4 PAGE VERTICAL
Live Area: 2.333" x 3.666"



1/2 PAGE VERTICAL
Live Area: 2.333" x 7.5"



1/8 PAGE HORIZONTAL
Live Area: 3.333" x 2.166"

DISPLAY ADVERTISING - FULL COLOR

	1X	2X	3X	4X	5X
FULL PAGE FC TAB	\$2,250	\$2,029.50	\$1,909.5	\$1,799.5	\$1,689.5
FULL PAGE FC	\$2,109.5	\$1,899.5	\$1,789.5	\$1,689.5	\$1,579.5
1/2 PAGE FC	\$1,389.5	\$1,249.5	\$1,179.5	\$1,109.5	\$1,039.5
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