

WATERMARK

BRITISH COLUMBIA WATER & WASTE ASSOCIATION



As the official magazine of the British Columbia Water and Waste Association, **Watermark** is committed to projecting a strong and informative voice connecting the industry throughout British Columbia and the Yukon. **Watermark** has a guaranteed circulation of 5,000 that reaches engineers, plant and equipment operators, inspectors, administrators, government officials and suppliers throughout BC and the Yukon. **Watermark** will reach these qualified decision makers four times per year in this multi-billion dollar market.

IN EVERY ISSUE:

- In depth features on current issues
- Message from the president
- Education - certification programs and operators courses
- People in the news
- Association reports

2008 SCHEDULE:

SPRING: MARCH

Space Closing: February 15

• **Official Show Guide to BCWWA's annual Conference & Trade Show 2008 April 26-30, Whistler, BC**

BONUS DISTRIBUTION AT SHOW

SUMMER: JUNE

Space Closing: May 16

FALL: SEPTEMBER

Space Closing: August 8

WINTER: DECEMBER

Space Closing: October 24

BLACK & WHITE	1X	4X
Full page	\$1350	\$1250
2/3 page	1100	1000
1/2 page island	950	900
1/2 page	900	850
1/3 page	700	650
1/4 page	550	525
1/6 page	450	425
1/8 page	325	300
Outside Back (includes 4-colour)	2300	2100
Inside Front or Back Cover (includes 4-colour)	2100	2000

One additional process colour \$250

Two additional process colours \$450

Three additional process colours (4-colour process) \$600

RATES ARE NET OF AGENCY COMMISSION.

Rates quoted are for space (and colour) only.

Rates do not include GST.

SIZES AVAILABLE				
		width (inches)		depth (inches)
Full page		7	x	9 1/2
2/3 page	Horizontal	7	x	6 1/8
	Vertical	4 5/8	x	9 1/2
1/2 page	Island	4 5/8	x	7
	Horizontal	7	x	4 5/8
1/3 page	Square	4 5/8	x	4 5/8
	Vertical	2 1/8	x	9 1/2
	Banner	7	x	3 1/8
1/4 page	Horizontal	4 5/8	x	3 3/8
	Vertical	3 3/8	x	4 5/8
	Banner	7	x	2 1/2
1/6 page	Horizontal	4 5/8	x	2 1/8
	Vertical	2 1/8	x	4 5/8
	Banner	7	x	1 5/8
1/8 page	Horizontal	3 3/8	x	2 1/8
	Vertical	2 1/8	x	3 3/8

CHECK OUT PREVIOUS ISSUES AT www.bcwwa.org

Published by:



For more information contact:

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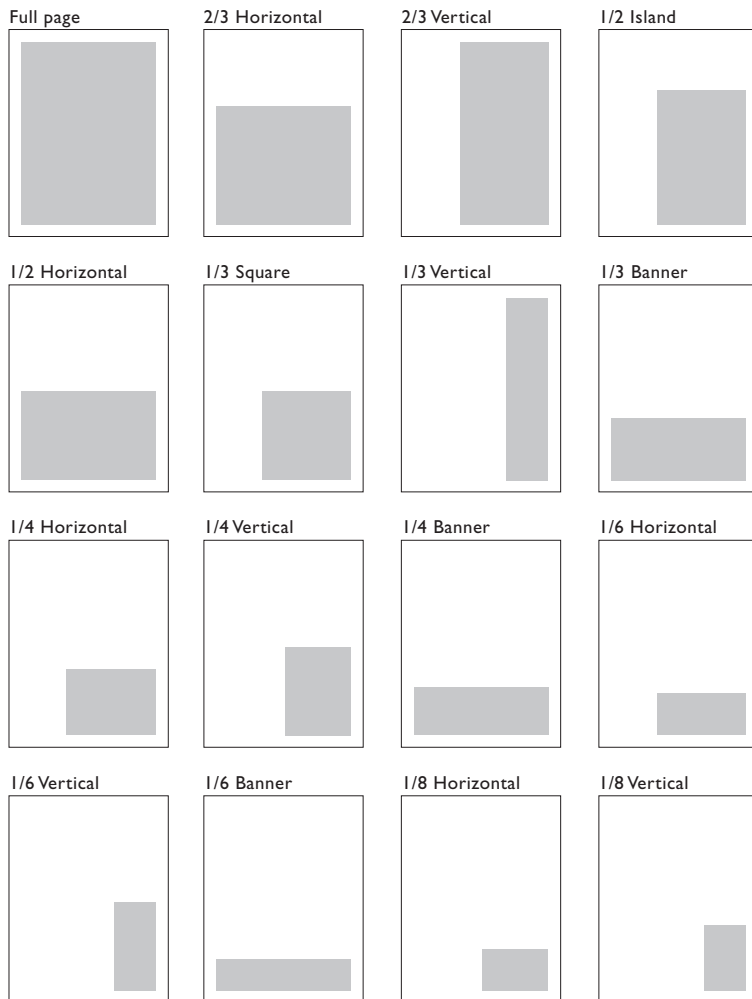
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BRITISH COLUMBIA WATER & WASTE ASSOCIATION

AD DIMENSIONS (inches):

Size	Width	Depth
Full page	7	9 ¹ / ₂
Trim	8 ¹ / ₄	10 ³ / ₄
Bleed	8 ¹ / ₂	11
2/3 horizontal	7	6 ¹ / ₈
2/3 vertical	4 ⁵ / ₈	9 ¹ / ₂
1/2 island	4 ⁵ / ₈	7
1/2 horizontal	7	4 ⁵ / ₈
1/3 square	4 ⁵ / ₈	4 ⁵ / ₈
1/3 vertical	2 ¹ / ₈	9 ¹ / ₂

Size	Width	Depth
1/3 banner	7	3 ¹ / ₈
1/4 horizontal	4 ⁵ / ₈	3 ³ / ₈
1/4 vertical	3 ³ / ₈	4 ⁵ / ₈
1/4 banner	7	2 ¹ / ₂
1/6 horizontal	4 ⁵ / ₈	2 ¹ / ₈
1/6 vertical	2 ¹ / ₈	4 ⁵ / ₈
1/6 banner	7	1 ⁵ / ₈
1/8 horizontal	3 ³ / ₈	2 ¹ / ₈
1/8 vertical	2 ¹ / ₈	3 ³ / ₈



PRODUCTION REQUIREMENTS:

- Adobe InDesign v. 2.0
- QuarkXpress v. 6.0
- Adobe Photoshop v. 7.0
- CorelDraw v. 8.0
- Adobe Illustrator v. 8.0
- Macromedia Freehand v. 9.0

(earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of **at least 300 dpi**.
 - Ads must be prepared to the correct dimensions and shape
 - **ALL FONTS** used must be included
 - **ALL LINKS / IMAGES** used must be included
 - All pantone/spot colours **MUST** be converted to **CMYK**
 - Include a hard copy (colour or black proof) or e-mail a pdf for proofing purposes.
-
- We can support **ZIP disks** and **CDs**
 - All above requirements for sending electronic files apply to sending by e-mail
 - Use **STUFFIT** or **WINZIP** to compress large files
 - Attach all related files (fonts, links, graphics)
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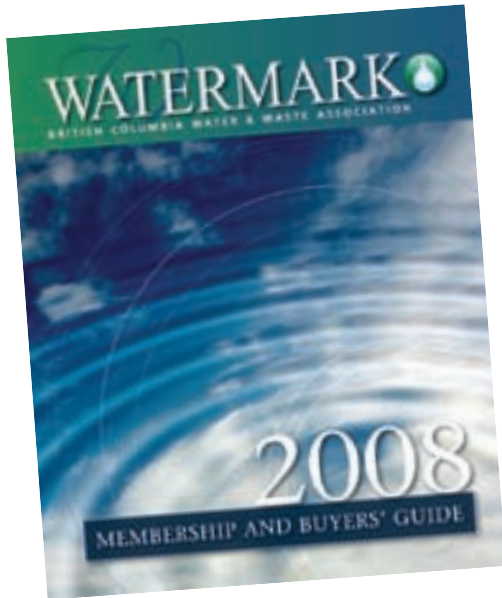
WATERMARK

BRITISH COLUMBIA WATER & WASTE ASSOCIATION BUYERS' GUIDE, PRODUCT SOURCE & MEMBERSHIP DIRECTORY



2009

The **Buyers' Guide/Product Source/Membership Directory** is an official publication of the British Columbia Water and Waste Association. It is published every year in December and distributed to all BCWWA members and associate members throughout British Columbia and the Yukon. This targeted group of industry decision-makers is comprised of consulting engineers, town/city plant and equipment operators, general and mechanical contractors, engineers, inspectors, administrators, government officials and industry suppliers.



FORMAT:

8 1/2" x 11, coated cover, spiral bound, glossy stock, UV reinforced tabs.

SPACE DEADLINE: OCTOBER 17/08

ADVERTISING RATES:

Covers (includes 4-colour)	
Inside front cover	\$2200
Inside back cover	2200
Outside back cover	2300
Divider tabs (includes 4-colour)	
Full page	\$2000
1/2 page	1500
1/4 page	1000
Text pages (black & white)	
Full page	\$1400
1/2 page	900
1/4 page	500
1/8 page	350

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