

## Display Advertising Rates

	1X	3X	6X	12X	18X
Full Page	\$3,105	\$3,035	\$2,985	\$2,925	\$2,860
2/3 Page	\$2,505	\$2,460	\$2,415	\$2,355	\$2,300
1/2 Page Island	\$2,250	\$2,210	\$2,175	\$2,120	\$2,060
1/2 Page	\$1,895	\$1,855	\$1,820	\$1,770	\$1,725
1/3 Page	\$1,385	\$1,360	\$1,340	\$1,310	\$1,255
1/4 Page	\$1,150	\$1,140	\$1,115	\$1,090	\$1,055

Rates are based on insertions placed during advertiser's contract within 12-month period.

## Postcard Rate

Postcard Insert: 2/1, 6"x 4" \$2,250 plus noncommissionable binding charge of \$585

## Position Rates

Preferred Positions	\$390 additional per page
Inside Covers	\$625 additional per page (4-color only)
Back Cover	\$750 additional per page (4-color only)
Bleed	additional 10% of space only

## Color Rates (Plus space cost)

Standard Second Color*	\$560 per page or fraction thereof
Second Color, Matched	\$680 per page or fraction thereof
Four Color	\$1,105 per page or fraction thereof
Metallic Color	\$1,010 per page or fraction thereof

\*A standard second-color ad includes two colors, black plus one of the following: cyan, magenta, or yellow. Anything else will not be considered a standard second-color ad.

## Issuance and Closing Dates

Published seven times annually. Advertising closing dates are published on the Editorial Calendar. All materials are due five (5) working days later. Cancellations are not accepted after closing date. When new copy is not furnished on or before the closing date for advertising forms, *Water Efficiency* is authorized to repeat the advertisement that last appeared or, in the event of no prior ad or no on-hand material, to print advertiser's name, address, and phone number. Fast-Close Availabilities: Up until 10 days before publication date, *Water Efficiency* may offer a fast-close service; however, service is not available for all issues. Contact publisher to confirm fast-close availabilities for specific issue date. If no fast-close is available and late ad copy must be inserted

after deadline, a noncommissionable payment of \$120.00 additional is required. Cover schedules can be cancelled only on a 90-day notice before closing date.

## Inserts Supplied by Advertiser

Standard, multifold, and die-cut inserts accepted. Backup charge for single-sheet insert: \$1,925 plus binding charge (contact publisher for rates). Publisher should be supplied with sample insert four weeks prior to publication date in order to determine exact production requirements and costs. All inserts to be shipped prepaid.

## Commission

Agency commissions: 15% of gross to recognized agencies on space, color, bleed, and

position only if total amount due is paid in full within 30 days from invoice date. Finance charge of 1.5% monthly will be assessed on all overdue accounts.

## Payment Policy

Invoices are rendered at date of publication and are due 30 days following publication. Prepayment is required for advertisers without established credit. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising that the advertiser or its agent ordered and which was published.

## Production Charges

Production charges, including layout, design, and copy changes, are \$125 per hour (noncommissionable), with a quarter-hour minimum. Advertiser will be advised of estimated charges if changes have to be made to digital files because production specs are not met.

## General

All advertisements are accepted and published by the publisher on the representation that the agency and/or the advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in the consideration of the publication of advertisements, the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, liability for use of classified material, and any other claims based on the contents or subject matter of such advertisements. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

For Print/Production Specifications log on to [http://www.forester.net/production\\_requirements\\_print.html](http://www.forester.net/production_requirements_print.html).

For Web Advertising Specifications log on to [http://www.forester.net/production\\_requirements.html](http://www.forester.net/production_requirements.html).