

GO WITH THE FLOW

An affiliate newsletter of the American Water Works Association and the Water Environment Federation



Atlantic Canada Water and Wastewater Association Newsletter

ADVERTISING OPPORTUNITIES

Go with the Flow is a quarterly publication of the Atlantic Canada Water and Wastewater Association (ACWWA), representing the Atlantic Canada Section of the American Water Works Association and the Water Environment Federation. The newsletter is published in the Spring, Summer, Fall and Winter and is mailed to more than 1,500 ACWWA members. Each issue of the publication will cover a wide range of interests, including technical articles, editorial, committee reports, new projects, and other items of note to individuals working in or associated with Atlantic Canada's water and wastewater industry.

2011 Advertising Rates and Technical Specifications

Size	B&W 1x	B&W 4x	4-Color 1x	4-Color 4x	Dimensions (width vs. height)
Full-Page	\$314	\$204	\$1,073	\$693	8.625" x 11.375" - Bleed 8.375" x 10.875" - Final trim 7" x 10" - Live area
Inside Front or Inside Back Cover	\$512	\$330	\$1,535	\$990	Same as Full-Page
Back Cover	\$578	\$385	\$1,705	\$1,110	Same as Full-Page
2/3-Page Vertical	\$237	\$154	\$820	\$528	4.5625" x 10"
1/2-Page Horizontal	\$187	\$121	\$649	\$418	7" x 4.875"
1/3-Page Square or Vertical	\$160	\$105	\$424	\$275	4.625" x 4.875" - Square 2.125" x 10" - Vertical
Marketplace Business Card	-	-	-	\$385*	3.5" x 2"

*Marketplace ads are a total cost of \$385 for all 4 issues (not per insertion). All other ads prices are per insertion. Sorry, no agency discount.

If a color match is needed, mail a matchprint to the AWWA Advertising Coordinator, 6666 W. Quincy Ave., Denver, CO 80235.

To learn more about advertising in *Go with the Flow*, please contact Pam Fithian at pfithian@awwa.org or 303.347.6138.

For other information about the newsletter, please contact Dave Plank at dplank@awwa.org or 303.347.6260.



Submission Deadline Dates

Spring Edition (published in March 2011):

Insertion Orders: February 4, 2011
Materials: February 11, 2011

Summer Edition (published in June 2011):

Insertion Orders: April 29, 2011
Materials: May 6, 2011

Fall Edition (published in September 2011):

Insertion Orders: August 1, 2011
Materials: August 8, 2011

Winter Edition (published in December 2011):

Insertion Orders: October 28, 2011
Materials: November 4, 2011

PDF File Submission

For detailed instructions on creating a PDF file for *Go with the Flow*, please visit www.publicationprinters.com/downloads and click the links below [PDF instructions](#).

- Files may be submitted to sectionnewsletterads@awwa.org
- High-resolution PDF file submission is preferred
- PDF/x1a compliance
- No spot colors—must be CMYK, not RGB
- All fonts must be embedded
- Offset printer's marks from bleed area
- Use Acrobat Distiller
- All elements must be high-resolution (300 ppi)
- Do not apply security to the file