



Colorado WaterWise Council | P.O. Box 40202 | Denver, CO 80204-0202  
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**WaterWise Newsletter  
 ADVERTISING GUIDELINES**

Thank you for advertising in WaterWise! Please take a few minutes to go through this document as it contains important and useful guidelines in creating and sending in you ad that will appear in WaterWise. Please be advised that these guidelines are made based on the requirements of our Graphic Artist and Printer to make sure that your ad will look good in print.

***Size of Ads:***

Byline:

6 lines including Company Name, Contact, Address, Phone & E-mail or Web site address

Business card:

3.5 x 2”

Quarter page:

3.5 x 5”

Half page:

Horizontal: 7.5 x 4.75”

Vertical: 3.5 x 10”

(Horizontal or vertical orientation will be based on individual newsletter layout if advertisement is designed by our WaterWise Graphic Artist)

***Pricing:***

	One time (1 Issue)	Quarterly (1 Year- 4 Issues)	Set-Up fee- 1 Color-Black (If designed by CWWC Graphic Artist)	Set-Up fee- 2 & 3 Color (If designed by CWWC Graphic Artist)	Set-Up fee 4 Color (If designed by CWWC Graphic Artist)
Byline	\$20.00	\$60.00	\$0.00	N/A	N/A
Business Card	\$50.00	\$135.00	\$30.00	\$40.00	\$50.00
Page	\$100.00	\$270.00	\$30.00	\$40.00	\$50.00
Page	\$150.00	\$390.00	\$30.00	\$40.00	\$50.00

***Discounts:***

·Members receive a discount based on their membership level  
Major Contributor- 20% Discount  
Benefactor 15% Discount  
Sponsor/Professional and Individual- 10%  
Friend/Student-0%

***Set-Up fee:***

A one time set up fee will be charged per ad if the ad is designed by our WaterWise Graphic Artist. Once the ad is placed and if it will run more than one issue, a\$10/hour fee will be charged for edits made to the copy or photo in the ad.

***Deadlines:***

Ads must be submitted to the CWWC Advertising Committee by the following dates for inclusion in the following issues:

<b>For inclusion in:</b>	<b>Ad must be submitted by:</b>	<b>Payment must be received by:</b>	<b>Final Proof must be approved by:</b>
Spring 2007	Jan. 26, 2007	Feb. 9, 2007	Feb. 9, 2007
Summer 2007	April 26, 2007	May 10, 2007	May 10, 2007
Fall 2007	July 27, 2006	Aug. 10, 2007	Aug. 10, 2007
Winter 2007	Oct. 25, 2007	Nov. 9, 2007	Nov. 9, 2007

***Policies for Submitting an Advertisement:***

- Color:  
1 color: Advertisements in WaterWise can be in one solid color but should be submitted in Black and White for production.  
2 color: Black + one-color Preference. Please indicate the one-color preference- Green, Blue, Red, etc.  
3 color: Black + 2 color preferences. Please indicate the two-color preferences.  
4 color: For 4 color ads we can not accept film or camera ready artwork. The ad needs to be set up electronically and be set-up for 4-color process (CMYK).
- Size: Ads should match one of the sizes listed above.
- Acceptable format: Black-and-white ads may be submitted as either a pdf or eps file, or camera ready laser print-out. Four-color ads and those with spot color, two- or three- color ads must be submitted electronically as a pdf, tiff, ai, psd or eps file, and set-up for 4-color process. (CMYK).
- Submit ad to the CWWC Advertising Committee Attn: Natalie Brower-Kirton, Aurora Utilities, 15151 E. Alameda Pkwy, #3600, Aurora Colorado, 80015 or [nbrower@auroragov.org](mailto:nbrower@auroragov.org)
- Upon receipt, the Advertising Committee will send you an Advertising Agreement and invoice.

***Guidelines for having our WaterWise graphic artist create your ad:***

- Ad can be 1-4 color and will match one of the sizes listed above.
- Images, photographs and logos can be submitted in the following file types: High-resolution (300 dpi) JPEG or TIFF files; native Adobe Photoshop, Adobe Illustrator, Quark Xpress, PDF files or InDesign CS (not CS2 files).
- A one-time set up fee per ad will be charge for Business Card, Quarter, or half-page ads. (See above pricing table.)
- We can't go on the Internet or web and search or download images for your ad because the resolution is to low for printing.

***Submitting your previously created Ad:***

Mail or email your ad to CWWC Advertising Committee Attn: Natalie Brower-Kirton, 17196 E. Berry Pl., Centennial, CO 80015 or [nbrower@auroragov.org](mailto:nbrower@auroragov.org)

Submit your ad “camera ready” black and white on high quality smooth paper or as an electronic file. Electronic files must be submitted as a high-resolution (300 dpi) JPEG or TIFF files; native Adobe Photoshop, Adobe Illustrator, Quark XPress, Adobe InDesign CS (not CS2 files) or PDF files. Ads can be transferred to a floppy disk, Zip (100) disk, CD ROM, or via email. Please make sure the emailed file is not larger than 5MB. For technical questions please contact our graphic artist at [gina.lantz@comcast.net](mailto:gina.lantz@comcast.net), or 303-906-0353.

The design, layout and printing of the newsletter is done using Windows computer platform. PC files that can be saved in the file formats listed above are acceptable. We can not accept files from Microsoft Publisher, Microsoft Word (except for text only), or Microsoft PowerPoint.

***Content:***

The Colorado WaterWise Council is interested in providing a reputable resource for it's members on Water Conservation in Colorado. With that goal in mind, advertisements in WaterWise must concur or coincide with the mission statement of the Colorado Water Wise Council- to promote efficient use of Colorado's water. Ads must be in good taste and must be water conservation focused as determined by the CWWC Advertising Committee. Groups that advertise should be proven, respected entity in the field of water conservation.