

URBAN WATER MANAGEMENT



urban water
management.

WaterWorld.

urban water
management™

**Industrial
WaterWorld**

WASTE
management world.

WWi
WATER & WASTEWATER INTERNATIONAL

VIRTUAL  **H₂O.**

Urban Water Management

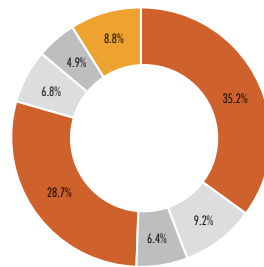
URBAN WATER MANAGEMENT

Urban Water Management, a supplement to *WaterWorld* and *Industrial WaterWorld*, focuses on the management, treatment and control of stormwater and runoff in the urban environment.

Total circulation: 43,675.

*Publisher's Own Data, July 2010

Business & Industry



- 35.2%** — Water & Wastewater Systems
- 9.2%** — Water Systems Only
- 6.4%** — Wastewater Only Systems
- 28.7%** — Consultants
- 6.8%** — Other Process Facilities
- 4.9%** — Utility (Electric/Gas/Water/Wastewater)
- 8.8%** — Other Industrial Process Facilities

2011 EDITORIAL CALENDAR

ISSUE	EDITORIAL TOPICS / CASE STUDIES	PRODUCTS & SERVICES FEATURES	EDITORIAL DEADLINES	MATERIAL DUE DATE	MARKETING OPPORTUNITIES
February Ad Space Closes 1/3/11	<ul style="list-style-type: none"> Asset Management Stormwater Modeling Stormwater Utility Management 	<ul style="list-style-type: none"> Stormwater BMPs Green Infrastructure 	12/10/10	1/10/11	
April Ad Space Closes 3/1/11	<ul style="list-style-type: none"> Sustainable Design Drainage Systems Water Quality Monitoring 	<ul style="list-style-type: none"> Monitoring Mapping/GIS 	2/11/11	3/8/11	AWWA/ACE
July Ad Space Closes 6/1/11	<ul style="list-style-type: none"> Piping/Trenchless Technologies Green Infrastructure Erosion Control 	<ul style="list-style-type: none"> Stormwater Treatment Pumps 	5/13/11	6/8/11	<ul style="list-style-type: none"> WEFTEC StormCon APWA
November Ad Space Closes 10/3/11	<ul style="list-style-type: none"> Low Impact Development Stormwater Treatment Watershed Management 	<ul style="list-style-type: none"> Piping Consulting/Engineering 	9/16/11	10/10/11	

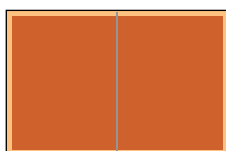
ADVERTISING RATES (Gross)

Frequency	1x	3x	6x	9x	12x	18x	24x	36x
Full Page Spread	5,850	5,600	5,350	5,100	4,850	4,600	4,350	4,085
1/2 Page Spread	4,440	4,245	4,050	3,855	3,660	3,465	3,270	3,110
Full Page	3,900	3,735	3,570	3,405	3,240	3,075	2,910	2,730
2/3 Page	3,640	3,485	3,330	3,175	3,020	2,865	2,710	2,545
1/2 Page	2,960	2,835	2,710	2,585	2,460	2,335	2,210	2,075
1/3 Page	2,340	2,240	2,140	2,040	1,940	1,840	1,740	1,640
1/4 Page	2,055	1,970	1,885	1,800	1,715	1,630	1,545	1,440
1/6 Page	1,765	1,690	1,615	1,540	1,465	1,390	1,315	1,240
1/8 Page	595							

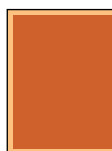
Subtract \$500 for 2-color | Subtract \$1,000 for b/w

Mechanical Data

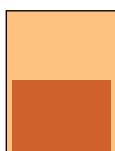
Trim Size: 8" x 10 1/2" (203mm X 266mm). No charge for bleed.



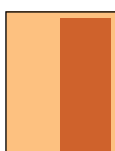
Full Page Spread
Live Area: 15" x 9.5" (381mm x 241mm)
Trim: 16" x 10.5" (406mm x 267mm)
Bleed: 16.25" x 10.75" (413mm x 274mm)



Full Page
Live Area: 7" x 9.5" (178mm x 241mm)
Trim: 8" x 10.5" (203mm x 267mm)
Bleed: 8.25" x 10.75" (210mm x 274mm)



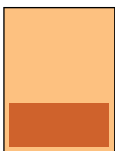
1/2 Page Horizontal
Live Area: 7" x 4.875"
(178mm x 124mm)
Bleed: 8.25" x 5.5"
(210mm x 140mm)



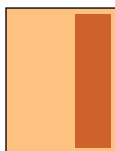
1/2 Page Vertical
Live Area: 3.375" x 9.5"
(86mm x 241mm)
Bleed: 4.125" x 10.75"
(105mm x 274mm)



1/2 Page Island
Live Area: 4.5" x 7.375"
(114mm x 187mm)
Bleed: 5.25" x 8.25"
(133mm x 210mm)



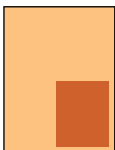
1/3 Page Horizontal
Live Area: 7" x 3.3125"
(178mm x 84mm)



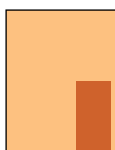
1/3 Page Vertical
Live Area: 2.25" x 9.5"
(57mm x 241mm)



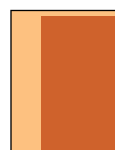
1/3 Page Square
Live Area: 4.5" x 4.875"
(114mm x 124mm)



1/4 Page
Live Area: 3.375" x 4.875"
(86mm x 124mm)



1/6 Page
Live Area: 2.25" x 4.875"
(57mm x 124mm)



2/3 Page
Live Area: 4.5" x 9.5"
(114mm x 241mm)
Bleed: 5.25" x 10.75"
(133mm x 274mm)

All text, logos, borders and boxes that do not bleed should stay within the live area.

METHOD OF PRINTING: Web Offset

BINDING: Saddle Stitch

PAPER: Cover: 80 lb. text weight, Body Pages: 38 lb.

text weight coated

INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Standard sizebound in inserts must be furnished at 8 1/4" x 10 3/4" allowing for a 1/4" trim on all sides. Special printing

on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete 2 page insert. Consult the Production Manager at +1-918-831-9143 for more information.

STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then destroyed unless otherwise advised. **For more information on PennWell's electronic ad specs visit <http://digitalads.pennwell.com> and click on Instructions.**

SUPPLYING AD MATERIAL FOR PENNWELL MAGAZINES

- PennWell prefers ad material to be supplied as PDF's with PDF/X-1a format option. We also accept ads built in these programs: Indesign, PageMaker, Quark, Illustrator, Freehand and Photoshop.
- Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.
- PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.
- For complete PennWell Specifications, see the instructions at our ad upload site: <http://digitalads.pennwell.com>

ELECTRONIC SUBMISSION

See <http://digitalads.pennwell.com> for complete electronic specs. Upload Site Instructions - Files will need to be stuffed or zipped prior to uploading. Files over 250MB will need to be shipped on disk to Urban Water Management, Ad Services, 1421 S. Sheridan Rd., Tulsa, OK 74112. Log on to <http://digitalads.pennwell.com>. Select Urban Water Management in the magazine scroll down menu. Then fill in the appropriate information and select upload the ad. Also, please fax a proof of the ad to Ad Services, 918-831-9415. PennWell is primarily Mac based for graphics. However we have staff trained in both Mac and PC for those applications that we support.

Advertising Sales Contacts



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