

FULL COLOR SPECIFICATIONS FOR AQUAFACTS
(Inside pages only - Per Issue)

File Types Supported

Adobe Acrobat PDF (*must be print ready*), TIFF, JPG

Guidelines

All photos, objects and/or text must be colored Lineart, Grayscale or CMYK.

Use setting "embed all fonts" in PDF.

Do not use RGB color mode. RGB colors may shift noticeably when printed. If color conversion/correction is necessary, additional charges may be added.

Keep resolution of scans between 300 and 450dpi. (Between 600 dpi and 1200dpi for lineart)

When creating a PDF, please use "JPEG High or Maximum" quality compression and embed all fonts. Please do not convert CMYK to RGB in PDF.

Price List For Full Color Ads

(For Inside Pages Only)

ASSOCIATE MEMBER

¼ PAGE\$ 125.00

½ PAGE.....\$ 225.00

FULL PAGE.....\$ 400.00

NON-MEMBER

¼ PAGE\$ 175.00

½ PAGE\$ 300.00

FULL PAGE.....\$ 500.00

Color Ad Sizes (inside pages):

1/4 PAGE	3.5 W x 4.25 H
1/2 PAGE	7.5 W x 4.25 H
FULL PAGE	7.5 W x 10 H

**DEADLINES: MAGAZINES ARE
ISSUED QUARTERLY**

New art in digital format must be received by these dates.

*Please provide a proof of your ad.

SPRING ISSUE - JANUARY 1

SUMMER ISSUE - MAY 1

FALL ISSUE - AUGUST 1

WINTER ISSUE - OCTOBER 1

Contact information:

NYRWA

Cheryl Kearns

PO Box 487

Claverack, NY 12513

518-828-3155 ext. 100

518-828-0582 fax

kearns@nyruralwater.org