

Advertising Mechanical Data

Publication Specifications

Size

Final trim size 8½ x 11 in. Full-page ads with bleeds should be sized to 8⅝ x 11¼ in. to allow for ⅛-in. trim on all sides.

Paper stock

80-lb cover, gloss coated offset cover; 70-lb text, gloss coated offset

Printing method

Sheet fed

Binding

Saddle-stitch

File formats

Supply digital files in one of the following formats:

- Photoshop TIF, EPS or JPG, 300-dpi or better resolution, all fonts embedded or rasterized
- Adobe PDF distilled at 300 dpi, all fonts embedded
- Adobe Illustrator EPS, all fonts converted to outlines
- QuarkXPress (Macintosh only) with linked artwork and fonts (stuffed into SIT or ZIP archive)

4-color digital files must be furnished in CMYK color space.

In-house production

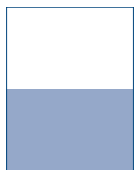
Quoted upon request.

Advertising Specifications



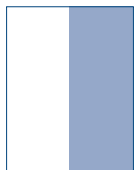
Full page

Live area 7½ x 10 in.
Trim size 8½ x 11
Bleed size 8⅝ x 11¼



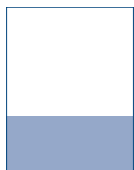
Half horizontal

7½ x 5 in.



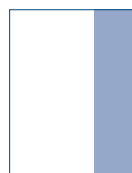
Half vertical

3⅝ x 10 in.



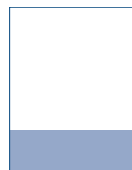
Third horizontal

7½ x 3¼ in.



Third vertical

2⅜ x 10 in.



Quarter horizontal

7½ x 2¼ in.



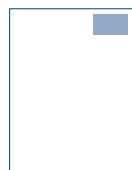
Quarter vertical

3⅝ x 5 in.



Eighth horizontal

3⅝ x 2½ in.



Professional directory

2⅞ x 1⅜ in.



Official Bimonthly Publication of the Water Environment Association of Texas

Advertising Insertion Order

Company/agency _____ Contact person _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Date of first insertion _____ Ad size Full-page, inside front cover, 4-color

Frequency _____ Full-page, inside front cover, B&W

Filename _____ Full-page, inside back cover, 4-color

File format _____ Full-page, inside back cover, B&W

Full-page, outside back cover, 4-color

Full-page, inside, B&W

Half-page horizontal, inside, B&W

Half-page vertical, inside, B&W

Third-page horizontal, inside, B&W

Third-page vertical, inside, B&W

Quarter-page horizontal, inside, B&W

Quarter-page vertical, inside, B&W

Eighth-page horizontal, inside, B&W

Professional directory ad

Classified job ad

By my signature I understand that the publisher assumes no responsibility for any loss, expense or liability resulting from any claims or legal action resulting from statement or inferences stated in a published advertisement.

Signature _____ Date _____

Method of Payment

Amount _____ Check (payable to Water Environment Association of Texas)

Visa MasterCard American Express

Card number _____ Expiration date _____

Signature of Cardholder _____

Send this form and payment to: Julie Nahrgang, Advertising Manager
Texas WET Magazine
2619 Jones Road, Suite C
Austin, Texas 78704

For additional information, call Julie Nahrgang at 512-693-0060 or send e-mail to julie@weat.org.

Digital files may be e-mailed to julie@weat.org or furnished on CD-ROM.