

REACH YOUR TARGET MARKET AT KEY TIMES

Texas WET reaches 2,000 key decision makers and professionals in this multi-million-dollar market at six strategic times throughout the year. Including engineers, treatment plant owners and technicians, government officials, regulatory agency personnel, manufacturers and their agents, scientists, universities, and other groups concerned with the environment.

MARCH 2012 issue:
Our special Texas Water 2012 issue,
BONUS DISTRIBUTION at show

JANUARY 2012

Space Closing: November 25
Distribution: Early January

JULY 2012

Space Closing: May 25
Distribution: Early July

MARCH 2012

Space Closing: January 27
Distribution: Early March

SEPTEMBER 2012

Space Closing: July 27
Distribution: Early September

MAY 2012

Space Closing: March 30
Distribution: Early May

NOVEMBER 2012

Space Closing: September 21
Distribution: Early November

FULL COLOR ADVERTISING RATES *Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!

As the official membership publication of the Water Environment Association of Texas, Texas WET is committed to providing a strong and informative voice in all matters pertaining to the wastewater industry, water pollution control in Texas and beyond as well as experiences among WEAT's members and the public.

SIZE	1 TIME RATE	2-3 TIME RATE	4-6 TIME RATE	ONLINE MAGAZINE*
OBC	SOLD OUT	SOLD OUT	SOLD OUT	FREE with print booking!
IFC/IBC	SOLD OUT	SOLD OUT	SOLD OUT	FREE with print booking!
Full Page	\$850	\$800	\$750	FREE with print booking!
2/3 page	\$725	\$700	\$675	FREE with print booking!
1/2 page island	\$650	\$625	\$600	FREE with print booking!
1/2 page	\$575	\$550	\$525	FREE with print booking!
1/3 page	\$500	\$475	\$450	FREE with print booking!
1/4 page	\$400	\$375	\$350	FREE with print booking!
1/6 page	\$325	\$300	\$275	FREE with print booking!
1/8 page	\$250	\$225	\$200	FREE with print booking!
Professional Directory	\$150	\$125	\$100	FREE with print booking!

- All rates include full color, black and white rates available upon request.
- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- The publisher and WEAT reserve the right to reject advertising that is deemed inappropriate.
- The publisher and WEAT cannot be held liable for any material used or claims made in advertising included in this publication.

BE A 'CHARTER SPONSOR' OF WEAT E-NEWS



As a Charter Sponsor, your company will be recognized on the e-newsletter's opening page with a high-impact presentation of your company's logo and a direct link to your company's website.

Reaching WEAT's members six times per year:

February, April, June, August, October, December.

1 TIME RATE	2-3 TIME RATE	4-6 TIME RATE
\$250	\$225	\$200

Published for
WEAT by:



To reach wastewater professionals through Texas WET and its targeted readership, contact Chad at your earliest convenience to discuss your company's promotional plans for 2012.

Chad Morrison, Marketing Manager
Toll Free: 866-985-9788
E-mail: chad@kelman.ca



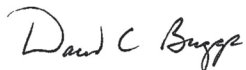
DEAR INDUSTRY SUPPORTER AND PROSPECTIVE ADVERTISER,

As someone who is directly involved in the delivery of high-quality products and services to the wastewater industry throughout Texas we know that you and your company have a vested interest in the industry's well-being. As President of the Water Environment Association of Texas, representing professionals who are dedicated to preserving, restoring and enhancing our precious water resources, I can assure you that we share the desire to make our industry as strong, vibrant and progressive as possible.

To that end, we welcome you to the all-new *Texas WET* that will play a vital role in our industry's building and strengthening process. To meet the growing needs of our organization and our members, we believe it is time to take our existing publication to the next level. You will now see an enhanced full-color magazine with exciting graphic design and enhanced content. From featuring major projects and events, to providing timely news dealing with important issues, profiling industry professionals and helping our members become better prepared to meet the numerous challenges they face. WEAT's newly enhanced magazine is sure to become an even more important communication vehicle within our industry.

As we strive to ensure that our magazine fulfills its important education and communication responsibilities, I urge you to take full advantage of its potential to effectively promote your company's products and services, and to demonstrate your commitment to and support of the wastewater industry in our great state. When you are contacted by a representative of our publisher, Kelman & Associates, I sincerely encourage you to make the most of this high-impact and meaningful marketing opportunity by including *Texas WET* in your promotional plans for the year ahead. It is definitely a win-win for all concerned.

Sincerely,



David C. Briggs
President, Water Environment Association of Texas

We invite you to be a part of the newly enhanced Texas WET!

Production Requirements:

- Adobe InDesign CS5
- Adobe Photoshop CS5
- Adobe Illustrator CS5

(earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS / IMAGES** used must be included
- All pantone/spot colors **MUST** be converted to **CMYK**
- Include a hard copy (color or black proof) or e-mail a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Contact us for **ftp site information** for files that are too large to e-mail
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:

LAUREN CAMPBELL
Ph: 866-985-9790
Fax: 866-985-9799
E-mail: lauren@kelman.ca



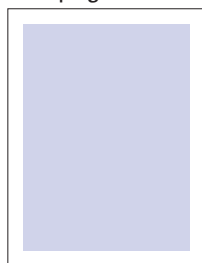
AD SUBMISSION INFORMATION

AD DIMENSIONS

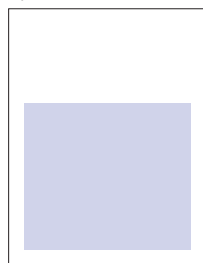
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"
Professional Card	2.4375"	1.375"

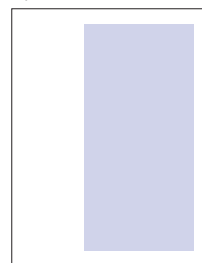
Full page



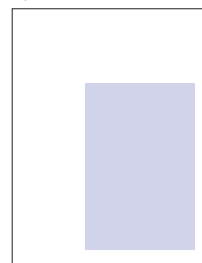
2/3 Horizontal



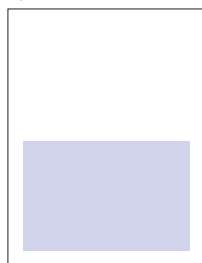
2/3 Vertical



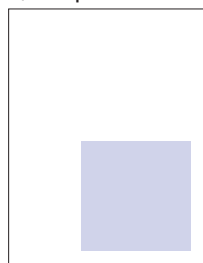
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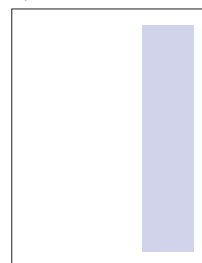
1/2 Horizontal



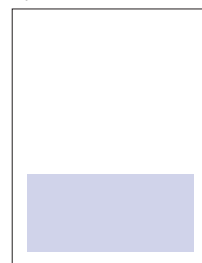
1/3 Square



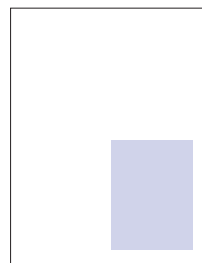
1/3 Vertical



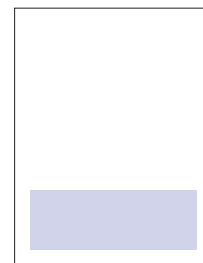
1/3 Banner



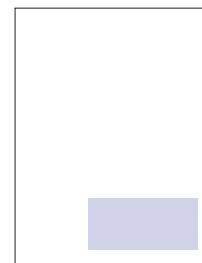
1/4 Vertical



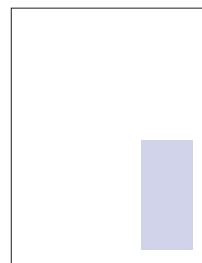
1/4 Banner



1/6 Horizontal



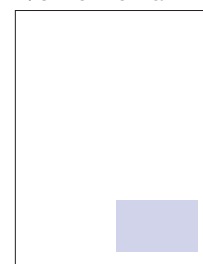
1/6 Vertical



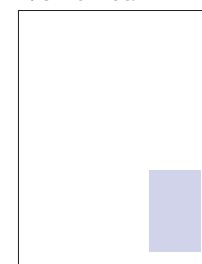
1/6 Banner



1/8 Horizontal



1/8 Vertical



Professional Card

