

JOURNAL OF Environmental Management ARIZONA



Media Kit

Advertising Rates & Information 2011

Who Reads the Journal ?

THE JOURNAL READER

Journal readers include qualified environmental, health & safety (EH&S) professionals at Arizona's environmentally regulated businesses, including those that store, handle, treat, or transport hazardous materials and/or hazardous waste, and facilities that fall under air quality and/or water quality regulations.

Journal readers also include environmental service providers, suppliers, technical consultants, laboratories, transporters, environmental attorneys, regulators at the state, county, city, and tribal levels, educators, and other professionals in closely related organizations.

Journal readers are decision-makers specifying or influencing the purchase of environmental equipment or products, analytical laboratory services, safety products and services, pollution control products and services, consulting services, legal services, and employee training. Journal readers also include EH&S consultants and attorneys who advise facilities and influence environmental spending.

Are you receiving your share of environmental business from this market?

Do you current and prospective clients see you as an active part of Arizona's environmental community?

Advertise in the Journal and get your message read in Arizona' environmental management community:

- facilities that store, handle, treat, or transport haz. materials and/or haz. waste
- Facilities falling under Air Quality and Water Quality Regulations
- environmental service providers
- Suppliers
- Environmental technical and legal consultants
- Laboratories
- Transporters Environmental Attorneys
- Regulators at the state, county, city, and tribal levels Educators And
- other professionals in closely related organizations

Advertising Rates

ADVERTISING RATES FULL COLOR ADS (\$)

AD #	DESCRIPTION	SINGLE ISSUE <i>per issue</i>	6 ISSUES <i>per issue</i>	FULL YEAR TOTAL <i>full year (6 issues)</i>
PS03	FULL PAGE	1,200	980	5,880 <i>Special: \$4,880</i>
PS01	BACK COVER Placement: 20% Premium			
PS02	INSIDE COVER Placement: 10% Premium			
PS04	HALF PAGE, Horizontal	780	550	3,300
PS07	ONE-THIRD Page	650	530	3,180
BLK D	6.68" wide x 3.3" high	611	440	2,640
PS08	ONE-FOURTH Page	572	390	2,340 <i>Most Popular</i>
BLK B	3.2" wide x 3.3" high	391	301	1,806
PS08B	ONE-SIXTH Page	384	295	1,770 <i>Most Economic</i>
BLK F	3.2" wide x 2.2" high	NA	219	1,314
BC-C	BUS CARD COLOR 3.5" X 2" HIGH	NA	209	1,254
BLK C	2.2" wide x 2" high	NA	133	798

BLACK & WHITE Advertisements are 35% less than the color price.

SPECIAL BUS CARD B&W 3.5" X 2" HIGH NA 495 *Special: \$295*

ADVERTISEMENT ILLUSTRATIONS

Full

8 x 10 3/4

\$980

per issue with 6 issue frequency

1/2 Horizontal

8 x 5 3/8

\$550

per issue with 6 issue frequency

4.75 x 6

1 / 3

\$530

per issue with 6 issue frequency

1 / 4

4 x 5 3/8

\$390

per issue with 6 issue frequency

A DISCOUNT applies if you pay-in-full with your Insertion Order, or you can make payments (see Payment Terms)

We will be happy to give you a rate quote on your custom sized advertisement.

1 / 6

3.58 x 4

\$295

per issue with 6 issue frequency

Block F

\$219*

Block D

\$440*

** Prices are per issue with a 6-issue frequency*

Block C

\$133*

Block B

\$301*

** Prices are per issue with a 6-issue frequency*

(Display sizes shown for illustration only, *not drawn to exact proportions*. Position on page may vary.)

Advertising rates do not include ad design. Ad must be supplied in an approved digital format.

Special arrangements require pre-approval. Subject to Terms and Conditions.

Deadlines

Payment Terms

Digital Submissions

Issue Dates and Deadlines

ISSUE	AD RESERVATIONS	DIGITAL SUBMISSION
Apr / May 2011	March 7, 2011	March 14, 2011
Jun / Jul 2011	May 9, 2011	May 16, 2011
Aug / Sept 2011	July 11, 2011	July 18, 2011
Oct / Nov 2011	September 12, 2011	September 19, 2011
Dec / Jan 2011/12	November 7, 2011	November 14, 2011
Feb / Mar 2012	January 6, 2012	January 16, 2012

Payment Terms

All advertising rates are net. See also Terms and Conditions

- Single Issue Placement:** 100% of contract due upon reserving space with signed insertion order.
- Six Issues (one full year):** **Option 1 - Payment-in-Full.** Pay in full with signed insertion order and receive **5% discount.**
Option 2 - Terms. 34% of contract due with signed insertion order, 11% due upon presentation of proof of publication for each of 6 issues, for a total of 100%. Not available for contracts < \$1000.00.

Digital Submission Requirements

The Journal is created entirely electronically and submitted to our printer in digital format. We therefore cannot use conventional film for this process. If your ad is on film, you may have options commercially available to scan the film into digital format.

- Disk Specifications:** CD or DVD
- Accepted Software:** Photoshop preferred, TIFF or high resolution JPG, IBM format
 Ads in Microsoft Word or Publisher are not acceptable.
- Format:** 300 DPI, CMYK (TIF or JPG)
- Fonts:** All screen and printer fonts used in the ad and in any graphics that appear in the ad must be included.
 PC (Windows) fonts are not acceptable.
- Images:** Include all eps, tiff and other graphics files on your disk.
 All provided scanned images should be a min. of 300 dpi at printed size, saved as CMYK eps or tiff.
 Fonts in Illustrator must be converted to outline.

All material must be submitted to the Journal in a proper digital format compatible with the IBM PC computers and software used by the Journal and our printer. Use CMYK colors. Photos must be scanned to at least 300 dpi at 100 percent. All ads must be accompanied with a hard copy proof. Publisher assumes no liability for errors in key numbers. Any ad not meeting specifications will be returned to client or will incur production costs of \$75 per hour to correct the ad. Advertiser will be billed \$75 per hour for any additional costs involving extra ad preparation, such as type modifications or corrections, or design changes. The client will be charged for ad space whether or not a corrected ad is received in time for press deadline.

For more information or if you would like to place an Insertion Order
 Please Contact Sales & Marketing Director
 Journal of Environmental Management Arizona at 480-422-4430 x 42

Ad rates do not include ad design. Ad must be supplied on disk in an approved digital format only. Special arrangements require advance approval. Insertion Orders subject to Terms and Conditions.

Terms & Conditions

ADVERTISING TERMS & CONDITIONS

Journal of Environmental Management Arizona Terms and Conditions

1. Advertisements are accepted upon the representation that the advertiser and their agencies are authorized to publish the contents thereof.
2. Conditions, other than rates, are subject to change without notice.
3. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to cancel advertisements, insertion orders, space reservations, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
4. The positioning of advertisements is at the discretion of the publisher, except where a specifically requested, preferred position is acknowledged by the publisher in writing on a signed insertion order.
5. The publisher shall have no liability for errors in the Advertisers' Index.
6. Cancellations or changes cannot be made after the closing date. All insertion orders are accepted subject to provisions of our current ad-rate card. Rate cards are subject to change upon notice from the publisher.
7. The publisher shall not be liable for any cost or damages if for any reason the advertisement is not published.
8. The publisher shall have the right to hold any advertiser and/or its advertising agency jointly and severally liable for money due and payable to the publisher for advertising that the advertiser or its agency ordered and that was published.
9. No variation of these terms and conditions shall be binding unless specifically agreed in writing by the publisher. No conditions printed or appearing elsewhere that conflict with its provisions will be binding on the publisher.
10. The publisher is not liable for delay in delivery and/or non-delivery in the event of an act of God, action of government entity, fire, flood, insurrection, riot, explosion, embargo, strikes either legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher affecting production or delivery in any manner.
11. The agency and the advertiser will indemnify and save the publisher harmless from and against any loss or expense arising out of publication from such advertisements, including, without limitation, those resulting from claims or suit for libel, violations or rights of privacy, plagiarism and copyright infringement.
12. Cancellation of advertising space must be made in writing, 30 days prior to the ad space closing date.
13. Ad cancellations will not be accepted after the ad space closing date.
14. Submission of copy is the responsibility of the advertiser. The advertiser's last insertion will be run if new copy is not received by the specific closing date. If there is no previous insertion, advertiser is liable for the cost of the contracted space.
15. Discounts are subject to the payment of invoices in accordance with the terms shown thereon. All discounts will be forfeited on all unpaid invoices over 60 days from invoice date.
16. Accounts must be paid on the terms indicated on the invoice. Interest will be charged monthly on overdue accounts at the rate of 2% per month on any sum not paid in full by the due date. The publisher reserves the right to pass lengthy overdue accounts to a third party for collection and to recover the collection costs from the advertiser.
17. Frequency agreements require the agreed upon number of advertisements be placed within the timeframe specified in order to earn the frequency discount. Advertisers will be short-rated if the agreed-upon frequency is not met in the specified timeframe.

March 2011
