



National Hydrologic Warning Council Advertising Policy & Procedures (Effective 3/1/2013)

Policy

The National Hydrologic Warning Council (NHWC) has the following media where advertising opportunities exist:

- The **NHWC Transmission**, the monthly electronic newsletter of the NHWC, provides a venue for communication of NHWC activities to its membership, along with articles of interest for the hydrologic warning community. The NHWC Transmission newsletter is made available to over 3000 hydrologic warning professionals, community representatives, and service providers each month.
- The **NHWC webpages** (www.hydrologicwarning.org) provide information to members and non-members, including photo and publication archives, links to real-time hydrologic monitoring networks worldwide, and routine updates of news items of interest to the hydrologic warning community. The webpages have nearly 3000 discrete visitors each month and have both a public and member level of access. The member level access is for persons with a high level of interest in hydrologic warning activities that has prompted them to pay an annual membership fee.
- The **NHWC Conference Program**, produced in print and/or electronic form, is created for each biennial conference and is distributed to each conference attendee and also made available on the webpages. Attendee levels for the past several conferences ranged from 250 to 350 persons.
- The **NHWC Mailing List** is available for one-time use.

It is the policy of the NHWC to make the above advertising opportunities available to the hydrologic warning community at set rates with discounts for current members of NHWC.

Procedures

Reservations: To reserve advertising space in *NHWC Transmission* or on the *NHWC webpages*, contact the Editor through email at: editor@hydrologicwarning.org. Space reservations will be honored on a first-come, first-served basis upon receipt of advertising order. NHWC reserves the right to reject any advertising. The advertiser agrees to assume liability for all content of advertisements and also assume responsibility for any claims against

NHWC. NHWC's liability for any error will not exceed the charge for the ad in question. A complimentary copy of the publication is sent to each advertiser. Any furnished material or artwork will be destroyed upon publication of ad issue, unless return is specifically requested.

To reserve advertising space in the biennial Conference Program, please contact: admin@hydrologicwarning.org.

Those interested in renting the NHWC mailing list should contact the NHWC Membership Director at secretary@hydrologicwarning.org.

Deadline for submitting material: All submittals of advertising for the *NHWC* Transmission must be in electronic format and submitted through email before the first business day of each month. Only electronic files e-mailed to the editor, in TIF or JPG format for PC (at least 300 dpi) will be accepted. Print quality PDF may be acceptable. Please include any special fonts you have used.

Material submitted for the biennial Conference Program must meet the same requirements as those listed for the newsletter above.

Corporate logos to be used in webpage advertisements should be provided electronically via e-mail in high resolution TIF or JPG format (at least 300 dpi).

Payments and cancellations: Payments are handled online at www.hydrologicwarning.org using a secure credit card transaction. Payments are due at time of e-mail request via NHWC website. Cancellations received 14 days prior to any deadline will be honored. Reimbursement will be in the form of a credit for future advertising purchases.

Advertising Rates: Rates for the various advertising opportunities are listed on the NHWC website and are subject to change without notice.