



# National Hydrologic Warning Council Advertising Rates

(Effective 3/1/2013)

(Subject to change without notice)

## NHWC Transmission Advertising Rates

The NHWC Transmission newsletter is made available to almost 3000 hydrologic warning professionals, community representatives, and service providers each month.

<u>Advertisement Size:</u>	<u>Single Issue</u>
<b>Full-page:</b> NHWC Member / Non-Member	\$700 \$900
<b>1/2 page:</b> NHWC Member / Non-Member	\$375 \$575
<b>1/3 page:</b> NHWC Member / Non-Member	\$300 \$450
<b>1/4 page:</b> NHWC Member / Non-Member	\$250 \$400
<b>1/6 page:</b> NHWC Member / Non-Member	\$175 \$325
<b>1/8 page:</b> NHWC Member / Non-Member	\$150 \$300

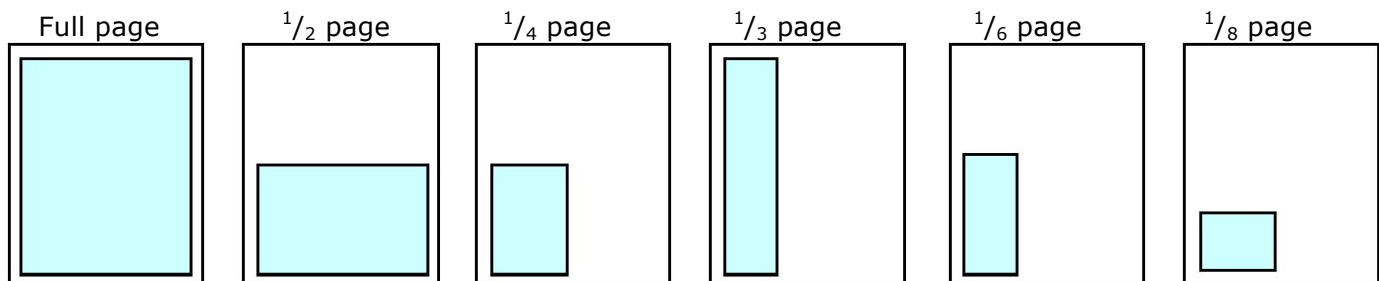
Repeat advertisements are available for a discount (both member and non-member) of 10% for 3 months, 20% for 6 months, and 40% for 12 months. For example, for a full page ad, a member would pay \$1,890 for 3 months, \$3,360 for 6 months, and \$5,040 for 12 months. There is a maximum of 12 issues per order. Multiple orders can only be made in multiples of 3 issues. **Note:** To receive the discount, multiple issue advertisements must be placed at one time.

## Advertising Sizes and Placements

This table shows the dimensions for the various advertising options:

<u>SIZE</u>	<u>WIDTH</u>	<u>HEIGHT</u>
Full Page	7"	8 1/2"
1/2 Page	7"	4 1/4"
1/4 Page	3 1/4"	4 1/4"
1/3 Page	2 1/8"	9 1/8"
1/6 Page	2 1/8"	4 1/4"
1/8 Page	3 1/4"	2"

The following shows the placement options for advertisements in a typical page layout:



**Note:** Front page advertisements on the NHWC Transmission are generally avoided, but if used, will be limited to 1/4, 1/6, or 1/8 sizes to maintain the NHWC logo banner across the top and preserve space for technical articles and NHWC activity information.

## **NHWC Webpage Advertisement Rates**

Corporate logos will appear across the lower portion of the NHWC homepage ([www.hydrologicwarning.org](http://www.hydrologicwarning.org)) and remind viewers of the significant stature of the company in the hydrologic warning community as well as the support it offers to the NHWC.

A corporate logo can be added to the NHWC homepage at an annual cost of \$600. Logos should be provided electronically via e-mail in high resolution TIF or JPG format (at least 300 dpi). If the company has an active group membership with NHWC, a static link is included to their homepage.

## **NHWC Conference Program Advertisement Rates**

The NHWC conference program, produced in print and/or electronic form, provides an excellent opportunity for exhibitors to highlight their products to attendees. All rates and guidelines are similar to the NHWC Transmission advertisement guidelines. On the order form, instead of checking the box for the NHWC Transmission, check NHWC Conference Program.

Premium placement of advertisements in the conference program (inside front/back covers, outside back cover) is an additional \$125 per Ad and is subject to availability.

## **Rental of NHWC Mailing List**

NHWC group members can rent the NHWC mailing list for \$600 for a one-time use. Non-members can rent the NHWC mailing list for \$1,200 for a one-time use. Contact the NHWC Membership Director at [secretary@hydrologicwarning.org](mailto:secretary@hydrologicwarning.org) for further information.