



ISA Water/Wastewater Industries Division Quarterly Newsletter

ADVERTISING SPECIFICATIONS

The ISA Water/Wastewater Industry Division (WWID) publishes a quarterly newsletter, which is distributed to approximately 2500 ISA members who work in the municipal water/wastewater sector. The newsletter is published as a high quality 8.5x11 PDF file, which is available for free download on www.isa.org/wwid and www.isawaterwastewater.com. WWID is a technical division within the International Society of Automation.

When the newsletter is published each quarter, an announcement email is set out to all ISA WWID members, plus past and present participants in of ISA municipal water conferences. The newsletter is also widely read by non-ISA members, as it is freely available.

Each issue is approximately 24-36 pages, with the following regular sections:

- Director’s Welcome
- Newsletter Editor’s Message
- Personal Interest Story
- Water/Wastewater Industry News
- WWID News
- ISA Conferences Update
- One or more Technical Articles
- Book reviews
- News about ISA Standards
- ISA Society News
- Column by the ISA Society President
- WWID Contacts

Publication Schedule:

The WWID newsletter is typically published as per the following schedule:

- Winter Issue – January/February (ad artwork due December 15)
- Spring Issue – April/May (ad artwork due March 15)
- Summer Issue – June/July (ad artwork due May 15)
- Fall Issue – September/October (ad artwork due August 15)

Note: Occasionally the spring and summer issues are combined into a single spring/summer issue depending on scheduling. If this happens, advertisers will be notified and any ads scheduled to go into the summer issue will be published in the fall issue instead.

Advertising:

The WWID newsletter accepts advertising in the following formats:

- Full page with bleed: 8.5” W x 11”H
- Full Page without bleed: 7” W x 9” H
- Half page vertical: 3.5” W x 9” H
- Half page horizontal: 7” W x 4.5” H
- Quarter page: 3.5” W x 4.5” H

Ads can be accepted in: EPS, PDF, PNG, JPG or TIF formats. 150 dpi minimum. Either RBG or CYMK colour is permitted, but CYMK is preferred. Do not use spot colours. Ads are priced as full colour only. Grayscale ads will be printed as full colour. Advertising insertion orders and artwork can be submitted to newsletter@isawaterwastewater.com Please do not email files larger than 2mb. Large files must be sent via Dropbox or FTP.

Ad Pricing:

Advertising for the ISA WWID newsletter can be purchased individually, as part of a full-year 4 ad pack, or as part of a symposium sponsorship. All prices are in US Dollars. Advertisers will be invoiced by International Society of Automation, with payment via check or wire transfer accepted.

Option A – purchase ads individually	Option B – purchase 4 ads at a time
Full page with bleed: \$600	Full page with bleed: \$1920
Full Page without bleed: \$500	Full Page without bleed: \$1600
Half page vertical: \$350	Half page vertical: \$1120
Half page horizontal: \$350	Half page horizontal: \$1120
Quarter page: \$250	Quarter page: \$800
	The above prices reflect a 20% discount.

About the ISA Water/Wastewater Division:

The ISA Water / Wastewater Industry Division (WWID) is concerned with all aspects of instrumentation and automated-control related to commercial and public systems associated with water and wastewater management. Membership in the WWID provides the latest news and information relating to instrumentation and control systems in water and wastewater management, including water processing and distribution, as well as wastewater collection and treatment. The division holds the annual ISA Water/Wastewater and Automatic Controls Symposium each summer, which features presentations by industry practitioners and published proceedings. The division also publishes a quarterly newsletter, and has a scholarship program to encourage young people to pursue careers in the water/wastewater automation, instrumentation and SCADA field. For more info, visit www.isa.org/wwid/ or www.isawaterwastewater.com

Contact:

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