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PIPELINE

A Publication of the Alabama/Mississippi Section of the American Water Works Association

Dear AWWA Supporter,

It is once again time to consider your advertising opportunity in the *Pipeline*, the official publication of the Alabama/Mississippi section of the American Water Works Association (AWWA). Many of you took advantage of the discount on annual ad placement which was first offered last year. This is a great opportunity to save 10% on your advertising by reserving your ad space for the entire, three-publication year by the March 15th deadline.

**New ONLINE ad placement
& payment!
Register at
[https://www.123signup.com/
event?id=jmfrm](https://www.123signup.com/event?id=jmfrm)**

This year we are also offering an online ad placement option. Register at www.123signup.com (<https://www.123signup.com/event?id=jmfrm> is the direct address) and you can place your ad(s) and pay, whether a yearly schedule or one-time placement, in one easy online visit. We will email you confirmation of your ad placement(s) with instructions on where to send the file(s) and you will be finished with this marketing task. You can be confident that thousands of water industry professionals around the states of Alabama and Mississippi, as well as municipal offices and government agencies, will see your advertisements.

If you prefer not to use the online ad placement service, please complete the enclosed ad agreement and send, with necessary files, payments, etc., to the editor.

And to add a little more value to your advertising dollar, the AWWA listing of advertisers on the website can now be a link to your company website. Be sure to include the URL you want used on your ad agreement or online at 123.signup.com when placing your order.

The information in this package includes rates, ad sizes and submission deadlines. If you have any questions concerning advertising, please contact your *Pipeline* Representative .

Water is an essential element of life and the members of the American Water Works Association are proud to work to improve water quality both locally and globally.

Don't forget that the three-issue 10% discount has a March 15th deadline. Just return your agreement with the payment or pick the discounted size of your choice online, and you can stretch your advertising dollar just a little farther.

The *Pipeline* staff is looking forward to working with you again.

Sincerely,

Deborah Hudson
Pipeline Editor

Want to get your company name and product information to **THOUSANDS** of water professionals in Alabama & Mississippi?



Advertise in the.....

PIPELINE

A Publication of the Alabama/Mississippi Section of the American Water Works Association

PIPELINE magazine is delivered to over 2,000 water and wastewater professionals, industry suppliers, and municipal offices in Alabama and Mississippi. The magazine is published a minimum of three times a year and is a cost-effective method for staying in touch with industry professionals in Alabama and Mississippi.

Advertising rates are quite reasonable. The magazine is printed in full-color with no price differential between color and black & white advertisements.



ADVERTISING PRICES

AD SIZE	COST PER ISSUE
Full Page	\$450
1/2 Page	\$300
1/4 Page	\$200
Professional Directory	\$100

2010 Advertising Deadlines: March 15, June 1, and October 1.

To Place Your Advertisement ONLINE

visit <https://www.123signup.com/event?id=jmfrm>

or Contact

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Ad Representative
(225) 295-1200
(225) 907-3832
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Advertising Specifications

To place your advertisement ONLINE visit

<https://www.123signup.com/event?id=jmfrm>

or contact:

Sam Agnew

(225) 295-1200, (225) 907-3832, or sagnew@etec-sales.com

or

Carson Smith

(256) 535-1472, fax (256) 535-1414, or carson.smith@hsvutil.org

or

Pipeline Editor, Deb Hudson

(256) 535-1480 or deborah.hudson@hsvutil.org

The following specifications are recommended to insure correct reproduction of your advertisement.

Software/Format Preferred:

Illustrator or Photoshop eps or pdf file with text converted to paths.
CMYK color preferred though RGB can be converted (color shift may occur with conversion.) 133 line screen preferred.

Fonts, pictures, and graphic files, as well as a print out should be supplied with each advertisement.

If your advertisement is in any other format or to discuss technical reproduction issues, please contact the editor, Deb Hudson, at (256) 535-1480.

Ad Sizes (in inches):

Full Page	(with 1/8" bleeds)	8 1/2 x 11	Safety margin: 1/4"
	(without bleeds)	7 1/2 x 10	
Half Page Vertical		3 5/8 x 10	
Half Page Horizontal		7 5/8 x 5	
Quarter page		3 5/8 x 5	
Professional Directory Ad		3 3/4 x 2	

Please send your advertisement files to: PIPELINE, c/o Deb Hudson; Editor, P.O. Box 2048, Huntsville, AL 35804



Advertising Agreement

For Publication Year 2010

Please send your advertisement to:
PIPELINE, c/o Deb Hudson, Editor/M35
P.O. Box 2048
Huntsville, AL 35804

URL for website listing: www._____.

ONLINE AD PLACEMENT AND PAYMENT:

Register at

<https://www.123signup.com/event?id=jmfrm>

Advertiser Firm Name

Advertiser Primary Contact

Contact's Email Address

NEW ACCOUNT EXISTING ACCOUNT

Account Number Account Representative

Billing Address

City/State/Zip

Mailing Address (if different from billing)

City/State/Zip

Phone Fax

Billing and Payments

The American Water Works Association will bill the advertiser after each publication unless the advertiser has prepaid. An advertiser that has prepaid will receive a receipt along with their tear-sheet.

Term

This agreement is for 2010 Pipeline Advertising and for a term of three issues. Any ad cancellation must be made in writing by U.S. Mail. The advertising deadlines for each 2010 issue are as follows: March 15 for spring issue, June 1 for summer issue, and October 1 for the winter issue.

Advertiser's Authorized Representative (Signature)

Advertiser's Authorized Representative (Print Name)

Date Signed

Please reserve space for advertiser as follows:

Advertising w/ Three-Issue Annual Option:

Ad Size	Per Issue	Annual Total	w/Early Pay Discount
<input type="checkbox"/> Full Page	\$450	\$1350	\$1215
<input type="checkbox"/> 1/2 Page	\$300	\$900	\$810
<input type="checkbox"/> 1/4 Page	\$200	\$600	\$540
<input type="checkbox"/> Professional Directory	\$100	\$300	\$270

Total _____

Advertising By Issue

If varying sizes or issues, please mark the appropriate box(es) for scheduling.

Spring	Summer	Winter
<input type="checkbox"/> Full Page	<input type="checkbox"/> Full Page	<input type="checkbox"/> Full Page
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 1/2 Page
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> 1/4 Page
<input type="checkbox"/> Professional Directory	<input type="checkbox"/> Professional Directory	<input type="checkbox"/> Professional Directory
Total	Total	Total

Total Annual Amount _____

Take advantage of a 10% prepay discount! Receive 10% off when you pay for an entire year of advertising in one full payment by March 15th.

Total Annual Amount With 10% Discount Applied

I am paying with:

Online @ 123Signup.com Credit Card Check
(complete below)

Name As It Appears on Credit Card

Type of Card Card Number

Verification Code Expiration

Billing Address

City/State/Zip