

# Solution $H_2O$

## 2023 ADVERTISING GUIDE

# 2023 SPECS & GUIDELINES

## About the Publication

*Solution H<sub>2</sub>O* is the official publication of the Kansas Section of the American Water Works Association. It is published three times per year and distributed electronically via email to the membership and made available for download via the website ([ksawwa.org](http://ksawwa.org)).

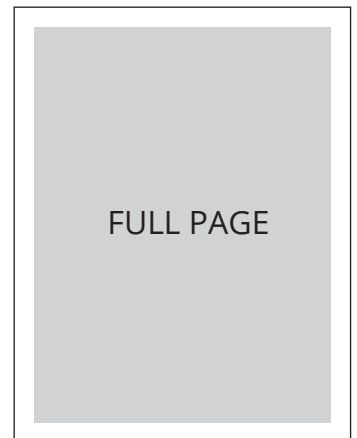
## What's Included with Advertising

Advertising in *Solution H<sub>2</sub>O* includes choice of ad size in the publication as well as a featured listing on the website as an official supporter. The online listing includes company logo, description of services, and website URL.

| SIZE                | NON-BLEED            | SINGLE ISSUE | ANNUAL RATE |
|---------------------|----------------------|--------------|-------------|
| Full Page           | 7.5" W x 10.0" H     | \$250        | \$500       |
| 1/2 Page Horizontal | 7.5" W x 4.875" H    | \$150        | \$350       |
| 1/4 Page Vertical   | 3.625" W x 4.875" H  | \$85         | \$200       |
| 1/8 Page Horizontal | 3.625" W x 2.3125" H | \$50         | \$125       |

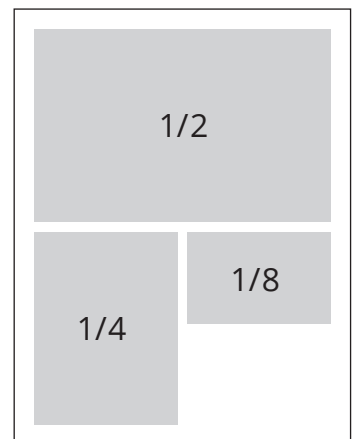
## Artwork Requirements

- Production: Adobe Illustrator, InDesign, or Photoshop
- File format: PDF (preferred), EPS, TIF, JPG
- Resolution: 300 dpi minimum
- Color: RGB
- All fonts, links, and images must be included.
- Artwork is subject to adjustment if listed requirements are not met. A border may be added, if needed.



## Website Listing Requirements

- Logo in vector format (EPS, AI, PDF, SVG)
- Description of company/services (50 words maximum)
- Website URL



# SUBMISSION GUIDELINES

## Schedule

| ISSUE  | SUBMISSION DEADLINE | DISTRIBUTION      |
|--------|---------------------|-------------------|
| Spring | March 15, 2023      | April 15, 2023    |
| Summer | June 15, 2023       | July 15, 2023     |
| Winter | November 15, 2023   | December 15, 2023 |

*Advertisers have the option to submit one ad to run for the full year or may elect to provide new artwork for each issue, provided it is received by the submission deadline. Website listings may only be updated once per year during the annual renewal period.*

## Artwork Submission

Submit ad artwork, logo, description of company/services (50 words maximum), and website URL to Tina Leitzel at [webmaster@kwea.net](mailto:webmaster@kwea.net).

## Payment

Please make checks payable to Kansas Section AWWA and submit payment **along with contact information (name, address, email, phone) and a hard copy of the ad to:**

Mail to: Hank Corcoran Boyer  
KsAWWA  
PO Box 3046  
Salina, KS 67402-3046

Questions: (785) 452-5706  
[hboyer@cox.net](mailto:hboyer@cox.net)

If you wish to pay by credit card, please indicate that when mailing a hard copy of your ad. An invoice will be issued via email with a link to pay online.

Artwork and payment must be received by the submission deadline. No exceptions.