

H₂Oregon

Advertising and Payment Order

2024

A P U B L I C A T I O N O F T H E O R E G O N A S S O C I A T I O N O F W A T E R U T I L I T I E S

935 N. MAIN ST., INDEPENDENCE, OR 97351 • (503) 837-1212 • (503) 837-1213 • OFFICE@OAWU.NET

H₂Oregon is a publication of the Oregon Association of Water Utilities with a yearly distribution of over 7,500 with a reader pool of over 28,500. Our magazine is published quarterly in January, April, July, and October of each year and is sent to all members of the Association, water and wastewater system personnel statewide and to every state affiliate in the United States. The January issue, which contains information about The Association's Annual Management and Technical Conference held in March, is sent to ALL water and wastewater systems in Oregon. Find all our issues on our web site at <https://oawu.net/news-resources/h2oregon-magazine/>

The 2024 rates increased for the first time since our 2018 publication of the *H₂Oregon* magazine. Please review the enclosed and let us know if you have any problems or questions on either your current insertion, or on inserting a new ad. Contact the OAWU office at (503) 837-1212.

The *H₂Oregon* advertising rate sheet lists file formats, ad sizes, publication and submittal dates.

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PLEASE COMPLETE THE LOWER SECTION OF OUR ADVERTISING INSERTION ORDER AND EMAIL IT WITH YOUR DIGITAL AD TO:
OFFICE@OAWU.NET.

Company _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ e-mail _____

Ad Size _____ Full Color Ad length: 1-year; 3x 2x 1x

Ad duration: (Winter, Spring, Summer, Fall) from _____ to _____

Authorized by: _____ Date signed: _____

Total cost for ad: \$ _____ Check enclosed Credit Card (see below)

Invoice now. Invoice January 2024

If paying by credit card, please call the OAWU office for processing and receipt. (503) 837-1212

OAWU reserves the right to edit and/or refuse advertisements.

OAWU Advertisement Rates & Descriptions

Ad Size	One-time Rate for color ads	Full year Rate for color ads
BACK COVER or INSERT (IMAGE AREA APPROX. 8.375 X 8.5) Please call for availability	Member Rate = \$635 Non-Member Rate = \$795	Member Rate = \$2,530 Non-Member Rate = \$3,165
INSIDE FRONT OR BACK COVER (APPROX. 7.625 wide X 9.75 tall)	Member Rate = \$565 Non-Member Rate = \$705	Member Rate = \$2,230 Non-Member Rate = \$2,785
FULL PAGE (APPROX. 7.625 wide X 9.625 tall) (or 8.625 x 10.875 for full page with bleed, 1/2" type safely)	Member Rate = \$480 Non-Member Rate = \$600	Member Rate = \$1,900 Non-Member Rate = \$2,375
1/2 PAGE (APPROX. 7.625 wide X 4.75 tall)	Member Rate = \$255 Non-Member Rate = \$320	Member Rate = \$990 Non-Member Rate = \$1,240
1/4 PAGE (APPROX. 3.625 wide X 4.75 tall)	Member Rate = \$160 Non-Member Rate = \$200	Member Rate = \$635 Non-Member Rate = \$790
BUSINESS CARD -1/8 PAGE (APPROX. 3.265 wide X 2.25 tall)	Member Rate = \$70 Non-Member Rate = \$85	Member Rate = \$255 Non-Member Rate = \$320
CLASSIFIED-TYPE ADS FREE TO ALL MEMBERS Classified-type ad for a nonmember is \$150.	Member Rate = FREE Non-Member Rate = \$150	Full Year—Not available

Publication ad due dates

Winter 2024—November 17, 2023

Spring 2024 February 2, 2024

Summer 2024—May 3, 2024

Fall 2024—August 9, 2024

Publication mail dates

January 2, 2024

April 5, 2024

July 5, 2024

October 4, 2024

Advertisement Mechanicals

Additional charges for production services will be quoted to advertisers in advance for film conversion to stated material specs, production proofs, design and typesetting.

File Formats

PDF high-resolution ad artwork in PDF format. PNG or TIFF can also work. Original photos and art work. If you have any questions about other file types, special needs or questions regarding file formats, please contact the OAWU office at (503) 837-1212 or e-mail office@oawu.net.

Additional Advertising Information

- Four Issues each year: Winter, Spring, Summer, Fall.
- Pages: 32-36
- Existing advertised space has first right of refusal. New advertised space will be first come, first serve.