




TEXAS^{h2o}

The Official Newsletter of the Texas Section AWWA | Every Drop, Every Day, Everywhere ©



Reach water
professionals in
Texas by advertising
in **TEXAS**^{h2o}

TEXAS^{h2o} readership includes
4,500 utility decision-makers in
Texas. Get noticed today.

EDITORIAL INFORMATION

Let AWWA help you reach thousands of potential customers. Texas Section - AWWA is one of the most active sections of the American Water Works Association, which includes more than 54,000 individuals, organizations, and utilities in all areas of the drinking water community. The Association is dedicated to advancing the technology, science, and governmental policies relative to our crucial role as stewards of safe drinking water.

TEXAS^{h2o} is the bimonthly newsletter of the Texas Section of the American Water Works Association (TAWWA).

The format is a standard letter size page (8.5" wide x 11" high) and contains 30+ pages per issue.

You'll find the answers to the majority of your advertising questions below; however, we will be happy to help you in any way that we can. Please contact Tracy Wagner at 512-251-8101.

Issue	Artwork Deadline
Texas Water Pre-Conference Issue	Jan. 17
Texas Water Post-Conference Issue	March 14
May/June 2025	April 11
July/August 2025	June 13
September/October 2025	Aug. 15
November/December 2025	Oct. 10

Don't miss out on the opportunity to save 20% by advertising in six or more consecutive issues!*

**Discount is only extended to prepayment for all six issues at once*

Also, if you're interested in exhibiting at the annual Texas Water show, you can earn exhibitor points for certain advertising levels. See Page 4 for more information.

AD DIMENSIONS and RATES

Ad Size	Dimensions	Full Color Ad Price	Discount Price <i>(20% off for six or more issues)</i>
Full Page (with bleeds)	Trim size: 8.5" w x 11" h*	\$1,000	\$4,800
Half Page	7.5" w x 4.5" h	\$625	\$3,000
Quarter Page	3.5" w x 4.5" h	\$500	\$2,400
Business Card	3.5" w x 2" h	\$275	\$1,320
Back Page	8.5" w x 5.5" h SOLD	\$1,250 SOLD	\$6,000 SOLD

*FULL PAGE BLEED INFORMATION

Full page advertisements may include bleeds. Bleeds must extend at least 0.25" past trim edge. Full page ads will be trimmed to 8.5 x 11". To ensure nothing is cropped, please keep the live area 0.25" away from trim edges.

CLASSIFIED ADVERTISING

Classified word advertisements are \$10 for the first 20 words and \$1 per word for each word over 20 per insertion. All advertising must be typed as it should appear and include the number of consecutive issues in which it should be placed. All advertising must be prepaid. Contact Tracy Wagner at 512-251-8101 or tracy@gcptexas.net for questions or more information.

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AD SUBMISSION

PRODUCTION REQUIREMENTS

- File can be in JPEG or PDF at a resolution of **at least 300-dpi**
- Ads must be in CMYK
- Ads must be prepared to the correct dimensions or be subject to production changes
- Digital files may be emailed to Tracy Wagner at **tracy@gcptexas.net**. Please do not embed files in an email or Word document.

LIMITATION OF LIABILITY

By submitting advertisement, advertiser agrees that the liability of the publisher and its employees and agents for any act or omission is limited to the cost of one insertion of the advertisement. Acceptance of advertising for publication in **TEXAS^{h2o}** does not imply approval or endorsement of any product, service or representation by either **TEXAS^{h2o}** or the Texas Section - American Water Works Association.

NO REFUNDS FOR CANCELLED ADS. Ads should be submitted to GCP Association Services, PO Box 676, Pflugerville, Texas 78691 or Tracy Wagner at **tracy@gcptexas.net**. Make checks payable to TAWWA.

TEXAS^{h2o} INSERTION ORDER

Company: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Size of Advertisement:

- Full Page - with Bleed (Trim Size: 8.5" w x 11" h)
- Half Page (7.5" w x 4.5" h)
- Quarter Page (3.5" w x 4.5" h)
- Business Card (3.5" w x 2" h)

Please Indicate:

- JPEG
- PDF

Total Number of Insertions: _____ Insertion Start Date: _____

Make checks payable to: TAWWA

c/o GCP Association Services

Mailing: PO Box 676

Pflugerville, TX 78691

(p) 512-251-8101 | (f) 512-251-8152 | tracy@gcptexas.net

Charge My: AMEX VISA MasterCard Discover Amount to be Charged: \$ _____

Cardholder Name: _____

Card #: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

Signature: _____

TEXAS WATER POINTS SYSTEM

1. Each exhibitor is credited with one (1) priority point for each booth space purchased.

» Max points – 15 per year

(Points will be awarded to individual companies or qualified/recognized representative companies with clear contractual affiliation as determined by Texas Water. Ad Hoc groups developed to solely achieve priority status will no longer be recognized.)

2. Length of time as exhibitor.

- » Each exhibitor who has exhibited 5 or more consecutive years or more receives 5 points.
- » Each exhibitor who has exhibited 3 or 4 consecutive years receives 3 points.

3. How are Priority Points accumulated for sponsorship packages?

Points will be awarded for Texas Water conference sponsorship dollars spent for the most recent conference. Must be general conference sponsorships and does not include sponsorships for competitions events.

\$1,001 - \$2,000 = 2 points

\$2,001 - \$3,000 = 3 points

\$3,001 - \$5,000 = 4 points

\$5,000 and above – one additional point for each one-thousand dollars up to max of 10 points.

4. How are Priority Points accumulated for advertising?

Points will be awarded for total advertising in the attendee brochure and/or final convention program for the year prior.

\$1,000 – \$1,300 = 1 point

\$1,301 - \$1,500 = 2 points

\$1,501 – above = 3 points

5. Points will be awarded for advertising in the TAWWA or WEAT monthly newsletter:

» TAWWA advertising: ½ page, full page

One point for last 6 consecutive issues on receipt of full payment of paid advertising.

» WEAT advertising: ½ page, full page

One point for last 6 consecutive issues of on receipt of full payment of paid advertising.

6. Points reductions:

Points may be reduced for:

- » One of more documented reports of failing to follow contract rules including early take down of booth. Reduction of 3 points per booth.

For more information on the Texas Water conference, visit www.txwater.org.