

ULTRAPURE WATER[®] journal

INDUSTRIAL WATER TREATMENT

Digital Edition Space Ads		Home Page Banner Ads		Discounts															
FULL PAGE	\$1,800	150 x 150 px	\$200/month		<p>Discounts</p> <ul style="list-style-type: none"> • Discounts are applied when multiple ads are placed at same time. • All media ads (space, banner and video) placed ifor calendar year may be counted toward discounts. <table border="1"> <thead> <tr> <th>Advertising Level</th> <th>Total</th> <th>Discount</th> </tr> </thead> <tbody> <tr> <td>Standard</td> <td>up to \$10K</td> <td>No discount</td> </tr> <tr> <td>Silver</td> <td>\$10K to 20K</td> <td>10%</td> </tr> <tr> <td>Gold</td> <td>\$20K to \$35K</td> <td>15%</td> </tr> <tr> <td>Platinum</td> <td>Over \$35K</td> <td>20%</td> </tr> </tbody> </table>	Advertising Level	Total	Discount	Standard	up to \$10K	No discount	Silver	\$10K to 20K	10%	Gold	\$20K to \$35K	15%	Platinum	Over \$35K
Advertising Level	Total	Discount																	
Standard	up to \$10K	No discount																	
Silver	\$10K to 20K	10%																	
Gold	\$20K to \$35K	15%																	
Platinum	Over \$35K	20%																	
2/3 PAGE	\$1,260	150 x 100 px	\$150/month																
1/2 PAGE	\$990	150 x 70 px	\$100/month																
1/3 PAGE	\$684	<p>Web Banner ads may alternate with 2 other ads (max.) on a random basis.</p>																	
1/4 PAGE	\$540																		
1/6-Page	\$360	<p>Home Page Video</p>																	
Marketplace	\$400	\$400/ month																	
COVER 2	\$2,000																		

2012 EDITORIAL CALENDAR

INDUSTRIAL WATER TREATMENT
www.IWTmagazine.com

ULTRAPURE WATER journal
www.ultrapurewater.com

**January/February
Produced Water**
 Space & Materials: December 15
 Issue Date: January 1

**March/April
Wastewater**
 Space & Materials: February 15
 Issue Date: March 1

**May/June
Boiler Water**
 Space & Materials: April 15
 Issue Date: May 1

**July/August
Cooling Water**
 Space & Materials: June 15
 Issue Date: July 1

**September/October
Membranes**
 Space & Materials: August 15
 Issue Date: September 1

**November/December
Water Supply**
 Space & Materials: October 15
 Issue Date: November 1

**January/February
Pharmaceutical Water**
 Space & Materials: January 15
 Issue Date: February 1

**March/April
Instrumentation**
 Space & Materials: March 15
 Issue Date: April 1

**May/June
Microelectronics**
 Space & Materials: May 15
 Issue Date: June 1

**July/August
Ion Exchange**
 Space & Materials: July 15
 Issue Date: August 1

**September/October
Power Generation**
 Space & Materials: September 15
 Issue Date: October 1

**November/December
High-Purity Materials**
 Space & Materials: November 15
 Issue Date: December 1

ADVERTISING TERMS & CONDITIONS

GENERAL

All advertisements are subject to Publisher's approval and acceptance. All advertisements are accepted and published upon representation that the party placing such material is authorized to publish any and all such material. In consideration of the acceptance, advertiser and/or agency agrees to indemnify and save the publisher harmless from and against any loss or expense on claims based upon the subject matter of such advertisements. Further, the Publisher shall not be liable for damages if for any reason he fails to publish an advertisement.

POSITIONING

Except for the positions carrying a premium price, all advertisements will be positioned at the discretion of the publisher. The publisher cannot guarantee special positioning unless a 10% premium is paid by the advertiser.

Unless otherwise indicated by the advertiser before the materials closing date, the most current ad material will be repeated in subsequent issues.

QUANTITY DISCOUNTS

Discounts are based on the total amount of advertising placed for a calendar year.

TERMS

1.5%/mo. fee will be charged to accounts not paid in full within 30 days of date of invoice, until paid in full. In the event advertiser and/or agency default in payment of bills, advertiser and/or agency shall be totally liable for all fees and sums of collection, including but not limited to reasonable attorney's fees and court costs incurred by publisher in the collection of said bills.

INSERTS Inserts are accepted as digital files and are priced as standard display ads.

MECHANICAL REQUIREMENTS FOR ADVERTISEMENTS

When ads are submitted that do not conform to the specifications below, they will be corrected by the publisher, and costs billed to the advertiser.

Trim Size: 8-1/2" x 10-3/4"

		Width	Depth
2-page spread	(bleed)	17-1/4"	11"
Full page	(bleed)	8-3/4"	11"
2/3 page	(vertical)	4-5/8"	10"
1/2 page	(horizontal)	7"	5"
1/2 page	(vertical)	3-3/8"	10"
1/2 page	(island)	4-5/8"	7-3/4"
1/3 page	(vertical)	2-1/4"	10"
1/3 page	(square)	4-5/8"	5"
1/4 page	(vertical)	3-3/8"	5"
1/4 page	(horizontal)	4-3/4"	3-3/8"
1/6 page	(vertical)	2-1/4"	5"
1/6 page	(horizontal)	4-5/8"	2-1/4"

ACCEPTED PRODUCTION MATERIALS:

Mechanicals and/or films are no longer accepted. Advertising materials should be submitted as digital files. Preferred formats are properly-prepared Adobe Acrobat files. All graphics must be embedded and should be distilled in high resolution and their colors must be in CMYK format. All spot colors must be in CMYK colorspace. All fonts must be embedded.

Banner ads should be submitted in RGB color space as .TIF or .GIF files at 72 dpi resolution for the width and height of the ad.

Digital files emailed to address below IF LESS THAN 2MB in file length. Larger files can be uploaded to our FTP site. For further information on FTP protocols, please see:

www.ultrapurewater.com/htm/ftp.htm.

CHANGES

A charge will be made for any changes required in advertising material. Changes requested after the materials deadline are on an "if possible" basis only.

CANCELLATIONS

No cancellations are accepted after the closing date.

PRODUCT RELEASES

New product releases, or other commercial press releases are considered advertising, not editorial, by this publication. These releases will be published, free-of-charge to current advertisers, as space permits, in the on-line marketplace section.

Non-advertisers may have these product releases published in the marketplace section at the published rate.

BUYER'S GUIDE

All advertisers during a calendar year will be listed in the On-Line Buyer's Guide according to the rules provided separately.

CLASSIFIEDS

Classified advertising is charged at \$25/line for 4.25" width (26 picas) layout.

ADVERTISEMENT ACCEPTANCE

Tall Oaks Publishing reserves the right to refuse to publish any advertisement by any advertiser for any reason without explanation to the advertiser.

**Send all insertion orders and materials to:
TALL OAKS PUBLISHING, INC.**

Send correspondence to:

E-mail: info@ultrapurewater.com

Mail: 60 Golden Eagle Lane

Littleton, CO 80127

Phone/Fax: 303/973-6700

Rev. September, 2011

ULTRAPURE WATER®

INDUSTRIAL WATER TREATMENT

On-Line Editions 2012 ADVERTISING ORDER FORM

Issue	Magazine	Features	Space & Materials Closing	Advertisement code from below	Amount from Rate Card
<input type="checkbox"/> January	Industrial Water	Produced Water	Dec.15, 2011	_____	_____
<input type="checkbox"/> February	Ultrapure Water	Pharmaceutical Water	January 15	_____	_____
<input type="checkbox"/> March	Industrial Water	Wastewater	February 15	_____	_____
<input type="checkbox"/> April	Ultrapure Water	Instrumentation	March 15	_____	_____
<input type="checkbox"/> May	Industrial Water	Boiler Water	April 15	_____	_____
<input type="checkbox"/> June	Ultrapure Water	Microelectronics	May 15	_____	_____
<input type="checkbox"/> July	Industrial Water	Cooling Water	June 15	_____	_____
<input type="checkbox"/> August	Ultrapure Water	Ion Exchange	July 15	_____	_____
<input type="checkbox"/> September	Industrial Water	Membranes	August 15	_____	_____
<input type="checkbox"/> October	Ultrapure Water	Power Generation	September 15	_____	_____
<input type="checkbox"/> November	Industrial Water	Water Supply	October 15	_____	_____
<input type="checkbox"/> December	Ultrapure Water	High-Purity Materials	November 15	_____	_____

Advertisement sizes and codes:

1-page (1V)

2/3-page (TT)

150 x 150 px Banner (AB)

150 x 100 px Banner (BB)

150 x 70 px Banner (CB)

1/2-page island (HI)

1/2-page horizontal (HH)

1/2-page vertical (HV)

MarketPlace (MP)

1/3-page vertical (TV)

1/3-page square (TS)

1/4-page vertical (QV)

1/4-page horizontal (QH)

Name

Company name

Address

City State Zip

Phone

E-mail

Authorized Signature

The total amount will be invoiced according to the terms listed in the Rate Card in effect at publication date. All advertising materials must be delivered by the 15th of the month preceding publication date. Unless otherwise indicated by the advertiser before the materials closing date, the most current ad material will be repeated in subsequent issues. Discounts are based on amount of advertising placed for the calendar year. **For discounts to apply, the number of ads, and the issues, must be specified at the time the initial order is submitted. There are no rebates for prior ads. Cancellations are subject to short-rate billing. All advertisements will be positioned at the discretion of the publisher, generally at a first-come-first-serve basis. The publisher cannot guarantee special positioning.**

Send all insertion orders and materials to:

ULTRAPURE WATER journal and INDUSTRIAL WATER TREATMENT magazines

Phone/Fax: 303-973-6700

E-mail: info@talloaks.com

60 Golden Eagle Lane
Littleton, CO 80127

All ads are accepted and placed in the magazine in accordance with the published Terms and Conditions

ULTRAPURE WATER® journal

INDUSTRIAL WATER TREATMENT

Digital File Specifications

Media Requirements:

Files should be sent on a CD or by FTP. **DO NOT EMAIL** if file is larger than 2 MB. For uploading to our FTP site, please see instructions at: www.ultrapurewater.com/htm/ftp.htm.

Software:

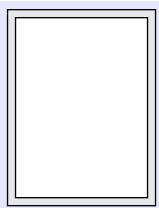
PDF (Acrobat Portable Document Format) is the only accepted method for supplying digital files.-- Files must be created with Distiller version 7.0 or higher. Important Acrobat Distiller requirements:

- Embed all fonts
- **Do not** downsample graphics--include all as high-resolution images--Choose 1600 dpi resolution.
 - Leave color unchanged. All colors must be as CMYK.
- Always *deactivate* the 'Preserve OPI Comments' option in Distiller.
 - Do not use OPI references to high-res graphics not embedded in file
 - Flatten all layers before distilling file

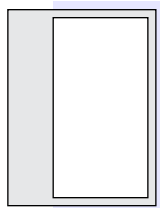
Any document supplied in non-CMYK color mode, or with incorrect, or missing fonts, WILL NOT display correctly.

Publisher is not responsible for quality problems due to improperly prepared PDF files.

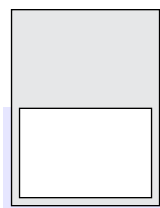
Color Proof: All ads should be accompanied with a suitable proof for assessing color and layout requirements. Publisher will not be responsible for any printing errors that may occur should digital files not adhere to these requirement. These requirements are subject to change. Please check www.ultrapurewater.com for updates on these requirements.



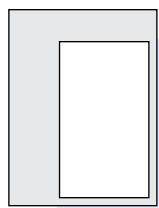
Full Page
Bleed: 8.75" x 11"
Trim: 8.50" x 10.75"
Type: 7.00" x 10.00"



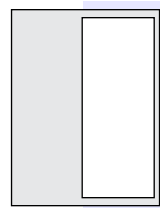
2/3 Page
Bleed: 5.50" x 11"
Trim: 5.25" x 10.75"
Type: 4.63" x 10.00"



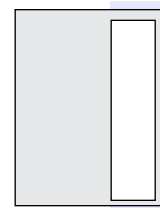
Half Page Horizontal
Bleed: 8.75" x 6.0"
Trim: 8.50" x 5.65"
Type: 7.00" x 5.00"



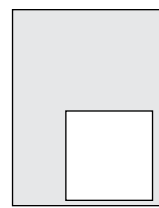
Half Page Island
Bleed: 5.50" x 8.25"
Trim: 5.25" x 8.0"
Type: 4.65" x 7.75"



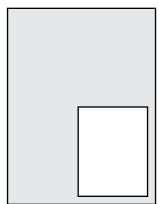
Half Page Vertical
Bleed: 4.50" x 11.00"
Trim: 4.25" x 10.75"
Type: 3.50" x 10.00"



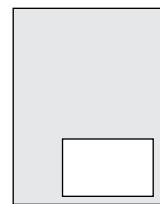
Third Page Vertical
Bleed: 3.15" x 11.00"
Trim: 2.90" x 10.75"
Type: 2.25" x 10.00"



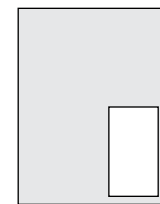
Third Page Square
Type: 4.65" x 5.00"



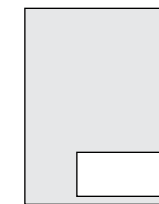
Quarter Page Vertical
Type: 3.65" x 5.00"



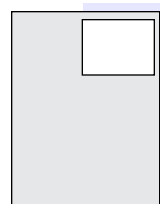
Quarter Page Horizontal
Type: 4.75" x 3.65"



Sixth Page Vertical
Type: 2.25" x 5.00"



Sixth Page Horizontal
Type: 4.65" x 2.25"



Trim: 3.37" width x 3.0" height

Send all insertion orders and materials to:

TALL OAKS PUBLISHING, INC.

60 Golden Eagle Lane

Littleton, CO 80127

Phone/ Fax: 303/973-6700

E-mail: info@talloaks.com

Rev. October, 2011

ULTRAPURE WATER® and INDUSTRIAL WATER TREATMENT

2012--CLASSIFIED ADVERTISING

Classified advertising is charged at \$25/line for 4.25" across (26 picas width) layout. Classified advertising is noncommissionable to advertising agencies.

Typical advertisement:

TECHNICAL SALES

XYZ Water, Inc., an environmental equipment mfr specializing in water treatment systems, is currently seeking an experienced technical salesperson with a chemical engineering or chemistry background. Degree preferred but not required. Industrial water treatment background is a plus. Position may involve up to 30-40% travel. Send cover letter and resume to:

XYZ Water Inc., attn: HR, 2021 Main Drive, Anytown, KS 74097.

The above is a typical layout for a classified advertisement. The above would be charged \$175 (7 lines). Black & White logos may be included at a \$25 premium.

SUBMISSION PROCEDURE:

E-mail: info@talloaks.com
Mailings: 60 Golden Eagle Lane
Littleton, CO 80127

Advertisement will be typeset and faxed to advertiser for proofing and approval. All classified advertising must be prepaid by either check or major credit card at the time the typeset ad is proofed and approved by the advertiser.

All classifieds will also be posted for free on the On-line classifieds section of our web site.

2012--ON-LINE BANNER ADS

Banner ads on www.ultrapurewater.com appear on the **Home Page** which may be displayed on a random basis among two other ads.

Advertiser may select higher exposure by selecting more than 1x frequency.

Large banner: 150 x 150 px \$200/month (1x/3 frequency based on random selection)

Medium banner: 150 x 100 px \$150/month (1x/3 frequency based on random selection)

Small banner: 150 x 70 px \$100/month (1x/3 frequency based on random selection)

ADVERTISEMENT ACCEPTANCE

Tall Oaks Publishing reserves the right to refuse to publish any advertisement by any advertiser for any reason without explanation to the advertiser.

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Phone/fax: 303-973-6700

www.ultrapurewater.com

www.IWTmagazine.com