

# RUMBLES

*The Official Bi-Monthly Magazine  
of the Rocky Mountain Section of  
the AWWA and the Rocky Mountain  
Water Environment Association*



## Target the Rocky Mountain Water Associations



- Reach the key decision-makers in the water and wastewater industry in Colorado, New Mexico and Wyoming by advertising in the RUMBLES bi-monthly magazine.

### Target Audience & Benefits

- Distributed to over 3,600 members of the Rocky Mountain Section of the American Water Works Association and the Rocky Mountain Water Environment Association – water municipalities which include superintendents, plant operators, engineers, managers, biologists/chemists, regulators, scientists/technicians, environmentalists, manufacturers, and consultants responsible for developing and maintaining safe water and excellent water quality throughout Colorado, New Mexico and Wyoming.

### Visibility

- Special placements and premium positions available.
- All advertisers will be listed alphabetically in our Index to Advertisers showing website and page number of your ad.

### Publication

- RUMBLES Magazine: An 8 1/2" x 11" full-color, glossy stock, bi-monthly publication.
- January RUMBLES issue includes the Annual Resource Guide for the water and wastewater industry.

### Advertising Contact:

**Kathleen Pishotta, 888-371-4933 or [kathleen@apogeepublications.com](mailto:kathleen@apogeepublications.com)**

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## Rate Sheet

### Premium Position Rates (Full-Color Only)

	1x	3x	6x
Center Spread	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,775	<input type="checkbox"/> \$1,500
OBC	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$1,425	<input type="checkbox"/> \$1,200
IFC	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$1,000
IBC	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$1,000
Opposite IFC	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$950
Opposite TOC	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$950

### Interior Rates (Full-Color)

Full Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$875	<input type="checkbox"/> \$800
1/2 Page	<input type="checkbox"/> \$900	<input type="checkbox"/> \$800	<input type="checkbox"/> \$700
1/4 Page	<input type="checkbox"/> \$700	<input type="checkbox"/> \$605	<input type="checkbox"/> \$550

### Outserts (Supplied to our mailhouse)

- 1-page double-sided...\$900
- 2-page double-sided...\$1,150

### Issue Selection (Please select all that apply)

- January \_\_\_\_\_
- July \_\_\_\_\_
- March \_\_\_\_\_
- September \_\_\_\_\_
- May \_\_\_\_\_
- November \_\_\_\_\_

### Advertiser Information

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Advertising Agency

\_\_\_\_\_  
Agency Phone

\_\_\_\_\_  
Agency Fax

## Advertisement Agreement with Apogee Publications

### Payment

- Credit Card (Circle one: VISA, MC, AMEX, DISCOVER)

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

- Company Check (please note arrival date: \_\_\_\_\_)

I agree that this form constitutes the acknowledgement of my order, and I agree to submit any cancellation prior to the closing date.

Signature \_\_\_\_\_

### Advertising Cost

Total Cost per Insertion \_\_\_\_\_

### Advertising Copy

Materials to be delivered on \_\_\_\_\_

Design services requested (fees may apply)  Yes  No

**Please return via toll-free fax: 866-572-3170**

**Attention: Kathleen Pishotta**

**kathleen@apogeepublications.com or 888-371-4933**

**Checks payable and sent to:** Apogee Publications  
6528 Greenleaf Ave., Ste. 219  
Whittier, CA 90601

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## Production Guidelines

### Mechanical Specifications

Full Page . . . . .	7.5" x 9.5"
1/2 Horizontal . . . . .	4.75" x 7.5"
1/2 Vertical . . . . .	3.5" x 9.5"
1/4 Horizontal . . . . .	2.375" x 7.5"
1/4 Vertical . . . . .	1.875" x 9.5"
1/4 Corner . . . . .	3.5" x 4.5"
Business Card Marketplace . . . . .	3.5 x 2"

### Submission Guidelines

Trim Size . . . . .	8.375" X 10.875"
Bleed Size . . . . .	8.625" x 11.125"
Line Screen . . . . .	133 up to 150

### Color Format

This publication will be printed using CMYK colors. If a spot color is specified, every attempt will be made to match this color using a CMYK ink mix. It's also recommended the inclusion of an accurate color proof and/or separated laser proofs with artwork submission.

### Preferred Format:

- High-resolution, press-optimized PDF
- All fonts & graphics embedded

### Other Acceptable Formats:

- TIFF, EPS or Photoshop files...must be able to open in software listed above.
- EPS file format for vector images: fonts should be converted to paths/outlines.
- Illustrator file formats: fonts & images must be converted to paths/outlines and embedded.

### Media Accepted:

- CD-ROMs
- Electronic files can be submitted as follows:

**Upload** your files through out FTP site located at [www.apogeepublications.com](http://www.apogeepublications.com).

User name: rumbles Password: Client24

**Email** your files to: [traci@apogeepublications.com](mailto:traci@apogeepublications.com) and please cc: your sales representative for proofing purposes.

**Overnight** your artwork to: Apogee Publications, 6528 Greenleaf Avenue, Suite 219, Whittier, CA 90601

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