



Colorado WaterWise | P.O. Box 40202 Denver, CO 80204-0202  
 www.coloradowaterwise.org

**WaterWise Newsletter  
 ADVERTISING GUIDELINES**

<b>Pricing</b>	<b>Size</b>	<b>One time ad (1 issue)</b>	<b>Quarterly (1 year – 4 4 issues)</b>
Business Card or 1/8 Page	3 1/2" x 2"	\$50.00	\$150.00
1/4 Page	3 1/2" x 4 3/4" V 7 3/8" x 2 1/4" H	\$100.00	\$300.00
1/2 Page	7 1/2 x 4 3/4" H 3.5 x 10" V	\$150.00	\$450.00
Full Page	7 3/8" x 9 3/4"	\$275.00	\$600.00

***Discounts:***

Current Colorado WaterWise Members receive a 10% discount on the above pricing.

***Deadlines:***

Ads must be submitted to the CWW Newsletter Committee by the following dates for inclusion in the following issues:

<b>For inclusion in:</b>	<b>Ad must be submitted by:</b>	<b>Payment must be received by:</b>
Spring issue	January 15	February 1
Summer issue	April 15	May 1
Fall issue	July 15	August 1
Winter issue	October 15	November 1

***Submitting an Advertisement:***

- Size: Ads should match one of the sizes listed in the advertising guidelines.
- Please submit complete ads to the Colorado WaterWise Newsletter Committee, Attn: [ruth.quade@greeleygov.com](mailto:ruth.quade@greeleygov.com). Upon receipt and review, the Newsletter Committee will send you an Advertising Agreement and invoice.

- Submit your ad as an electronic file. Electronic files must be submitted as a high-resolution (400 dpi) JPEG or TIFF; native Adobe Photoshop, Adobe Illustrator, Adobe InDesign CS (not CS2 files). Emailed files must not be larger than 5MB. For questions, contact Ruth Quade ([ruth.quade@greeleygov.com](mailto:ruth.quade@greeleygov.com))
- The design and layout of the newsletter is done using Windows computer platform. PC files that can be saved in the file formats listed above are acceptable. We cannot accept files from Microsoft Publisher, Microsoft Word (except for text only), or Microsoft PowerPoint.

***Content:***

Colorado WaterWise is providing a reputable resource for its members on water in Colorado. With that goal in mind, advertisements in WaterWise must concur or coincide with the mission statement of Colorado Water which is to promote efficient use of Colorado's water. Ads must be in good taste and must be water conservation focused as determined by the Colorado WaterWise Newsletter Committee. Groups that advertise should be proven, respected entities in water industry.

Please make checks payable to:  
Colorado WaterWise  
c/o Newsletter Committee  
PO Box 40202  
Denver CO 80204-0202