



Advertising Production Information

Advertising Submission Instructions

- URL must accompany all ads.
- Ad artwork must be submitted to A&WMA by the tenth (10th) of the month PRIOR to the month of publication.
- Ad Size Specifications:
 - Full-page ad trim size: 8.5"W x 11"H, adding 1/8" all the way around for a full-page bleed
 - Half-page ad trim size: 6.5"W x 4.25"H (half-page ads are non bleed)
 - Text margins (all ad sizes) at least .375" away from the TRIM edges of the advertisement
 - Button Ads: 225px. by 65 px. .JPG or .PNG format.
- Please submit files by email to PParise@awma.org, or by Dropbox (yours or ours) or a similar file sharing and storage solution. If using your Dropbox, please send email authorizing file sharing access to jschurman@awma.org; if using our Dropbox send email address requesting an invitation to share file(s) to jschurman@awma.org.
- Please supply only a print-ready PDF file. We cannot accept any native application file formats (no MS Word, InDesign, Publisher, etc.) or any other file format. PDF must be a high resolution, print-ready file. All raster images should be 300 dpi. All fonts must be embedded. Do NOT include printer's marks (crop marks, registration marks, etc.) in the file submission.
- All colors should be RGB. We cannot guarantee an exact color match.
- The publisher is not responsible for publishing errors due to incorrect file preparation. We use an on-screen softproofing process. You are not required to send a printed proof.

Artwork and materials contact: Paige Parise | phone: (412) 904-6002 | email: PParise@awma.org.

Sponsored Content Guidelines

Content will be placed within Digital *EM* immediately following the features. Your content will also be linked through the A&MWA *EM* announcement email. Content opportunities are limited.

Specifications

Length: not to exceed 1,000 words.

A&WMA will consider publishing a relevant graphic with the content. Pictures should be high resolution (at least 300 dpi) and in either .JPG or .PNG format.

Animation is not accepted. Send a URL if the picture should link somewhere.

Article should be by-lined.

Article must be submitted in final format in a word document; A&WMA retains the right to edit and approve content before posting. Advertiser agrees that content should focus on information, findings, or case study in an objective way that both benefits and informs the audience. The content presented should not solely focus on the direct promotion of a company, product or service. Content should have a general benefit to environmental professionals and related industries and related professionals.

A biographical note will be added to the end of the article stating the author's title and contact information.

Will include "[Sponsored]" in headline. Also will include "This article is published in sponsorship with [insert advertiser]" at the top of the article post.

All content is subject to approval by A&WMA Executive Director and Managing Editor. A&WMA reserves the right to refuse advertising.

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