



# Advertise in the A&WMA Digital *EM* Magazine

## One Year

1 Full Page advertisement in every issue of *EM* – published digitally 11x annually. Ad will be placed far forward in the magazine opposite content. Optional audio, video, geolocation or slideshows. Button advertisement will be linked through the A&WMA *EM* announcement email. (See Sample Below)

4 Sponsored Content Opportunities - one per quarter - in the digital *EM* and will be linked through the A&WMA *EM* announcement email. Content Guidelines next page.

**\$5,650**

## Six Month

1 Full Page advertisement in six issues of *EM*. Optional inclusion of audio, video, geolocation or slideshows. Button advertisement will be linked through the A&WMA *EM* announcement email. (See Sample Below)

2 Sponsored Content Opportunities - one per quarter - in the digital *EM* and linked through the A&WMA *EM* announcement email. Content Guidelines next page.

**\$3,250**

## One Month

1 Full Page advertisement in the digital *EM* issue of the advertisers choice. Ad will be placed far forward in the magazine opposite content. Optional audio, video, geolocation or slideshow. Button advertisement will be linked through the A&WMA *EM* announcement email. (See Sample Below)

**\$650**



October 2019

Featured Advertiser



Your Button Advertisement Here  
225 x 65

Also This Month...

[PM File: The Success Factor](#)  
by Dave Elam

An additional metric: the revenue factor provides

### Contact

Jeff Schurman  
Business Development Manager  
412-904-6003 or  
[jschurman@awma.org](mailto:jschurman@awma.org)

[www.awma.org/advertise](http://www.awma.org/advertise)





# 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](mailto: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](mailto:jschurman@awma.org); if using our Dropbox send email address requesting an invitation to share file(s) to [jschurman@awma.org](mailto: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](mailto: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&WMA *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.

**Paige Parise** | phone: (412) 904-6002 | email: [PParise@awma.org](mailto:PParise@awma.org)

Rev. 04012020