

# ULTRAPURE WATER® journal digital edition

Digital Edition Space Ads		Home Page Banner Ads		Discounts															
FULL PAGE	\$1,800	150 x 150 px	\$200/month		<p><b>Discounts</b></p> <ul style="list-style-type: none"> <li>• Discounts are applied when multiple ads are placed at same time for 2010.</li> <li>• All media ads (space, banner and video) placed in 2010 may be counted toward discounts.</li> </ul> <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	<div style="border: 1px solid black; padding: 5px; text-align: center;">                     Web Banner ads may alternate with 3 other ads on a random basis.                 </div>																	
1/4 PAGE	\$540																		
1/6-Page	\$360	<p style="text-align: center;"><b>Landing Page Video</b></p>																	
Marketplace	\$400																		
COVER 2	\$2,000		\$400/ month																

Note: Paper editions of specific issues will be distributed at selected water conferences.

## 2009-2010 EDITORIAL CALENDAR

### JANUARY

#### Instrumentation

Conductivity, pH, Specific Ions  
Space & Materials: December 15

### FEBRUARY

#### Microbial Control

Dechlorination, UV, Ozonation  
Space & Materials: January 15

### MARCH

#### Pharmaceutical Water

Bacterial Control, Validation  
Space & Materials: February 15

### APRIL

#### Membrane Systems

RO, UF and NF, Pumps  
Space & Materials: March 15

### MAY

#### Microelectronics

Water Systems, Reuse, POU  
Space & Materials: April 15

### JUNE

#### Electrodeionization

System design, Operation  
Applications  
Space & Materials: May 15

### JULY

#### Reverse Osmosis

Desalination, Membrane Treatment  
Chemicals  
Space & Materials: June 15

### AUGUST

#### Water Reclaim

RO Reject, Waste Minimization,  
ZLD Power Plants  
Space & Materials: July 15

### SEPTEMBER

#### Ion-Exchange

Ion Exchange Resins  
System Design, Operation  
Space & Materials: August 15

### OCTOBER

#### Deionization

Ion Exchange, RO and EDI  
Space & Materials: September 15

### NOVEMBER

#### High-Purity Materials

Materials, Valves, Tanks  
Space & Materials: October 15

### DECEMBER

#### Power Generation

Condensate Polishing  
Boiler Feedwater  
Annual Buyer's Guide  
Space & Materials: November 15

All rates are for color ads provided as digital files. All ads must be supplied in CMYK color space and 300 dpi resolution. WEB Banner ads should be supplied as RGB files at 72 dpi resolution.

**SPECIAL POSITIONS**--Including ads to run on consecutive right, or left pages will be charged a 10% premium to above rates.

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

# 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"

		<i>Width</i>	<i>Depth</i>
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/html/ftp.htm](http://www.ultrapurewater.com/html/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 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 Buyer's Guide appearing in the December issue, and will be included 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](mailto:info@ultrapurewater.com)

Mail: 60 Golden Eagle Lane

Littleton, CO 80127

Phone/Fax: 303/973-6700

Rev. August, 2009

# ULTRAPURE WATER® journal Digital Edition

## 2010 ADVERTISING INSERTION ORDER FORM

Please reserve the following space in ULTRAPURE WATER® journal:

Issue	Features	Space & Materials Closing	Advertisement code from below	Amount from Rate Card
<input type="checkbox"/> January	Instrumentation	Dec. 15	_____	_____
<input type="checkbox"/> February	Microbial Control	January 15	_____	_____
<input type="checkbox"/> March	Pharmaceutical Water	February 15	_____	_____
<input type="checkbox"/> April	Membrane Systems	March 15	_____	_____
<input type="checkbox"/> May	Microelectronics	April 15	_____	_____
<input type="checkbox"/> June	InElectrodeionization	May 15	_____	_____
<input type="checkbox"/> July	Municipal Water/Membranes	June 15	_____	_____
<input type="checkbox"/> August	Water Reclaim	July 15	_____	_____
<input type="checkbox"/> September	Ion Exchange	August 15	_____	_____
<input type="checkbox"/> October	Deionization	September 15	_____	_____
<input type="checkbox"/> November	High-Purity Materials	October 15	_____	_____
<input type="checkbox"/> December	Power Generation	November 15	_____	_____
	Annual Buyer's Guide			

### 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. Frequency rates are based on total number of ads run during the calendar year. **For multiple insertion rates 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**

Phone/Fax: 303-973-6700

E-mail: info@ultrapurewater.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*