

TECHNICAL SPECIFICATIONS

Display Advertising

Journal AWWA Display Ad Sizes**

	Width & Height
Full-page final trim	8" × 10.75"
Full-page "Live Area"	7.25" × 10"
Full-page Bleed (size shown includes a .25" bleed area)	8.25" × 11"
Spread	15" × 10"
Spread Bleed size (size shown includes a .25" bleed area)	16.25" × 11"
2/3-page vertical	4.625" × 9.25"
1/2-page vertical	3" × 9.25"
1/2-page horizontal	7" × 4.875"
1/3-page square	4.625" × 4.875"
1/3-page vertical	2" × 9.25"
1/4-page	3.375" × 4.875"
1/6-page (Classified Display)	2" × 4.875"

Opflow Display Ad Sizes**

	Width & Height
Full-page final trim	8.375" × 10.875"
Full-page ("live area")	7" × 10"
Full-page including bleed	8.625" × 11.375"
Spread	15" × 10"
Spread bleed size	17" × 11.375"
2/3-page vertical	4.5625" × 10"
1/2-page horizontal	7" × 4.875"
1/3-page square	4.625" × 4.875"
1/3-page vertical	2.125" × 10"

**NOTE: We are no longer accepting 1/2-page island ads in either Journal AWWA or Opflow.

Mechanical Specifications

Screen	120/133
Printing	Web offset
Binding	
<i>Journal AWWA</i>	Perfect
<i>Opflow</i>	Saddle Stitch
Fonts	Adobe Type-1 PostScript fonts are preferred

PDF File Submission

High-resolution PDF file submission is preferred over sending native files for both *Journal AWWA* and *Opflow*.

- ▶ PDF/x1a compliance
- ▶ No spot colors—must be CMYK, not RGB
- ▶ All fonts must be embedded
- ▶ Use Acrobat Distiller
- ▶ All elements must be high-resolution
- ▶ Do not apply security to the file

For detailed instructions on creating a PDF file for *Journal AWWA*, please visit http://dsc.rrd.com/DSC/Templates/Guidelines/Pon_PDG_Guide.cfm.

For detailed instructions on creating a PDF file for *Opflow*, please visit www.publicationprinters.com/downloads and click on PDF instructions.

Web Advertising

Skyscraper Banner Ads—Specialty Locations

Dimensions: 120 pixels wide × 600 pixels high

File size: 25K max

File types: GIF, JPG or SWF (Flash ads not allowed on AWWA.org homepage)

Animation: All animation must be shorter than 10 seconds and end after one cycle

Web Pack Banner Ad

Dimensions: 120 pixels wide × 240 pixels high

File size: 25K max

File types: GIF, JPG or SWF

Animation: All animation must be shorter than 10 seconds and end after one cycle

Streamlines Skyscraper Ad

Dimensions: 120 pixels wide × 600 pixels high

File size: 25K max

File types: GIF, JPG or SWF

Animation: All animation must be shorter than 10 seconds and end after one cycle

Career Center Logo Ad

Dimensions: 150 pixels wide × 150 pixels high

File size: 25K

File types: GIF, JPG or SWF

Animation: All animation must be shorter than 10 seconds and end after one cycle

**For AWWA's Flash guidelines,
please visit our Web site
at www.awwa.org/advertise.**

Contact Information

Advertising Coordinator

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**For ad material submission, please refer to
FTP Site instructions on page 33.**