

HOOSIER PIPELINE

The official publication of Alliance of Indiana Rural Water



WHO ARE WE?

The Alliance of Indiana Rural Water is **dedicated to having clean water and wastewater systems** throughout the state of Indiana and is the only National Rural Water Association affiliate in the state. *Hoosier Pipeline* and the annual AIRW Training Calendar are key components of AIRW's communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

WHY AIRW?

- ➔ AIRW members operate **more than 650** water and wastewater systems throughout the state of Indiana.
- ➔ **Nearly 1.6 million customers** are served by AIRW members.
- ➔ AIRW programs train **over 2,000 water and wastewater professionals** each year.

NET ADVERTISING RATES

Print Edition Advertising	1x	2x	Directory
Premium Positions*	N/A	\$2,345	\$2,650
Tab***	N/A	N/A	\$2,345
Full Page	\$1,775	\$1,620	\$1,725
1/2 Page	\$980	\$900	\$1,005
1/3 Page	\$775	\$720	N/A
1/4 Page	\$620	\$565	\$670
1/6 Page	\$540	\$490	\$515
1/8 Page	\$440	\$410	N/A
Digital Edition Advertising	1x	2x	Directory
Tile + interstitial digital package	\$1,575	N/A	N/A
Tile + landing page digital package	\$1,575	N/A	N/A
Tile + interstitial print package**	\$1,325	N/A	N/A
Tile + landing page print package**	\$1,325	N/A	\$865
Tile a la carte	\$875	N/A	\$865

➔ [CLICK HERE FOR AD EXAMPLES](#)

Members receive 20% discount.

All rates are for full-color advertisements.

*Premium Position includes: inside front cover, inside back cover, page 3 and back cover.

**Discounted digital+print package available with 1/2-page ads or larger.

***Tab names are: General Information, Utility Members, Associate Members and Legislative Information.

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

See page 3 for annual calendar advertising opportunities!

EDITORIAL CALENDAR

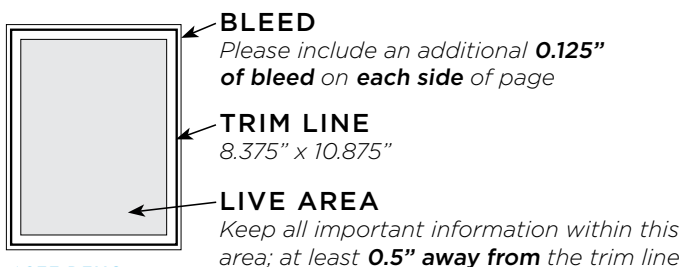
Issue Number	Artwork Due	Delivered to Members
Calendar 2024 (see p. 3)	10/23/2023	December 2023
Directory 2025	11/6/2024	February 2025
Volume 2 Issue 1	1/29/2024	April 2024
Volume 2 Issue 2	6/24/2024	September 2024

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

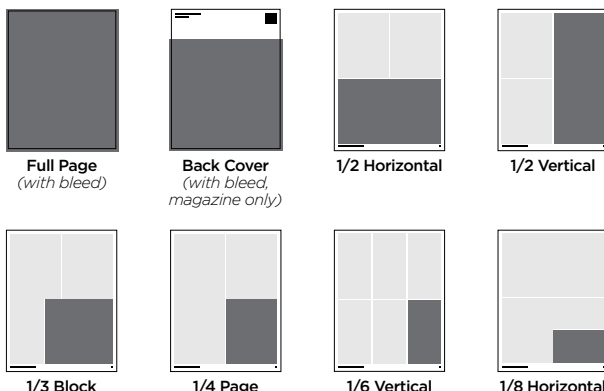
Print Ad Size	Magazine Dimensions	Directory Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds	5.75" x 8.5"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds	5.75" x 8.5"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"	4.75" x 3.625"
1/2 Page Vertical	3.875" x 10"	2.375" x 7.5"
1/3 Block	5.187" x 4.937"	N/A
1/3 Vertical	2.5" x 10"	N/A
1/4 Page	3.875" x 4.937"	2.375" x 3.625"
1/6 Vertical	2.5" x 4.937"	1.5" x 3.625"
1/8 Horizontal	3.875" x 2.34"	N/A

Digital Ad Size	Magazine Dimensions	Directory Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels	432 x 630 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels	432 x 630 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels	N/A

* Full-page ads are intended to bleed off the page [SEE DEMO](#)



[SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s – 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.

ALLIANCE TRAINING CALENDAR ADVERTISING

- Includes all Alliance training sessions, events and other important dates
- Distributed to **EVERY** Alliance member
- These calendars can be found hanging in most Indiana rural water and wastewater utility offices.
- The calendar has proven to be an important tool for our members. We often receive requests for additional copies!

Deadline: 10/23/2023



BANNER AD 1 **BANNER AD 2**

October 2023

ALLIANCE OF INDIANA RURAL WATER
Solutions for Water Professionals

WATER
WASTEWATER
ADVANCED/SPECIALTY
CONFERENCES & EXPOS

WASTEWATER COLLECTION EXAM REVIEW
Four reviews on Mondays & Tuesdays
Location TBD - Hybrid

SEPTEMBER 2023 NOVEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 1ST SESSION Wastewater Collection Exam Review Hybrid	3	4 Lead Service Line Inventory Recognize All - Hybrid	5	6	7
8	9 Columbus Day Alliance Office Closed	10 Confined Space/Trench Excavation Lawrence, IN	11	12	13	14
15	16	17 Fall Conference Fort Wayne, IN	18 Fall Conference Best Tasting Water in Indiana Competition	19 Fall Conference Fort Wayne, IN	20	21
22	23	24	25	26	27	28
29	30	31 CALENDAR Maintenance & Operations Location TBD Harrison	1	BUSINESS CARD AD		
5	6	7	8			

FLAP BANNER AD

BANNER AD:

\$1,500

- Limited to 2 companies
- Displayed at the top of every calendar page

Dimensions: 5 in x 1 in

BUSINESS CARD AD:

\$350

- Limited to 5 advertisements
- Displayed on one calendar page

Dimensions: 4 in x 2 in

CALENDAR FLAP BANNER AD:

\$2,500

- Limited to 1 company
- Displayed at the bottom of the calendar – shows when opened AND closed

Dimensions: 10.875 in x 1.375 in + 0.125 in bleeds

FILE REQUIREMENTS:

Color: CMYK

Minimum Resolution: 300 DPI (dots per inch)

File Type: PDF, TIFF or JPEG