



International Erosion Control Association

2007 Advertisement Opportunities

NEWS TO USE (NTU) – Full color newsletter for IECA Members

Published: Quarterly (four times per year) – hard copy and web site

Issues: January, May, August, October

Distribution: 3200 Readers in 52 different countries

Bonus Distribution: IECA educational courses, IECA new member welcome packets, IECA informational packets to prospective members, IECA marketing packages.

2007 IECA NTU Calendar

NTU Issue	Ad Copy Deadline	NTU Mail
January 2007	10/27/06	12/12/06
April 2007	1/26/07	3/13/07
July 2007	4/26/07	6/12/07
October 2007	7/26/07	9/11/07

Ad Sizes, Mechanical Requirements & Pricing (all sizing in inches)

Ad Size	Width	Height	Trim	Member Rate	Non-Member Rate	4X Multiple Discount Member/Non member
Full Page Bleed	8.75	11.25	8.5 x11	\$1495	\$1695	\$4995/\$5495
One Page (no bleed)	6.5	10.25		\$1495	\$1695	\$4995/\$5495
½ Horizontal	6.5	5		\$995	\$1295	\$3895/\$4395
2/3 Vertical	4.25	10.25		\$795	\$995	\$2995/\$3495
1/3 Vertical	2	10.25		\$495	\$695	\$1795/\$2295
¼ Vertical	2	5		\$395	\$595	\$1495/\$1995
1/6 Vertical	2	3.25		\$295	\$495	\$995/\$1495

Digital Ad Specifications

<p>We prefer all ads be submitted as pdf files. PDF Submission: 300dpi for image resolution. Embed all fonts and compress at Zip/Jpeg High. Down sample at 600 dpi.</p>	<p>Submit ads to: IECA/News To Use, 3001 S. Lincoln Ave., Ste. A, Steamboat Springs, CO 80487</p>
<p>We accept the following Macintosh file formats: Quark 6.0 or earlier, Adobe Illustrator, Adobe Photoshop</p>	<p>Please submit a color proof with the ad.</p>

2006-2007 Membership Directory

MEMBERSHIP DIRECTORY – Annual IECA Directory of Members

Published: Annually (one time per year)

Issue: September

Distribution: Sent to 2200 IECA members in 52 countries. The directory is also sold as a resource item throughout the year. The Membership Directory is printed in one color (black ink). Inside front and back cover ads are full page only and will be sold on a first come, first paid basis.

2006 Membership Directory Calendar

Directory	Ad Copy Deadline	Directory Mailed
September 2006	August 4	September 13

Ad Sizes, Mechanical Requirements & Pricing (all sizing in inches) Special Member Rates

Ad Size	Width	Height	Member Rate	Non- Member Rate	Corner Stone	Emerald	Corporate
Ride along insert			\$1495	\$1995	No discount	No discount	No discount
Full Page (inside cover*)	7.5	9.75	\$895	\$1195	No discount	No discount	No discount
Full Page Back Cover SOLD	7.5	9.75	\$995	\$1295	No discount	No discount	No discount
Full Page	7.5	9.75	\$695	\$995	20% off		20% off
½ Page Vertical	3.6	9.75	\$495	\$795	FREE	20%	20% off
½ Page Horizontal	7.5	4.75	\$495	\$795	FREE	20% off	20% off
¼ Page Vertical	3.6	4.75	\$295	\$495		FREE	20% off
¼ Page Horizontal	5.5	3	\$295	\$495		FREE	20% off
Business Card Ad	3.5	2	\$195	\$295			20% off

*may bleed: 8 ½ x 11 trim size: 8 5/8 x 11 ¼ for bleed

Digital Ad Specifications

All inside pages of the Directory are black and white. All ads need to be black and white or grayscale (no RGB or CYMK) and submitted the correct size. Please email a hi-res pdf to Esther at esther@ieca.org AND fax a hard copy as well to Esther at Fax: 970.879.8568.

PC tif or jpeg files accepted. Mac Quark, Adobe Photoshop or Illustrator files accepted. Business card ads should mail a business card to IECA. Any other files mailed, may be on CD, DVD, or zip disks and **MUST BE ACCOMPANIED BY A HARD COPY**. Send to IECA, Attn: Esther, 3001 S. Lincoln, Suite A, Steamboat Springs, CO 80487 USA.

EC07 Conference Program

EC07 CONFERENCE PROGRAM IECA's Environmental Connection Conference & Expo Onsite Program Guide Reno, Nevada

Published: Annually (one time per year)

Issue: Annual North American Conference & Expo (February)

Distribution: Approximately 2500 from more than 30 countries.

Bonus: Attendees often take this guide home to reference the exhibitor directory all year long.

EC07 Conference Program Calendar

Conference Program	Ad Copy Deadline	Program Distributed
February 2007	December 15, 2006	Feb 12-16, 2007

Ad sizes, Mechanical Requirements & Pricing (all sizing in inches)

Ad Size	Width	Height	Member Rate	Non-member Rate
Full Page	8.0	10.5	\$995	\$1195
Half Page - horizontal	7.5	5.125	\$595	\$795
Half Page - vertical	3.875	10.5	\$595	\$795
Quarter Page - vertical	3.875	5.125	\$395	\$595
Business Card	3.5	2.0	\$195	\$395

All ads are inset. All conference program ads are in full color.

Digital Ad Specifications

We prefer ads are submitted in a PDF format. PDF Submission: 300dpi for image resolution. Embed all fonts and compress at Zip/Jpeg High down sample at 600 dpi.	Submit ads to IECA/EC07 Program Ad, 3001 S. Lincoln Ave., Ste. A, Steamboat Springs, CO 80487
MACINTOSH files file formats that are accepted: Quark 6.0 or earlier, Adobe Illustrator, Adobe Photoshop Fonts: Please include all MACINTOSH screen and printer fonts. Convert type to outlines if submitting Illustrator eps files.	A color proof is required with the submission Of the ad. If an accurate color proof is not provided, the Publisher, Printer or Designer is not responsible for the reproduction of the ad.

IECA Web Banner

WEB BANNER – Rotating banner ad on IECA’s website

Posted: Available in six or twelve month intervals beginning on the date your banner is posted.

Average visits per month: 60,000

Location: Your banner will appear at the top half of our web site and on every page. All the banners ads will rotate each time a page is viewed by a different user.

Banner ad includes: your web site URL or email address to link to.

Ad Size, Mechanical Requirements & Pricing

Ad Size	Width	Height	Member Rate 6 months	Non-Member Rate 6 months	Member Rate 12 Months	Non-Member Rate 12 Months
Banner Ad total 28,080 pixels	TBA pixels	TBA pixels	\$995	\$1295	\$1695	\$1995

- Please email your ad in a .jpg or .gif image. The file must be less than 15 KB in size.
- Image resolution must be at least 72 dpi.
- Banner ads may incorporate animated .gif functionality so long as the total file size does not exceed 15KB.

Web Site Procedures and Disclaimers

Banner ads are displayed on a rotational basis with no weighted indices. This means that each banner being displayed on our site will be shown the same number of times (starting the moment it is set to active on the website.)

The placement of a particular ad on a particular page is completely random and based solely on which of our active banner ads has been displayed the least number of times. This system ensures that each banner ad on our site is displayed to website browsers exactly the same number of times. The overwhelming majority, but not all, pages on our website display paid advertising banner ads. Occasionally IECA determines that a page should not display paid advertising. IECA reserves the right not to display banner ads on a particular page at their sole discretion.

IECA reserves the right to refuse the placement of any banner ad that it considers controversial, inappropriate, misleading or inaccurate at their sole discretion

IECA will occasionally partner with cooperating organizations to exchange banner ads in the interest of increasing traffic to our site and increasing the visibility of our cause. IECA also creates banner ads to promote events, programs and products offered by the association. Both of these types of ads are entered into the rotation just like any paid advertisement with the same rules and restrictions.

IECA E-Update Electronic Newsletter

E-Update IECA's monthly E Newsletter **Top Banner sold out for 2007** Side and bottom banners available.

Sent out: Second week of the month

Distribution: Approximately 8000 members and non-members

2006 E-Update Calendar

E-Update	Ad Copy Deadline	E-Update Distributed
Monthly	First day of the month	Second week of the month

Ad Size, Mechanical Requirements & Pricing

Ad Size	Width	Height	Member Monthly Rate	Non- Member Monthly Rate	Member Rate 12 Months	Non- Member 12 Months
Banner Ad (top/bottom/side)	468 pixels	60 pixels	\$295	\$395	\$2995	\$3995
Side banner ad	115 pixels	90 pixels	\$295	\$395	\$2995	\$3995
Top & Bottom ads same issue			\$495	\$695	\$4995	\$6995

- Includes a link to a URL of your choice or an email address.
- Please email your ad in a .jpg or .gif image. The file must be less than 15 KB in size. Include the web URL you would like your ad to link to.
- Image resolution must be at least 72 DPI.
- Banner ads may incorporate animated .gif functionality so long as the total file size does not exceed 15KB.

E-Update Procedures and Disclaimers

There are three banners to choose from. You may choose the Top, bottom or side placement.

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