



Environmental Connection Magazine

Special **EC12** edition!

5 for 4!



Environmental Connection magazine features industry-leading content from thought leaders from around the globe. All of the technical articles in *Environmental Connection* undergo peer review. This process sets *Environmental Connection* apart from many other industry publications.

Increased exposure, same competitive rates!

January 2012 Edition » This edition will also contain valuable information for EC12 attendees and serve a resource piece throughout the conference. Anticipated distribution: approx. 4,000.

Bundle and Save! Bundle your conference program ad with an ad in *Environmental Connection* magazine's January edition and save 10% off of your program ad and 15% off of your magazine ad. This package gives you exposure to IECA members one month prior to EC12, two publications promoting your company on-site in Las Vegas, and all year long as attendees often take the program home to reference the exhibitor directory.

January 5 for 4 Deal! Purchase 4 ads and get the 5th ad free!



Ad space is limited and selling out fast. Reserve your space today by contacting Rich Harter at rich@ieca.org or 800-455-4322.

Size	Member Rates	Non-Member Rates
Double Page Spread	\$2,150	\$2,350
Outside Back Cover	\$1,850	\$2,050
Inside Front or Back Cover	\$1,495	\$1,695
Full Page	\$1,150	\$1,350
2/3 Page	\$875	\$1,075
1/2 Page	\$695	\$895
1/3 Page	\$575	\$775
1/4 Page	\$450	\$650
1/6 Page	\$375	\$575
1/8 Page	\$295	\$495

Advertising Close · January: 12/19/11

Get your message in front of the industry's decision makers at the World's Largest Soil and Water Event!



Contact

Rich Harter, CMP
International Erosion Control Association
Phone: 800-455-4322; 303-640-7554
Fax: 866-308-3087
E-mail: rich@ieca.org

Add a dynamic element to your ad!

IECA is pleased to announce that advertisers now have the option of adding a QR Code to their placements for no additional cost. If you already have a QR reader application on your smart phone, scan the QR code to get more information.

If you don't have access to QR reader, please visit www.ieca.org/qrcode.





Print Advertising Specs (Magazine - 8.375" x 10.875")

Environmental Connection is an 8.375" x 10.875", full-color, saddle-stitched magazine published four times a year.

Size	Width	Height
DPS Bleed	17"	11.125"
DPS Trim	16.5"	10.875"
DPS Live Area	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/2 Long Vt.	3.333"	9.5"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	4.583"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

ARTWORK REQUIREMENTS: All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. **IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.** All color artwork must be in CMYK mode; RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file. ***E-mail artwork to Rich Harter at rich@ieca.org.***



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