

# Southwest The Resource for Semi-Arid Hydrology HYDROLOGY

## Advertising Rates and Information

### FOUR-COLOR ADVERTISEMENT RATES

	1 issue	3 issues (15% discount)		6 issues (25% discount)	
	each	each	total	each	total
Back cover	\$1,860	1,581	4,740	1,395	8,370
Inside front or back	\$1,660	1,411	4,233	1,245	7,470
Full page	\$1,420	1,207	3,621	1,065	6,390
Half page	\$890	757	2,270	667	4,005
Third page	\$625	531	1,593	468	2,811
Quarter page	\$515	438	1,313	386	2,316
Sixth page	\$350	298	893	263	1,575

### BLACK AND WHITE ADVERTISEMENT RATES

	1 issue	3 issues (15% discount)		6 issues (25% discount)	
	each	each	total	each	total
Full page	\$1,160	987	2,960	870	5,220
Half page	\$670	570	1,710	503	3,015
Third page	\$480	408	1,224	360	2,160
Quarter page	\$390	332	995	293	1,755
Sixth page	\$275	233	700	206	1,236
Business Directory	\$129	110	329	97	581

For more information, visit our website at:

[www.swhydro.arizona.edu](http://www.swhydro.arizona.edu)

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Tucson, Arizona 85721-0158

Phone: 520-626-1805  
Email: [mail@swhydro.com](mailto:mail@swhydro.com)

**Southwest Hydrology** is distributed free of charge to more than 6,500 hydrologists, water managers, regulators, and other water-related environmental professionals throughout the Southwest. It is the complete resource for hydrologic information in the arid to semi-arid Southwest. **Southwest Hydrology** provides an excellent opportunity to target the specific region and markets that are the focus of your business in Arizona, New Mexico, Nevada, western Texas, southern California, Utah, and Colorado.

### 50% DISCOUNT ON ALL AD RATES TO GOVERNMENT AGENCIES AND NON-PROFIT GROUPS

A deposit equal to 25% of the total contract amount is due at the time of contract signing. The balance of each insertion will be billed after each publication is complete. No reservation of ad space is implied or guaranteed prior to payment of deposit.

Advertisement rates are for layout-ready digital format. A \$50 charge will be applied to reformat files.

Please contact **Southwest Hydrology** about rates for inserts or special ads.

Southwest Hydrology advertisements are available in these sizes and formats

**1/4 Page Horizontal**  
5-1/16" x 3-3/4"

**1/2 Page Horizontal**  
7-3/4" x 4-7/8"

**1/3 Page Vertical**  
2-3/8" x 10"

**1/6 Page Vertical**  
2-3/8" x 4-7/8"

**1/6 Page Horiz.**  
5-1/16" x 2-1/4"

**1/3 Page Block**  
5-1/16" 4-7/8"

**1/3 Page Horizontal**  
7-3/4" x 3-1/8"

**Full Page Horizontal**  
7-3/4" x 10"

or

**8-1/2" x 11"**  
full bleed  
with 1/8" bleed  
(send to SWH size:  
8-3/4" x 11-1/4")

**Business Directory**  
3-3/4" x 1-13/16"

## Deadlines for advertisers

Southwest Hydrology issue	Reserve space by:	Send ad copy by:
January/February 2009 – <i>Dear Mr. President...</i>	October 22, 2008	November 11, 2008
March/April 2009 – <i>Watershed Management</i>	December 18, 2008	January 4, 2009
May/June 2009 – <i>Coping with Climate Change</i>	February 19, 2009	February 27, 2009
July/August 2009 – <i>Nitrates</i>	April 22, 2009	May 1, 2009
September/October 2009 – <i>CO2 Sequestration</i>	June 18, 2009	June 26, 2009
Novmeber/December 2009 – <i>Water Conservation</i>	August 21, 2009	August 30, 2009