

**MARKET
YOURSELF....**

**...IN A GREAT
NEW WAY**



CONNECTIONS



E-ZINE OF THE IOWA ASSOCIATION OF MUNICIPAL UTILITIES

IAMU'S QUARTERLY ELECTRONIC MAGAZINE

2010 RATE CARD

ELECTRONIC ADVERTISING TO IAMU MEMBERS

....AND THE WORLD



**IOWA
ASSOCIATION OF MUNICIPAL
UTILITIES**

CONNECTIONS



E-ZINE OF THE IOWA ASSOCIATION OF MUNICIPAL UTILITIES

WHAT IT IS:



- q **Connections** is IAMU's quarterly "e-zine." A publication designed to be an information and unity tool for IAMU members. Connections' editorial content includes feature stories about **utility issues and trends, IAMU member activities, commentary and more.**
- q **Connections** is an e-zine. It is distributed electronically via email and posted on the IAMU web site.

WHO VIEWS IT:



- q **Connections** is targeted to **IAMU member utilities and cities.** However, as each issue is posted on the IAMU web site, it will potentially be viewed by a much wider audience.

WHY YOU SHOULD ADVERTISE IN CONNECTIONS:



- q **Reach:** **Connections** is widely viewed by **not only IAMU members and affiliated organizations, but interested internet users around the world.** Your advertisements achieve a high degree of exposure.
 - q **A cutting-edge vehicle:** **Connections** is an advanced, unique communication tool, using an exclusive electronic distribution system. It is unlike any similar Midwestern association publication currently available in the area.
- The **Informer**, IAMU's electronic weekly e-newsletter, was launched in 2008 and has received many positive reviews from our members. **Connections continues to build on this established "electronic audience."**
- q **The technical edge:** **Connections** can allow you to include electronic web and/or email links in your advertising. Response to your message or offers can be instant.
 - q **Exclusivity:** **Connections** accepts advertising **only from IAMU associate members.**

**ELECTRONIC ADVERTISING TO IAMU MEMBERS
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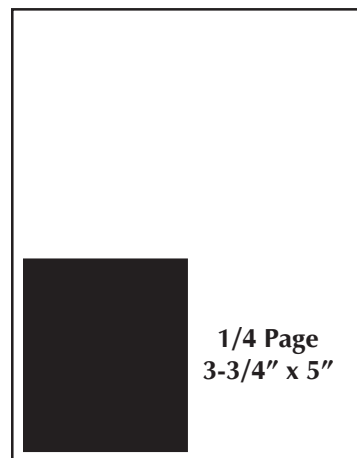
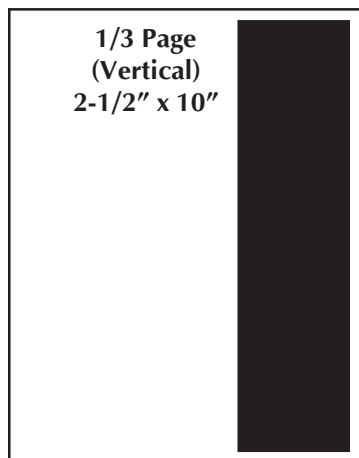
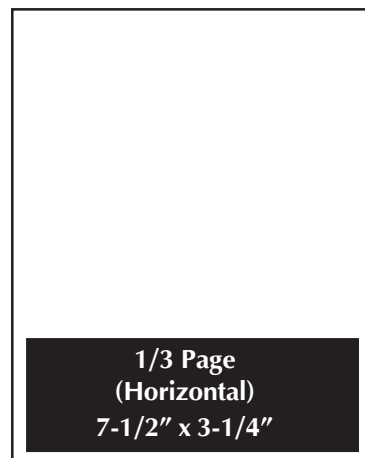
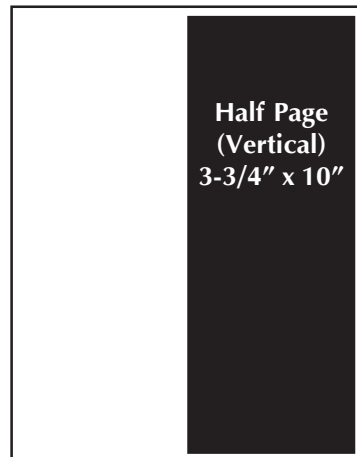
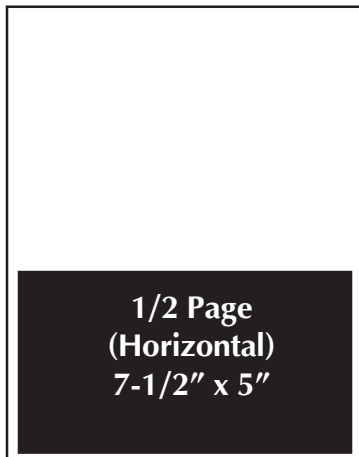
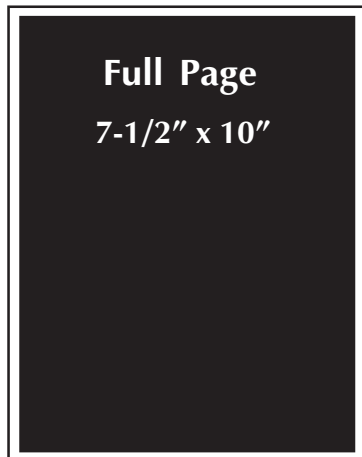
E-ZINE OF THE IOWA ASSOCIATION OF MUNICIPAL UTILITIES

ADVERTISING TECHNICAL SPECIFICATIONS

AD SIZES & DIMENSIONS (IN INCHES):



All pages of *Connections* will be formatted as 8-1/2 x 11" (this is the size that pages will be when printed from a computer in actual size). No bleeds on any ad size. Dimensions include 1/2" white space on all sides.



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ADVERTISING RATES



- ◆ All rates are on a “per placement” basis (no quantity discounts)

Full Page	\$800
1/2 Page (horiz. or vert.)	\$500
1/3 Page Horizontal	\$350
1/3 Page Vertical.....	\$300
1/4 Page.....	\$250
Business Card.....	\$150

- ◆ Gold Associate Members receive one complimentary 1/2 Page ad (or one full page ad at 50% off)

- ◆ Silver Associate Members receive one complimentary 1/4 Page ad (or one 1/2 Page ad at 50% off)

Please note: IAMU now accepts payment by credit card. To pay by credit card, complete the appropriate portion indicating such on the advertising reservation form. You will be contacted by an IAMU representative following receipt of your order.

TECHNICAL REQUIREMENTS



NOTE: *Connections* is an e-zine, and is distributed and accessed via email and the internet, in PDF format.

- ◆ **File Type:**
Picture format. **JPG highly recommended** (TIF, GIF will be considered, but proper performance is not guaranteed). All ads will be four-color.

- ◆ **Resolution:**
600 dpi recommended.

- ◆ **Bleeds, borders:**
No bleeds.

Please allow 1/2” of white space around each ad (ad dimensions shown on the previous page of this packet include the 1/2” white space).

Including a border line around ads is optional (must not exceed the ad dimensions on previous page).

- ◆ **Production:**
IAMU will not provide production on ads. Ads must be in finished form when sent.

◆ Delivery Instructions:

Email advertising order forms and ad files to: **John Burnett, IAMU Communication Manager** jburnett@iamu.org. **Emailing of ads is recommended.** Ads may be placed on CD and postal mailed to: IAMU, 1735 NE 70th Ave., Ankeny, IA 50021, Attn. John Burnett