



2012 Advertising Opportunities

Deliver your message to leading dam professionals in the U.S. and around the world!

USSD Newsletter — Now in Color! The 2012 *USSD Newsletter* will feature a new design and will provide an attractive, professional vehicle for your display advertisements. Published three times a year, the Newsletter reaches more than **1,200 Members of the U.S. Society on Dams**, and members of the **95 National Committees** of the International Commission on Large Dams. The Newsletter features technical articles about contemporary dam issues and dam engineering, and international water project news.

USSD Members are involved with:

- dam and levee safety
- dam and levee engineering
- dam and levee operation and maintenance
- hydroelectric power
- construction and modernization
- environmental and social issues
- geology
- project finance and economics

They represent:

- dam and levee owners
- consulting firms
- water districts
- utilities
- contractors
- government agencies
- universities
- international organizations

2012 USSD Membership Directory — Published each fall, also in full color, the *USSD Directory* is a reference tool used by USSD and ICOLD readers for one year.

USSD Website Advertising — People from around the world log on to learn more about dams and their benefits, USSD, its meetings and publications. Ads are featured in a special section of the website, and are offered ONLY to advertisers who place an ad or professional card in the Directory.

Rate Schedule								
	Professional Card		1/4 Page		1/2 Page		Full Page	
	B & W	Color	B & W	Color	B & W	Color	B & W	Color
Directory and Website	\$75	\$95	\$125	\$160	\$225	\$280	\$400	\$500
USSD Newsletter, 3 issues	\$150	\$190	\$250	\$320	\$450	\$560	\$800	\$1,000
Directory, Website and Newsletter, 3 issues	\$195	\$245	\$325	\$410	\$625	\$780	\$1,100	\$1,375*

USSD Sustaining and Organizational Members are entitled to a 20 percent discount on ads. Sustaining Members also receive a free 1/4 page B&W ad, and will receive credit if upgrading.

* **Inside and outside back covers** — add \$400 and \$600 respectively (full page color ads only)

Specifications

Professional Card: 2 inches high by 3 1/2 inches wide; **horizontal format only**

1/4 page ad: 4 1/2 inches high by 3 5/8 inches wide

1/2 page ad: 4 1/2 inches high by 7 1/2 inches wide

Full Page ad: 11 inches high by 8 1/2 inches wide/bleeds acceptable; trim size 11 by 8 1/2 inches.

File formats: pdf preferred; tif and jpg acceptable. At least 300 dpi; four-color or grayscale.

Deadline — February 1, 2012

To Order — Send Insertion Order and artwork to:

1616 Seventeenth Street, #483, Denver, CO 80202.

Phone: 303-628-5430; Fax: 303-628-5431; E-mail: stephens@ussdams.org



INSERTION ORDER — 2012

Membership Directory and USSD Newsletters and Website

Rate Schedule								
	Professional Card		1/4 Page		1/2 Page		Full Page	
	B & W	Color	B & W	Color	B & W	Color	B & W	Color
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Please circle your selection in the table above, or here for inside back cover \$1,775 or outside back cover \$1,975.

Art Directions:

- Please repeat previous ad.
- New art enclosed.
- New art has been sent to stephens@ussdams.org.

Organizational Members receive
a **20% discount** on
Directory and Newsletter display ads.

Signature Please print name

Company Name

Street Address or P.O. Box City, State, Zip

Telephone E-mail

Insertion Order Total \$ _____
20% Member Discount \$ _____
Net Amount Due \$ _____

- Check enclosed.
- VISA\MasterCard\Discover No. _____
- Expiration Date _____ Name on Credit Card _____

Signature

Return this form to:

**U.S. Society on Dams
1616 Seventeenth Street, #483
Denver, CO 80202
U.S.A.**

**Phone: 303-628-5430
Fax: 303-628-5431
E-mail: stephens@ussdams.org
Internet: www.ussdams.org**

Deadline — February 1, for the March 2012 USSD Newsletter!
(contact USSD for single issue insertions)