



# Announcing Business Development Opportunity

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

The **2010 USSD Membership Directory** and the **USSD Newsletter** are distributed to more than 1,000 Members of the U.S. Society on Dams, and to each of the 85 National Committees of the International Commission on Large Dams. Also available: **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.

Advertising with USSD will give you cost-effective exposure to leading water resources professionals and organizations around the world. The **USSD Directory** is a reference tool used by USSD and ICOLD readers for one year. The **USSD Newsletter**, issued three times a year, is the premier publication for dam professionals. The Newsletter features technical articles about contemporary dam issues and dam engineering, and international water project news. As an advertiser, you will receive a copy of the Directory and each issue of the Newsletter.

### **USSD Members are involved with:**

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

### **They represent:**

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

The Directory and the Newsletters feature display ads and a section for business cards (ten cards per page).

The enclosed Media Information sheet provides additional details, including rates, specifications and deadlines.

**Advertise in the 2010-11 USSD Directory  
and the 2010 USSD Newsletters  
to team up with the leading multi-disciplinary  
professional organization for dams.**

**For more information about USSD, visit our website at:**

**[www.usstdams.org](http://www.usstdams.org)**



# 2010 Media Information

## USSD Newsletters Membership Directory and Website

### Rate Schedule

	Professional Card	1/4 Page Ad	1/2 Page Ad	Full Page Ad	Inside Back Cover
Directory and Website	\$75	\$125	\$225	\$400	\$450
USSD Newsletter, 3 issues	\$150	\$250	\$450	\$800	\$900
Directory, Website and Newsletter	\$195	\$325	\$625	\$1,100	\$\$1,250

USSD Organizational Members receive a 20 percent discount on Directory and USSD Newsletter ads. (See [www.usstdams.org](http://www.usstdams.org) for Organizational Membership information and an application form.)

### 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: 9 1/4 inches high by 7 1/2 inches wide

Four color ads will be placed on the website; Newsletter and Directory ads are greyscale; no bleeds.

Please provide your standard size business card or artwork as a .PDF, .TIF or .JPG file. Send by e-mail or mail a CD-ROM. Alternatively, mail your card or original artwork, which USSD will scan. Sharp black and white cards or camera-ready art reproduce best. **Please do not fold, tape, staple or clip your card or artwork** as any marks on the artwork will appear in the scanned image.

### Terms

Prepayment requested. Checks, Purchase Orders, Visa and MasterCard accepted.

### Deadline

March 1, 2010

### To Order

Send Insertion Order with payment and artwork to:

USSD  
1616 Seventeenth Street, #483  
Denver, CO 80202  
Phone: 303-628-5430  
Fax: 303-628-5431  
E-mail: [stephens@usstdams.org](mailto:stephens@usstdams.org)  
Internet: [www.usstdams.org](http://www.usstdams.org)



# INSERTION ORDER — 2010

## Membership Directory and USSD Newsletters and Website

### Professional Card

- Directory and Website — \$75
- Newsletters, 3 issues — \$150
- Directory, Website & Newsletters — \$195

### Full Page Display Ad

- Directory and Website — \$400
- Newsletters, 3 issues — \$800
- Directory, Website & Newsletters — \$1,100

### 1/4 Page Display Ad

- Directory and Website — \$125
- Newsletters, 3 issues — \$250
- Directory, Website & Newsletters — \$325

### Inside Back Cover Ad

- Directory and Website — \$450
- Newsletters, 3 issues — \$900
- Directory, Website & Newsletters — \$1,250

### 1/2 Page Display Ad

- Directory and Website — \$225
- Newsletters, 3 issues — \$450
- Directory, Website & Newsletters — \$625

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

Check for \$ \_\_\_\_\_ enclosed.

Charge \$ \_\_\_\_\_ to VISA or MasterCard No. \_\_\_\_\_

Expiration Date \_\_\_\_\_ Name on Credit Card \_\_\_\_\_

Signature \_\_\_\_\_

**Return this form with your card, or art for your ad, and payment or credit card information 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](mailto:stephens@ussdams.org)  
Internet: [www.ussdams.org](http://www.ussdams.org)**

**Deadline — March 1, for the March 2010 *USSD Newsletter!***