



Announcing Business Development Opportunity

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

The **2008 USSD Membership Directory** and the **USSD Newsletter** are distributed to about 1,000 Members of the U.S. Society on Dams, and to each of the 80 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 in general, USSD, its meetings and publications. Ads will be 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 1/4 page or 1/2 page 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 2008 USSD Directory
and the 2008 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



2008 Media Information

Professional Cards and Advertising

Membership Directory and USSD Newsletters

Rate Schedule

Professional Cards

2008 Membership Directory and Website	\$75
2008 Newsletters, three issues	\$150
All of the Above	\$195

1/4 page ads

2008 Membership Directory and Website	\$125
2008 Newsletters, three issues	\$250
All of the Above	\$325

1/2 page ads

2008 Membership Directory and Website	\$225
2008 Newsletters, three issues	\$450
All of the Above	\$625

(USSD Organizational Members receive a 20 percent discount on 1/4 and 1/2 page Directory and USSD Newsletter ads.)

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

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

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 3, 2008

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@ussdams.org
Internet: www.ussdams.org



INSERTION ORDER — 2008

Membership Directory and USSD Newsletters and Website

Professional Cards

- 2008 Membership Directory and Website — \$75
- 2008 Newsletters, 3 issues — \$150
- All of the above — \$195

1/4 page Display Ad

- 2008 Membership Directory and Website — \$125
- 2008 Newsletters, 3 issues — \$250
- All of the above — \$325

1/2 page Display Ad

- 2008 Membership Directory and Website — \$225
- 2008 Newsletters, 3 issues — \$450
- All of the above — \$625

(Organizational Members receive a 20% discount on 1/4 and 1/2 page Directory and Newsletter 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
Internet: www.ussdams.org**

Deadline — March 3, for the March 2008 *USSD Newsletter!*