

International Ultraviolet Association

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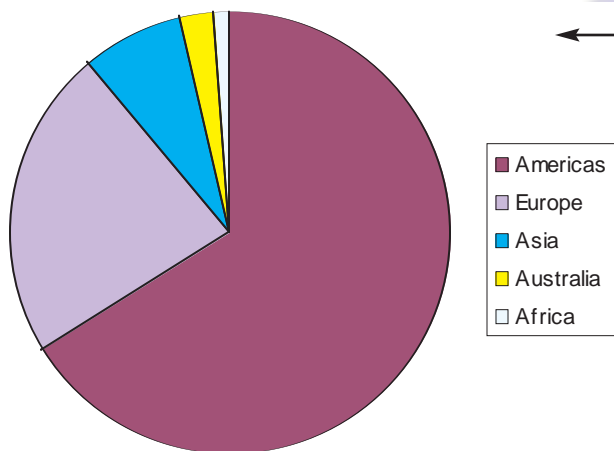


2010

MEDIA KIT



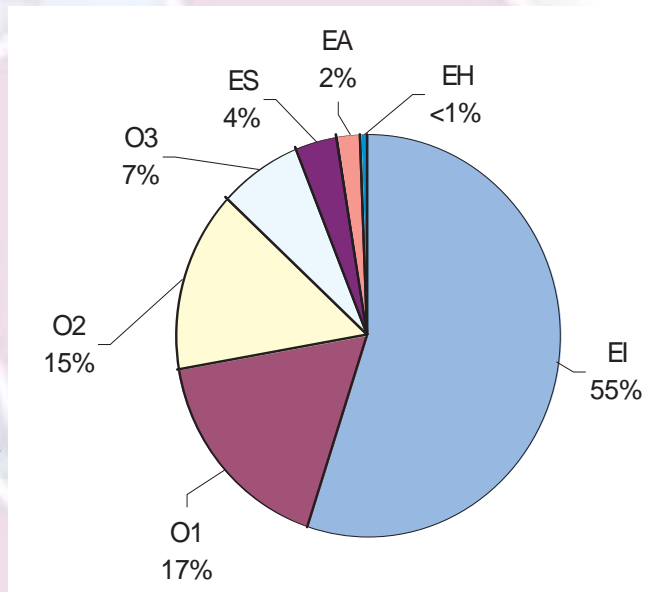
CIRCULATION



← Our worldwide presence continues to grow. We look to continue to expand our efforts and spread the benefits of UV (and your products and services, of course) to the world!

EH - Honorary	EA - Academic	ES - Student
EI - Individual	O3 - Small Corporate	
O2 - Medium Corporate	O1 - Large Corporate	

→ With a growing number of individual members, our membership is the best representation of the UV market.



DISTRIBUTION HIGHLIGHTS

Each issue of IUVA News gets distributed at a partner association's trade show during the year. Not only does your ad get seen by subscribers, but by potential members learning more about the IUVA.

◆ Issue 1, 2010 - AWWA

◆ Issue 2, 2010 - WEFTEC & SIWW

◆ Issue 3, 2010 - WQTC

◆ Issue 4, 2010 - WQA

LOCAL WORKSHOPS

The IUVA holds numerous local workshops each year, exposing local markets to the industry, and your advertising!

REGIONAL CONFERENCES

The IUVA showcases the latest advances in specific sectors including municipal, industrial, and more!

WORLD CONGRESSES

The IUVA brings together the world's premier minds at the forefront of the future of UV - why advertise anywhere else?

IUVA CONTACTS

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IUVA MEMBERSHIP

Visit Us Online
www.iuva.org

EDITORIAL BOARD

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EDITORIAL CALENDAR

Issue Date	Ad Deadline	Highlighted Topic	Editorial Submission Deadline
Issue #1 March, 2010	March 5, 2010	Municipal Applications	February 5, 2010
Issue #2 June, 2010	June 1, 2010	Global Perspectives	May 7, 2010
Issue #3 September, 2010	September 3, 2010	Commercial & Industrial Applications	August 6, 2010
Issue #4 December, 2010	December 3, 2010	Reuse	November 5, 2010

AUTHOR GUIDELINES

SHARE YOUR NEWS WITH THE WORLD

The IUVA welcomes you to submit your press releases, product announcements, latest application notes, and any other exciting UV related information that you may have.

We have dedicated two sections called “Hot UV News” and “UV Industry News” to your submissions. This complimentary feature is open to all - we select items to be published on a first received/first included basis - and make every effort to fit as many articles as possible into each issue.

REQUEST FOR ARTICLES

IUVA News publishes technical and non-technical articles related to UV.

Before submitting finished materials, author(s) should contact Editor-In-Chief, Paul Overbeck to determine appropriate timing, deadlines, and length.

All articles/papers should avoid promotion of commercial products and services.

Submissions must include:

- Author's complete name & job title
- Author's contact information including telephone number, fax number, and email address
- Name and address of the organization where any related work took place, or photos were taken

Feature articles range from 2,000 to 5,000 words in length.

Application notes range from 1,000 to 2,000 words in length.

Articles must be provided in digital form (Microsoft Word preferred), 12-point, Times New Roman font, including bibliography.

PDF submissions and printed/faxed copies will not be accepted.

Technical papers will be reviewed for scientific validity and necessary revisions will be requested. Technical papers should include an abstract of approximately 100-200 words highlighting the key findings of the paper.

Also, a list of key words should be included at the end of the abstract.

Corresponding photos, charts, etc. are always welcome & appreciated.

SEND SUBMISSIONS TO:

Press Releases, Product Announcements & Application Notes

Diana Schoenberg

DianaS@iuva.org

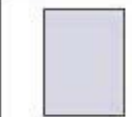
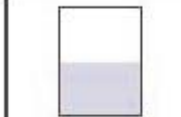
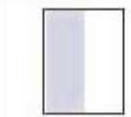
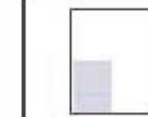

Technical & Non-Technical Articles

Paul Overbeck

Paul.Overbeck@iuva.org

RATES & SPECIFICATIONS

Ad Dimensions	Number of Advertisements per Year Cost per Issue, in US Dollars			
	1/yr	2/yr	3/yr	4/yr
Business Card <i>(Consultants only, please)</i> 3.5 x 2 inches (89 x 50 mm)	\$240/issue			
Quarter Page 3.25 x 4.75 inches (82 x 120 mm)	\$400	\$385	\$375	\$365
Half Page 4.75 x 7 inches (120 x 178 mm) OR 3.25 x 10 inches (82 x 254 mm)	\$725	\$710	\$700	\$690
Full Page <i>(noncover)</i> 7 x 10 inches (178 x 254 mm)	\$1350	\$1300	\$1280	\$1260
Full Page - Cover <i>(inner front or back, or outer back cover)</i> 7 x 10 inches (178 x 254 mm)	\$1550	\$1475	\$1450	\$1425

Full Page	1/2 Page		1/4 Page	Business Card
				
Vertical	Horizontal	Vertical	Vertical	Horizontal

ALL PRICES INCLUDE FULL COLOR.
 IUVA CORPORATE MEMBERS
 (CATEGORIES O1, O2, AND O3)
 RECEIVE A **25% DISCOUNT**
 OFF PRICES LISTED ABOVE.

MAGAZINE COPY INFORMATION

Paper Type: 50 lb White Offset Stock – all pages glossy
Page Size: 8.5 x 11 inches (216 x 280 mm)
Image Size: 7.5 x 10 inches (190 x 254 mm)

Materials Required: Electronic Format only – preferred formats are EPS or TIFF,
 but JPG, PDF, etc. are also accepted (*see next page for Submission Tips*)

Send Materials To: Diana Schoenberg at DianaS@iuva.org

SUBMISSION TIPS

CIRCULATION METHODS OF IUVA NEWS

1. IUVA News is published in two versions: the print version and a PDF version that is posted for IUVA Members in the Members only section of www.iuva.org.
2. When an issue of IUVA News is published, an email is sent to all IUVA Members with the link to the electronic version.
3. Ads purchased in IUVA News will appear in both versions. The electronic version has the added feature of an embedded hotlink to your web site.
When providing electronic files for ads, please make sure that these links are included.

SUBMISSION TIPS

Images

- Do not save TIFFs with LZW compression on. These files may separate unpredictably and have to be re-saved without compression.
- Avoid JPEG compression in your images as the majority of output programs will not separate them. Keep in mind that JPEG is NOT a "Lossless" compression technique.
- When saving EPS files in Photoshop, do not include halftone screen or transfer function.
- In Quark XPress 3.32 or earlier, make certain all your TIFF Image boxes do not have a fill of "none". Do not use auto image runaround on your FPO scans.
- In PageMaker, when placing graphics/images, do not include complete copy of image in publication, keep a link to the file (but make sure that file is supplied). Do not attach a runaround to your FPO scans.
- To reduce RIP time, try to avoid rotating, scaling and skewing images in your layout program. This is better done in programs such as Photoshop and Photopaint.
- Avoid "nesting" images
- Avoid the use of Metafiles (.CGM and .WMF) on PC files and PICT on Mac files. EPS files behave most consistently when separating to film. Always import or place files instead of copying and pasting between applications. In case there are any problems or changes required, supply these linked files with your job.
- If you have full color images, make sure that they are in CMYK mode, and not RGB or Indexed Color.
- For best quality photos, do not assume that Kodak PhotoCD images will serve your requirements, since most require at least some degree of color correction/conversion.

Colors

- For files that are being printed, avoid colors with the RGB color model, please convert to CMYK.
- Avoid mismatching color names between applications. This may result in color substitutions in your ad.

Fonts

- All fonts should be supplied as separate files. Failure to supply fonts can result in your job being delayed and/or a possible font replacement surcharge.
- Postscript Type 1 fonts work best on Macintosh and TrueType fonts on PC.
- Be careful when "styling" type. Example: ITC Eras Book styled bold will not output properly, since this font simply does not exist. To be safe, pick fonts directly from the application's font picker; do not style type.

Output Programs

- Output files from a variety of software applications and platforms can be employed. Most programs will allow you to "print" to a postscript or EPS file which we can then use for output.
- When postscripting files, use a postscript printer driver
- If you are creating a PDF file for prepress output, use the Press Optimized setting in Acrobat Distiller, or equivalent. There are many techniques and settings that depend on the end-use of the file (film separations, web distribution, etc.).
- Microsoft Word, Works, PowerPoint, Publisher and Corel Wordperfect files currently do not support film separation output, therefore we are unable to output these files unless they are postscript or PDF files.

Miscellaneous

- Sending an accurate hard copy is recommended. Old versions of hard copies that do not match your file can easily cause confusion and delays. We would prefer a hard copy that is printed at 100% size.
- When sending email, send documents as attachments. Please remember to specify your company name and the issue each ad is intended for. If we do not receive a new ad by the next issue's deadline, your prior artwork will be rerun.
- Please include at least 1/8" bleed for full page ads.
- Build all other documents to the trim size. Do not put in your own crop marks, let the output program do this for you.
- Do not use hairline rules. This will usually result in a nearly invisible line in a prepress environment. Use 0.25 pt width or greater.

CHECKLIST FOR SUBMISSION OF IMAGES

- .. Submission Tips read & ad adjusted accordingly.
- .. All fonts used in ad are supplied
- .. All hotlinked elements used in ad are supplied
- .. An optional hard copy and any additional instructions are included in your email along with your company name and the Issue # your ad is intended for.

BUYER'S GUIDE

WHY SHOULD I LIST MY COMPANY?

Members and nonmembers alike use the IUVA Buyer's Guide as a publically accessible "Who's Who in UV" when they are ready to buy UV-related products and services.

It is only together that we get our UV message out to the world. All prices are based on an ANNUAL listing and we're sure they are the lowest you'll find anywhere!

Our commitment to you: All online advertising proceeds go directly toward site maintenance and administrative costs. We're here to make you look good!

<http://www.iuva.org/buyersguide>

AVAILABLE LISTING OPTIONS:

A - Basic Listing

C - Listing with 1 Logo

B - Bold Listing

D - Listing with link to full profile page

LISTING PACKAGES:

1) A

2) B

3) A + C

4) A + D

5) A + C + D

6) B + C

7) B + D

8) B + C + D

NON-CORPORATE MEMBER PRICING:

Package	1 Listing	2 Listings	3 Listings	4 Listings	5 or More Listings
1	\$20	\$36	\$48	\$56	\$65.00 + \$12.00 for each listing >5
2	\$70	\$126	\$168	\$196	\$262.50+ \$42.00 for each listing >5
3	\$120	\$216	\$288	\$336	\$450.00 + \$72.00 for each listing >5
4	\$120	\$216	\$288	\$336	\$450.00 + \$72.00 for each listing >5
5	\$220	\$396	\$528	\$616	\$825.00 + \$132.00 for each listing >5
6	\$170	\$306	\$408	\$476	\$637.50 + \$102.00 for each listing >5
7	\$170	\$306	\$408	\$476	\$637.50 + \$102.00 for each listing >5
8	\$270	\$486	\$648	\$756	\$1,012.50 + \$162.00 for each listing >5

IUVA CORPORATE MEMBERS RECEIVE A 25% DISCOUNT AS FOLLOWS:

Package	1 Listing	2 Listings	3 Listings	4 Listings	5 or More Listings
1	\$15	\$27	\$36	\$42	\$56.25 + \$9.00 for each listing >5
2	\$52.50	\$94.50	\$126	\$147	\$197.00 + \$31.50 for each listing >5
3	\$90	\$162	\$216	\$252	\$337.50 + \$54.00 for each listing >5
4	\$90	\$162	\$216	\$252	\$337.50 + \$54.00 for each listing >5
5	\$165	\$297	\$396	\$462	\$618.75 + \$99.00 for each listing >5
6	\$127.50	\$229	\$306	\$357	\$478.00 + \$76.50 for each listing >5
7	\$127.50	\$229	\$306	\$357	\$478.00 + \$76.50 for each listing >5
8	\$202.50	\$364.50	\$486	\$567	\$760.00 + \$121.50 for each listing >5

CORPORATE MEMBERSHIP

WHAT ARE THE BENEFITS OF BECOMING A CORPORATE MEMBER?

In addition to access to the latest information in UV technology and applications, International Ultraviolet Association (IUVA) corporate "Organizational Members" (categories O1, O2 and O3) receive the following additional benefits:

- **25% Discount** on ¼ page to full page advertisements in IUVA News.
There is no longer be a price differential between color and B&W ads, you are welcome to design a color ad.
- **25% Discount** on listings in the UV Buyer's Guide, plus a complimentary citation highlighting your company as a corporate IUVA member.
<http://www.iuva.org/buyersguide>.
- **COMPLIMENTARY** additional Individual Memberships for your employees (quantity varies by organization tier). These individuals receive IUVA News and full access to insider information posted in the "Members Only" section of www.iuva.org.
 - O1 - One primary member, plus **FIVE** additional individuals
 - O2 - One primary member, plus **THREE** additional individuals
 - O3 - One primary member, plus **ONE** additional individual
- **Corporate Member Rate** honored for **ALL** individuals from your firm that register for an IUVA sponsored workshop, conference and/or the UV World Congress.
(An average savings of \$50 to \$150 from non-member rates, varies by event.)
- **Discounts** on exhibiting at IUVA sponsored workshops, conferences and the UV World Congress. *(An average savings of \$200 to \$1500, varies by event.)*
- **COMPLIMENTARY** listing on our Corporate Member Links page,
<http://www.iuva.org/iuva/member/links>
- **INVITATION** to join the IUVA Manufacturers' Council

FOR MORE INFORMATION:

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