NGWA Advertising Terms and Conditions

Payment terms

Advertisers and agencies (if applicable) are responsible for payment of all ads.

Advertisers

Payment is due upon receipt of invoice.

Credit and prepayment policy

All display ad customers must complete a credit application, available upon request, for our files. Agency remittances: remember that the laws in most states make the customer, not the agent, ultimately responsible for payment of invoices. If your agent does not pay NGWA, you will be held responsible for the invoice, even if you have already paid the agent. We will be enforcing the existing policy that requires our customers to make payment on invoices upon receipt.

Prepayment discount

A 5% discount will be offered to all advertisers and agencies who prepay for a full contract year with their first insertion. State sales tax will be added where required.

Agency commission/display ads

Prices listed are net. Ad agencies are free to charge commission as they wish.

Make good

A "make good" ad is run at no charge to the advertiser as the result of an error by the publisher and/or its printer. A make good ad must be used during the 12-month contracted period and does not count toward frequency. Publisher must be notified in writing no later than 30 days after issue mails if the advertiser has a problem with an ad.

Publisher's copy protection clause

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed and also assume responsibility for any claims arising against the publisher. The publisher reserves the right to reject any advertising that it believes is not in keeping with the publication's standards or is deemed as unsuitable or misleading.

File format

Print file format: PDF/X-1a for *Water Well Journal*®; PDF, EPS, TIFF for *Groundwater*® and *Groundwater Monitoring & Remediation*®. The following source files are accepted with additional costs and are expected to follow all requirements listed in this document: Quark Xpress, Adobe Illustrator, Adobe Photoshop.

Supporting fonts

Postscript Type 1. Include all fonts for any embedded graphics as well. DO NOT menu stylize fonts.

Supporting images

TIFF and EPS to the following minimum resolution specifications:
- Lineart (bitmap) images at 1000 dpi
- Grayscale and color images at 300 dpi.

Higher image resolutions are acceptable as these represent minimum requirements, but in some cases unnecessary additional resolution will be discarded to maintain smaller file sizes. Always review and preflight your PDF files.

Color management/ICC profiles

Files supplied should NOT contain any form of color management or inclusion of ICC profiles. Proofs, however, should be generated using SWOP standard color management (dot gain) accommodations to ensure accurate prediction of final print quality.

Print page layout

Regardless of the format supplied, all ads must conform to the following:
- Final size must meet journal trim size and include 1⁄8" bleed image on all four sides.
- Do not include trim marks on ads.
- No content is to be within 1⁄4" of trim size.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Embedded images should not be scaled, cropped/masked, or rotated within the page layout application, but instead should be manipulated in a proper image editing program (Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and lineart images should be of a minimum 1⁄2 pt. thickness at final size to reproduce effectively on press.

Color space

All color images and files are to be supplied in CMYK color space with a total area coverage (TAC) not to exceed 300% for the darkest area of an image. Spot colors are to be identified as the correct PMS number and not a custom color such as "PMS Dark Blue". PMS colors will be converted to process unless specified otherwise. When using both art and layout programs, be sure to use the same PMS naming in both applications (e.g., PMS 201CV and PMS 201CVC would generate two different plates). Files supplied should NOT contain any form of color management or inclusion of ICC profiles. Proofs, however, should be generated using SWOP standard color management (dot gain) accommodations to ensure accurate prediction of final print quality.

Trapping and screening

Files are NOT to be trapped or prescreened. The NGWA graphic designer will use industry recognized trapping software to autotrap your files for optimum performance and reproduction on press and will apply the appropriate screening.

Proofs

All black-and-white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP compliant contract proof, which includes color bars, to accompany the submission. If a contract proof is not supplied, then one will be made at cost to the customer and we may additionally send a second proof out for approval before printing. All contract color proofs must be color managed according to SWOP standard (www.swop.org).

Deadlines

Please refer to marketing kit for the due dates for print advertising. Digital advertising deadlines are included on the next page of this document. Failure to submit artwork or payment by agreed upon dates will void agreement. No refunds will be provided.

Other terms

Advertiser agrees to indemnify NGWA from any liability, loss, cost, claim, damage, or cause of action of any kind that it may suffer as a result of the transactions contracted herein, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause of fault. NGWA's liability is limited to refund of the charge for the period of time any ad failed to display properly, but only if proved or admitted errors or omissions by NGWA have occurred. Advertiser is responsible for providing all information and artwork to meet NGWA's specifications. NGWA reserves the right to determine the suitability of all ads and to reject advertising that does not meet its editorial or digital/web criteria.

Cancellation

Notifications in writing to sales@ngwa.org for print advertising cancellations must be received by the space closing deadline to avoid a cancellation fee. If ad space is cancelled after the deadline date, the signer will remain responsible for the scheduled advertising charges, regardless of whether the ad runs or not. Charges for cover advertisements for any publication are nonrefundable even if cancelled, regardless of when cancelled. For digital/web advertising there is no refund after the agreement is signed.

NGWA Directory & Buyers Guide

All companies purchasing a premier listing in the NGWA Online Buyers Guide will have this information printed in the *Water Well Journal* June issue. Ask your sales representative for more information relating to the buyers guide.

Print advertising — advertising agency

Payment is due upon receipt of the invoice. Ads will not be inserted for advertisers whose agency's accounts are 30 days or more past due, regardless of contract term. Subsequent ads will be placed once the account is brought current. All prices are net. Ad agency commissions are not included in quoted price. If an ad placed by an agency is not paid within 30 days, NGWA will contact the advertiser directly for payment.

Digital/online advertising

All website ads must be delivered 30 business days prior to campaign start day, while advertising in email vehicles (e-newsletters and digital issues) should be sent 15 days prior to delivery day. Online ads will be posted upon receipt of full payment. Please see specs section for files accepted for the media type.

Media

- For FTP transfer, contact your sales manager for access.
- Email attachments of less than 2MB are acceptable if they are stuffed/ zipped for file integrity.

Wiley Online Library ad specs

Files accepted: JPG, GIF, or SWF. Flash requirements: files must contain a clickTag in order for DFP to count clicks. Hardcoded URLs are not accepted. ActionScript 2.0 or ActionScript 3.0 are acceptable. Flash ActionScript guidelines: ActionScript 2.0 — use the get URL function. The URL should be: _level0.clickTag. The target window is set to "_blank". ActionScript 3.0 — use the navigateToURL object. The URL should be: root.loaderInfo.parameters.clickTag. The target window is set to "_blank"; variables set to "navigateToURL". Audio/video guidelines: 15 seconds max. Must be user-initiated. Required controls: "Close X", Play, Pause, Rewind, Volume.

Digital/web ad specs

Files accepted: JPG or GIF. Max file size 100KB. For **WellOwner** — horizontal banner — 468 × 60px, half-wide skyscraper — 160 × 300px. For **newsletters** — top banner — 495 × 90px, tall skinny side — 130 × 260px, and square side — 130 × 130px. For **e-Alerts** — skyscraper — 160 × 600px. For digital *WWJ* — belly band 5" × 18" (double sided) or 5" × 9", cover tip-on — one-sided 7" × 9" or two-sided 7" × 9", digital lead-in banner — no larger than 8" × 5.25", and for video — YouTube, Vimeo, and .MOV files are accepted. ***GW/GWMR* apps** — the preferred file format is a full-page flex-ad unit supplied as HTML5. Ads will be placed between article content and should be configured to be responsive to the following screen sizes: iPad — 768 × 1004px, or iPhone — 320 × 480px and 320 × 568px. Files can also be supplied as a full-page animated or static image and supplied in PNG or JPG format in all sizes.

I certify that I am authorized to sign on behalf of my company.

Signature _____

Print name _____

Company _____

Email _____

Date _____

National Ground Water Association

Signature _____

Print name _____

Date_____