



# 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.

## 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 for *Water Well Journal*® and *Groundwater Monitoring & Remediation*®. NOTE: When using Adobe Illustrator it is preferred to outline text before submission. We do not support Illustrator's PDFs due to their instability.

## Supporting images

TIFF and EPS to the following minimum resolution specifications:

- Lineart (bitmap) images at 1200 dpi
- Grayscale and color images at 300 dpi.
- Combination grayscale and color images at 600 dpi.

## Color management/ICC profiles

Files supplied should NOT contain any form of color management or inclusion of ICC profiles.

## 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.
- 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.

## Deadlines

Please refer to marketing kit for the due dates for print advertising. Failure to submit artwork or payment by agreed upon dates will void agreement. No refunds will be provided.

## Digital/web ad specs

Files accepted: JPG, PNG, or GIF. max file size 250 KB. For **NGWA, *Water Well Journal*, and *Groundwater Week* websites** — horizontal banner — 728 X 90 px, medium rectangle — 300 X 250 px. For **NGWA newsletter** — top banner — 728 X 90 px, sponsored content — 500 X 250 px. For ***Water Well Journal*, *Groundwater New Issue Alerts*, and *Groundwater Monitoring & Remediation New Issue Alerts*** — horizontal banner — 728 X 90 px

## 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.