

WATERSHED SCIENCE BULLETIN



Journal of the Association of Watershed & Stormwater Professionals

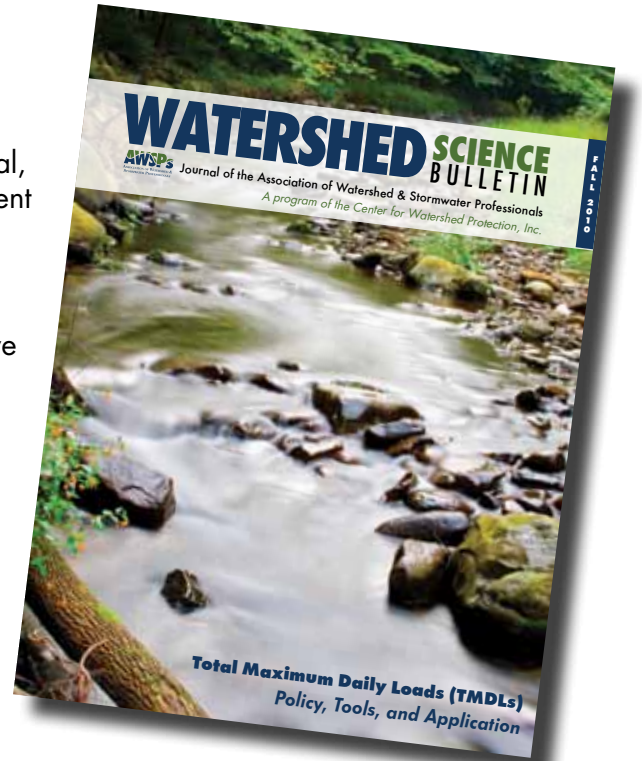
A program of the Center for Watershed Protection, Inc.

About the Bulletin

Watershed Science Bulletin is the journal of the Association of Watershed and Stormwater Professionals (AWSPs). The peer-reviewed journal is published semiannually and features practical, science-based solutions to watershed and stormwater management issues.

Mission

Watershed Science Bulletin is the first publication to directly serve the community of watershed management professionals. These busy professionals typically do not have access to academic research databases for the numerous disciplines that inform watershed management. The journal's mission is to synthesize research and experience from these disciplines and translate this information into guidance for those who need it to protect and restore their watersheds. This information is vital to the advancement of watershed science and its management and the continuing education of watershed management professionals.



"Meeting local watershed management needs and regulatory requirements is putting new and growing demands on local, regional, and national watershed managers to come up with the right answers to our water quality problems, especially in the area of stormwater control. Finding the information they need can sometimes be difficult with important papers sometimes published in a number of journals that are not dedicated to the study of watershed science. Just as important, authors who focus on watershed science need a journal responsive to their subject matter and they know will reach the right audience. Both authors and readers will find the Watershed Science Bulletin an efficient way to share and learn what we need to know now and in the future as we increase our efforts to improve our nation's waters".

- Water Resource Management Specialist
Wisconsin Dept of Natural Resources

Readership

The Bulletin's readership comes from the Center for Watershed Protection's partners and clients of 18 years - a universe of 20,000+ professionals. The inaugural issue will be mailed first-class to 2,000 readers, including the new paid members of the Association of Watershed and Stormwater Professionals (AWSPs) and other leaders in the field of watershed management. The Center's constituency consists of: municipal government staff from planning, engineering, public works, parks, utilities and other departments; private consultants in engineering, landscape architecture, forestry, and environmental science; community organizations working to implement on-the-ground restoration projects; state and federal government regulators and scientists; and University professors educating others about water issues.

Bonus circulation

The Bulletin will be distributed along with membership materials at all Center for Watershed Protection training events as well as a variety of national conferences where Center staff will be participating in program presentations.

Sponsorship Levels

Sponsorships on the AWSPs website and in the Watershed Science Bulletin are **tax deductible to the full extent of the law**. Your sponsorship message may contain company description, list of products and services, corporate logo and website address. It may address an issue/challenge in the industry, but may not make comparative claims or offers. Sample templates are provided for each unit size on page 4 & 5 of this kit.

Level 1 – Stoneroller \$3,000

- Full page sponsorship message in two issues of the Watershed Science Bulletin (sample template on page 4 & 5)
- One sponsorship banner (468 px wide x 60 px high) on the AWSPS website on the home page for three months
- Sponsor acknowledgement on the Center for Watershed Protection website including name, logo and website address
- Sponsorship acknowledgement in the Center’s annual report

Level 2 – Kingfisher \$1,500

- Half page sponsorship message in two issues or one full page in one issue of the Watershed Science Bulletin (sample template on page 4 & 5)
- One sponsorship banner (same size as above) on the AWSPs website for three months
- Sponsor acknowledgement on the Center for Watershed Protection website including name, logo and website address
- Sponsorship acknowledgement in the Center’s annual report

Level 3 – Water Penny \$1000

- Two quarter page sponsorship messages in two issues or one half page in one issue of the Bulletin (sample template on page 4 & 5)
- One sponsor acknowledgement including company name, logo and website on the ASWPs website
- Sponsorship acknowledgement in the Center’s annual report

Level 4 – Spatterdock \$500

- One quarter page sponsorship message in one issue of the Bulletin (sample template on page 4 & 5)
- Sponsorship acknowledgement in the Center’s annual report

Deadline for sponsor materials for April issue:

January 15

for October issue:

August 1

Sponsor materials should be emailed to marketing@awsp.org

File Specifications

File type--Press-ready .pdf file (PDF/X-1a:2001 preferred)

Images--at least 200 dpi

Bitmaps--at least 800 dpi (*Note--If file will be enlarged when placed in document, it will decrease the resolution*)

Fonts--need to be embedded

Bleed--at least 1/8 inch

Trim marks--need to be outside bleed area

Color--needs to be supplied in the color space that they are to print (CMYK and/or spot color, not RGB)

- RGB for CMYK images are ok as long as transparency is not used, but RGB for black only may convert to CMYK
- Also make sure all document colors are set up in the color space they are printing.

For example: if you used the color "PANTONE 283" and your job is printing 4 color, set that color to process

Blacks--check that blacks are consistent in color anywhere a color difference would be noticeable

Elements--check that elements are at least 1/8" from trim

Total Ink Coverage -should not exceed 300%.

PLEASE NOTE: Sponsorship message wording will be reviewed and returned if changes are required. Upon receiving a finished sponsorship message, any deviation from the mechanical specifications could result in extra charges.

Policies

Sponsor payments are due by the closing date for the magazine. If sponsorship payments are not received by the closing date, sponsorship message will not be submitted for printing.

For questions related to sponsorship, contact Erin Johnson at
301-438-3927
or etj@cwsp.org

For other membership questions, contact us at
410-461-8323 or
membership@awsp.org

Examples of Sponsorships

CENTER FOR WATERSHED PROTECTION

Since 1992, the Center has worked to protect, restore, and enhance our waterways. Our reputation is built upon our ability to:

- advance, synthesize and widely disseminate watershed science by translating this knowledge into practical tools and techniques.
- develop and implement effective stormwater and watershed management practices

The Center's clients and partners include municipal government staff from planning, engineering, public works, parks, utilities and other departments; private consultants in engineering, landscape architecture, forestry, and environmental science; community organizations working to implement on-the-ground restoration projects; state and federal government regulators and scientists; and University professors educating others about water issues.

We offer a wide range of services including...

- **Partnering with Watershed Groups** – We work directly with these small watershed organizations on the technical and organizational aspects of watershed management.
- **Making Regulatory Updates** and Reviewing development codes and evaluate local programs for communities.
- **Providing Stormwater Services** – We work with state and local governments to update stormwater BMP manuals, do retrofit designs and local program development.
- **Distill Research into Practical Tools** – We translate research on the latest watershed technologies, trends, and successes into on-the-ground tools for practitioners.
- **Watershed Assessment and Planning** – We assist in with mapping analysis, baseline characterizations, field assessments, regulatory audits, pollutant load modeling, and comprehensive watershed plan development.
- **Training Others to Manage Watersheds** – We provide tailored workshops, weeklong Institutes, and speaking engagements designed to teach local planners, engineers, and watershed groups the technical skills they need to manage watersheds effectively.



Learn more at www.cwp.org or contact us at 410-461-8323

Join the Center's Membership Program:
Association of Watershed and Stormwater Professionals (AWSPs)

Visit www.awsps.org for more information

Quarter Page:

Size: 3.68w x 4.90h

Half Page:

Size: 7.125w x 4.90h

Full Page:

Size: 7.125w x 9.875h

Trim Size: 8.25w x 11.00h

Add .125 for bleeds

Note: Sponsorships pictured here are slightly smaller than specified.

CENTER FOR WATERSHED PROTECTION

- Since 1992, the Center has worked with local government and communities on watershed protection and stormwater management.
- Our clients are government staff, service firms, community organizations, universities and others.
- We partner to provide a wide range of scientific, technical and on-the-ground watershed and stormwater services.

Learn more at www.cwp.org
or contact us at 410-461-8323

Join the Center's Membership Program:
Association of Watershed & Stormwater
Professionals (AWSPs)
Visit www.awsp.org for more information



- Since 1992, the Center has worked with local government and communities on watershed protection and stormwater management.
- Our clients are government staff, service firms, community organizations, universities and others.
- We partner to provide a wide range of scientific, technical and on-the-ground watershed and stormwater services.

CENTER FOR WATERSHED PROTECTION

Learn more at www.cwp.org or contact us at 410-461-8323

Join the Center's Membership Program:
Association of Watershed & Stormwater Professionals (AWSPs)

Visit www.awsp.org for more information

Association of Watershed and Stormwater Professionals (AWSPs) Sponsorship Order Form

Please see the full list of sponsorship opportunities on page 2 of the Sponsorship Kit.

Please check your unit preference and month if only one unit:

Level	Price	One unit	Two unit	April 2011	Oct. 2011
Stoneroller	\$3,000				
Kingfisher	\$1,500				
Waterpenny	\$1,000				
Spatterdock	\$500				

Company name

Contact person (billing)

Address

City

State

Zip

Phone

Email

Sponsor signature

Date

Email to marketing@awsp.org or fax to 410-461-8324

For further information, contact Erin Johnson at etj@cwsp.org or 301-438-3927

8390 Main Street, 2nd Floor • Ellicott City, MD 21043