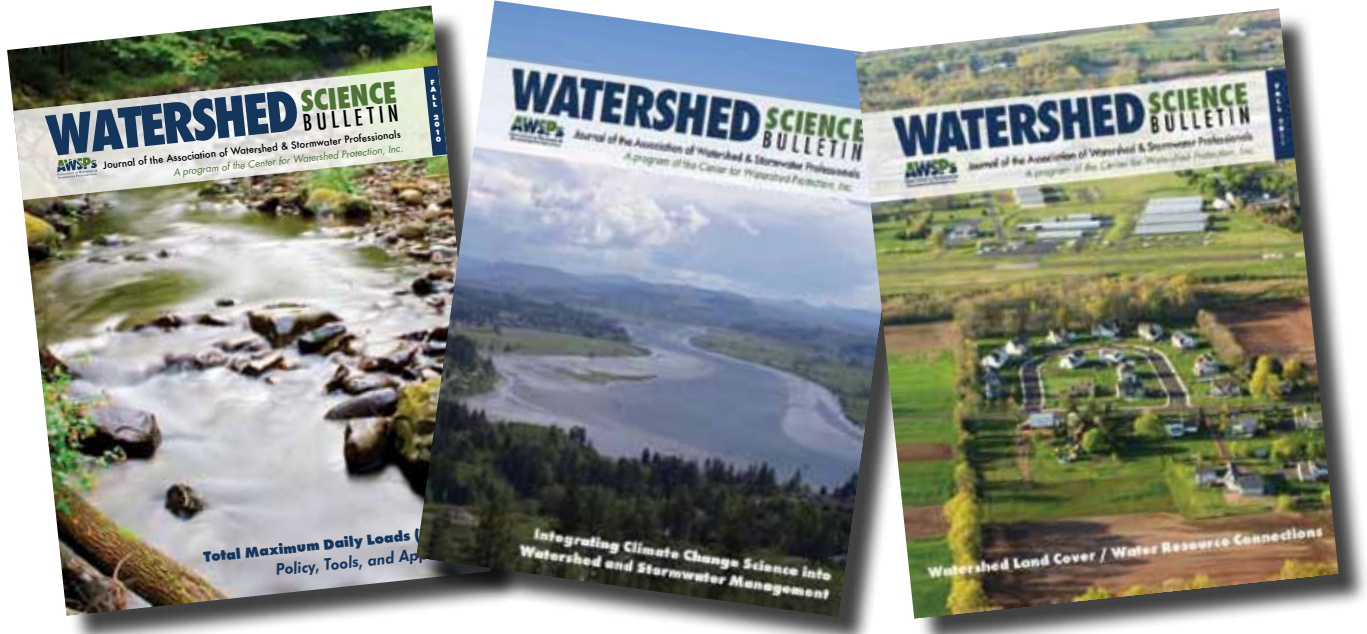


# WATERSHED SCIENCE BULLETIN



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.

**Circulation  
goes from  
3,200 to 15,000  
per issue  
in 2012!**

## Going Digital in 2012

In addition to the April and October printed issues, Watershed Science Bulletin will be available in digital format as well.

## Mission

Watershed Science Bulletin is the first publication to directly serve the community of watershed management professionals. The journal's mission is to synthesize research and experience from many 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 and gives them access to academic research databases for the numerous disciplines that inform watershed management.

## Audience Profile

The Bulletin's readership comes from the Center for Watershed Protection's partners and clients of 20 years - a universe of 20,000+ professionals. Each issue will reach 15,000 readers in print and digital format including the new paid members of the Association of Watershed and Stormwater Professionals (AWSPs) and other leaders in the field of watershed management. There will also be bonus distribution at Center for Watershed Protection's training events and a variety of national conferences.

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.

Reach across the many disciplines in the watershed science marketplace in one magazine - 15,000 readers across every state in the U.S.

After only three published issues, reader feedback is strong

- Nearly 90% want to continue receiving the Bulletin
- 51% shared their copy with a colleague



## Role in purchasing

- 64% are involved in decisions related to budgeting
- 93% are involved in decisions related to project management
- 52% are involved in decisions related to product choices

Source: April 2011 reader survey

*We're really impressed with the journal and the association as a whole, and would like to get more involved." -*

**Environmental Protection Specialist, District Department of Environment (DDOE)**

## Why sponsorship in the Bulletin?

- ✓ Piggyback on the Center for Watershed Protection's reputation – the Center turns 20 in 2012.
- ✓ Sponsors in the Watershed Science Bulletin benefit from the Center's stature among top decision-makers in the watershed science industry. The Center's 20th year anniversary will be celebrated in October 2012 in conjunction with the first annual gathering of the Association of Watershed and Stormwater Professionals. 250 – 500 participants are anticipated.
- ✓ Special October issue and event sponsorship opportunities are available. Contact Erin Johnson for details [etj@cwsp.org](mailto:etj@cwsp.org) or 301-438-3927
- ✓ Over one million professionals have visited the Center's website since its founding. They often come to [www.cwsp.org](http://www.cwsp.org) via EPA, NOAA, or the US Forest Service where many of the Center's analysis and guidance can be found in reports and web links. Over 7200 companies, organizations and agencies link to the Center. The Center's website receives 4500 unique visitors each month viewing around 40,000 pages of content.

## Editorial advantage

Watershed Science Bulletin is peer-reviewed by leading experts in the field and fills a needed informational niche focused on one of the most critical issues of our time– water resource management.

The April reader survey revealed that readers particularly want guidance on watershed planning and implementation to solve their ongoing stormwater management challenges. This is a perfect fit with the Center's expertise.

## The AWSPs connection

The Association of Watershed and Stormwater Professionals was developed as a result of feedback from the Center's longtime constituents. It is designed to be a central location for information and networking. Just since its inception in 2010, the AWSPs website receives 900 unique visitors each month viewing around 4200 pages of content.

In 2012, AWSPs will pilot chapters in several states, as the start to building a network of watershed professionals across the county.

### A reader summarizes the Watershed Science Bulletin's unique editorial focus

*"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

## Editorial highlights

*"I truly do love the first issues of the journal (Watershed Science Bulletin). This is a testament to the relevant information that AWSPs is committed to provide for those who need access to it. Keep it coming!"*

- AWSPs member



### April 2012

#### *The Application of Monitoring and Modeling in Watershed Management*

This issue will cover practical applications of monitoring and modeling to assess watersheds and how these tools are used to inform the decision making process to protect or improve watershed health. Monitoring and modeling are the primary tools used to assess watersheds and may be used for problem identification, evaluation of alternatives or measuring progress towards a desired goal or end-point. Each tool has its merits that must be weighed by the local watershed or stormwater manager to determine what approach is most appropriate for a current project or program, such as data availability and quality, costs associated with monitoring or modeling, timeframe, and technical expertise. Possible topics to be included are:

- The use of monitoring and/or modeling to support local watershed or stormwater programs, as separate tools or as an integrated approach
- Case study applications of monitoring and/or modeling for problem identification, evaluation of solutions, or measuring progress towards a targeted endpoint
- Overview and/or review of models to support local watershed or stormwater programs

And many others...



### October 2012

#### *Watershed Planning*

This issue will feature watershed planning. Development and implementation of watershed-based plans have been a popular approach to water resources management since they were first promoted by EPA and other agencies in the late 1980s. While some plans were initially described as "dust-collectors," in time, a rapid and simple approach has been adopted by many communities conducting watershed planning, allowing more resources to be devoted to implementation of the plan recommendations. With this issue of The Bulletin, we hope to elicit some research on the current status of these plans and their effectiveness in protecting water resources, and to highlight innovative watershed-based policies, tools, funding mechanisms, or new data that can assist communities developing watershed plans.

## Editorial submission deadline is April 6, 2012

For article submission guidelines, please go to [www.awsp.org](http://www.awsp.org)

## Bonus distribution

Over a thousand additional copies are distributed at leading trade shows and conferences where Center staff speak and attend including: American Water Resources Association, River Rally, Pennsylvania LID, Coastal Zone Conference, The Conservation Foundation/ Stormwater BMPs, Chesapeake Watershed Forum and many others.

BONUS

## Sponsorships

Depending on the level, sponsors are also acknowledged on the AWSPs and Center websites and in our annual report for free.

Sponsorships	One issue	April & October issues
Stoneroller	\$1,995	1,800
Kingfisher	\$1,150	\$1,050
Water Penny	\$670	\$605

Premium positions	Percentage premium
Inside front	15%
Inside back	10%
Back	15%

Pricing is for black & white and 4-color units.

### Print sponsorship added value features

#### Stoneroller – full page

- ✓ Automatic inclusion in the digital version
- ✓ 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

#### Kingfisher – half page

- ✓ Automatic inclusion in the digital version
- ✓ 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

#### Water Penny – quarter page

- ✓ Automatic inclusion in the digital version
- ✓ One sponsor acknowledgement including company name, logo and website on the ASWPs website
- ✓ Sponsorship acknowledgement in the Center’s annual report



## 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

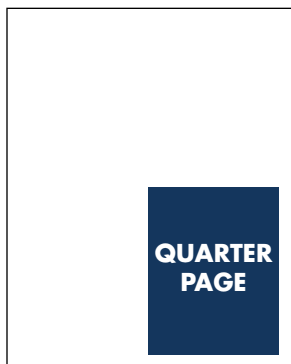
**Blacks**--check that blacks are consistent in color anywhere a color difference would be noticeable

**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.

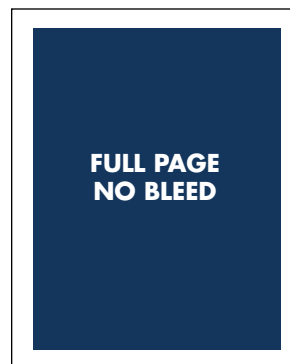
### Ad sizes-



3.68w x 4.90h



7.125w x 4.90h



7.125w x 9.875h



Trim Size:  
8.25w x 11.00h  
Add .125 for bleeds

**Deadline for sponsor materials for April issue: January 31**  
**for October issue: July 31**  
**Sponsor materials should be emailed to [marketing@awsps.org](mailto:marketing@awsps.org)**



## Online Advertising

The Center's website receives 4500 unique visitors each month viewing around 40,000 pages of content. AWSPs website receives 900 unique visitors each month viewing around 4200 pages of content.

### There are three levels of sponsorship:

#### Permeable Pavers. . . . . \$1400

- Logo placement on both the AWSPs (www.awsp.org) and Center for Watershed Protection (www.cwp.org) websites under the sponsors link for six months.
- Sponsorship banner on the AWSPs homepage for six months.
- This combination is also available on a monthly basis for \$250.

#### Stormwater Sleuths. . . . . \$500

- Logo placement on the AWSPs (www.awsp.org) website for six months.
- Also available on a monthly basis for \$100.

#### Illicit Discharge Detectors . . . . . \$360

- Sponsorship banner on the AWSPs homepage for three months
- Also available on a monthly basis for \$150.

### Specs

Online logos cannot be animated and must be submitted as a JPG or GIF.

Banner ad - 468 px wide x 60 px high, 72 dpi, .jpg or .gif. Static banners only.

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

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

## Advertising in the digital edition of the Bulletin

Whether you choose a prime sponsorship position, or upgrade an inside ad with one of our many interactive enhancement options, your business will reap the benefits that digital advertising has to offer. Please review the opportunities below to determine the one that is right for your organization.

**Opening Page Sponsorship** . . . . . \$500

This prime position receives visibility opposite the cover page. Sponsorship size is flexible and available for viewing every time the book is opened. \$500

**Top, Bottom, Skyscraper Banner Sponsorships** . . . . . \$300

Top, bottom, and skyscraper banner ads are visible the entire time the book is open for reading. Skyscraper ads appear either right or left of the digital edition (Total of four available each issue.) \$300

**Toolbar Logo Sponsorship** . . . . . \$300

Receive logo branding in the top toolbar of the digital edition. Logo remains visible the entire time the book is open for reading. (Two available each issue.) \$300

### Digital Enhancement Opportunities

**Ad Gen** . . . . . \$400

Make your sponsorship interactive with this lead-generation feature, which gives readers the ability to contact you directly.

**Flash Animation** . . . . . \$200

You provide the flash animation file (in SWF format), and we will add it into the digital edition of your ad.

**Streaming Audio and Video** . . . . . \$200

Bring life to your ad! Provide an audio or video file, and we will implement it into your ad.

### Digital Edition Specs

**Opening Page:** 550 x 480 pixels or WIDTH OF PUB x 792 pixels

**Top and Bottom Banner:** 468 x 60 pixels

**Skyscraper:** 120 x 600 pixels

**Toolbar Logo:** 88 x 31 pixels

**Bellyband:** width is same as width of pub; height is 378 pixels

**Blow-in Card:** 288 x 378 pixels

#### Static Ads and Flash Requirements

- Opening Page, Banner, Skyscraper, and Toolbar Logo ads should be submitted as SWF files.
- Animations created in Flash for use within a digital edition need to be published for Flash 9 and ActionScript 3.
- If your ad contains video, sound, or complex animations, then you must implement functions in the main timeline of the Flash file in order to allow the digital edition to control when it plays. Please contact us for these specifications.

#### Audio Files

- Audio files may be embedded in a Flash document or sent in MP3 format.
- MP3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz, or 96kHz.

#### Video Files

- Video files should be sent as FLV files.

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

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

Sponsorship - Print	April 2012	October 2012
Stoneroller		
Kingfisher		
Water Penny		
Sponsorship - Digital	April 2012	October 2012
Opening Page		
Banner		
Toolbar logo		
AdGen		
Flash		
Audio/videosteaming		
Sponsorship - Website Only		
Permeable Pavers		
Stormwater Sleuths		
Illicit Discharge Detectors		

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Company name

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Contact person (billing)

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Address

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City	State	Zip
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Phone	Email
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Sponsor signature	Date
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Email to [marketing@awsps.org](mailto:marketing@awsps.org) or fax to 410-461-8324  
 For further information, contact Erin Johnson at [etj@cwsp.org](mailto:etj@cwsp.org) or 301-438-3927  
 8390 Main Street, 2nd Floor • Ellicott City, MD 21043