



**GROUNDWATER RESOURCES ASSOCIATION
O F C A L I F O R N I A**

915 L Street, Suite 1000
Sacramento, CA 95814
916/446-3626 ♦ 916/442-0382 (fax)
www.grac.org

2007 ADVERTISING RATES FOR *HYDROVISIONS*
4 Issues Annually

Blue & White cost per issue	1x	4x
Business Card Size	\$95.00	\$90.00 per
1/4 page	\$185.00	\$160.00 per
1/2 page	\$365.00	\$290.00 per
Full page	\$750.00	\$600.00 per

Color advertisements are additional based on current printing rates. The above prices assume advertisements are received camera ready (via PDF Hi Resolution).



**GROUNDWATER RESOURCES ASSOCIATION
OF CALIFORNIA**

Hydro Visions Advertisement Specifications

DIGITAL REQUIREMENTS

Digital ads should be submitted in Illustrator, Freehand, Photoshop, Quark or PageMaker with fonts and links attached. Please only use Postscript fonts or convert your TrueType fonts to paths prior to sending. Send files on CDs, Zip disks or via email. Please provide B/W proofs and a phone number should we have questions.

Digital ads can also be accepted as PDF (portable document format) or EPS (encapsulated postscript) files or TIFFS. Everything must be imbedded and readable in the pdf or eps files to be considered complete. This means that a digital file cannot have supporting fonts, images or any other file. Files must be 300 dpi and in black and white format. Ads other than these formats will incur additional charges.

Ads set in Microsoft Word, Publisher, Corel Draw or PowerPoint will be rebuilt in an acceptable program or will need to be resubmitted.

GRA assumes no responsibility for reproduction of ELECTRONIC EMAILED advertising materials submitted without proofs or ads provided in formats other than specified above.

Ads need to be submitted in the following sizes

Full Page:	7.375" x 9.5"
Half Page Vertical:	3.5" x 9.5"
Half Page Horizontal:	7.375" x 4.5"
Quarter Page Vertical:	3.5" x 4.625"
Quarter Page Horizontal:	4.5" x 3.25"
Business Card:	3.5" x 2"

Send files on CDs, Zip disks with proofs to the following address. Email transfers are available but you must call the production department prior to sending files. Larger files can also be transferred through our FTP site. Please call or write for instructions to post to the FTP site.

DrawingBoard Studios, Inc.
c/o Sierra Office Supplies & Printing
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