

# HOOSIER PIPELINE

The official publication of Alliance of Indiana Rural Water



## WHO ARE WE?

The Alliance of Indiana Rural Water is **dedicated to having clean water and wastewater systems** throughout the state of Indiana and is the only National Rural Water Association affiliate in the state. *Hoosier Pipeline* and the annual AIRW Training Calendar are key components of AIRW's communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

## WHY AIRW?

- ➔ AIRW members operate **more than 650** water and wastewater systems throughout the state of Indiana.
- ➔ **Nearly 1.6 million customers** are served by AIRW members.
- ➔ AIRW programs train **over 2,000 water and wastewater professionals** each year.

## NET ADVERTISING RATES

Print Edition Advertising	1x	2x	Directory
Premium Positions*	N/A	\$2,390	\$2,705
Tabs***	N/A	N/A	\$2,390
Full Page	\$1,810	\$1,650	\$1,760
1/2 Page	\$1,000	\$920	\$1,025
1/3 Page	\$790	\$735	N/A
1/4 Page	\$630	\$575	\$685
1/6 Page	\$550	\$500	\$525
1/8 Page	\$450	\$420	N/A
Digital Edition Advertising	1x	2x	Directory
Tile + interstitial digital package	\$1,575	N/A	N/A
Tile + landing page digital package	\$1,575	N/A	N/A
Tile + interstitial print package**	\$1,325	N/A	N/A
Tile + landing page print package**	\$1,325	N/A	\$865
Tile à la carte	\$875	N/A	\$865

[CLICK HERE FOR AD EXAMPLES](#)

Members receive 20% discount.

All rates are for full-color advertisements.

\*Premium Positions include: inside front cover, inside back cover, page 3 and back cover.

\*\*Discounted digital+print package available with 1/2-page ads or larger.

\*\*\*Tab names are: General Information, Utility Members, Associate Members and Legislative Information.

**Interested in an outsert or advertorial?** Contact your Innovative rep to discuss options!

**See page 3 for annual calendar advertising opportunities!**

## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Calendar 2025 (see p. 3)	10/21/2024	December 2024
Directory 2025	10/21/2024	January 2025
Volume 3 Issue 1	12/30/2024	March 2025
Volume 3 Issue 2	6/23/2025	September 2025

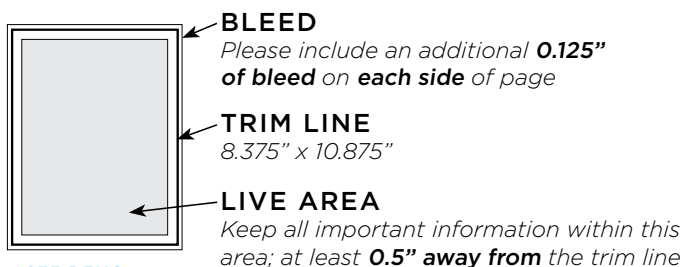
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Magazine Dimensions	Directory Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds	5.75" x 8.5"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds	5.75" x 8.5"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"	4.75" x 3.625"
1/2 Page Vertical	3.875" x 10"	2.375" x 7.5"
1/3 Block	5.187" x 4.937"	N/A
1/3 Vertical	2.5" x 10"	N/A
1/4 Page	3.875" x 4.937"	2.375" x 3.625"
1/6 Vertical	2.5" x 4.937"	1.5" x 3.625"
1/8 Horizontal	3.875" x 2.34"	N/A

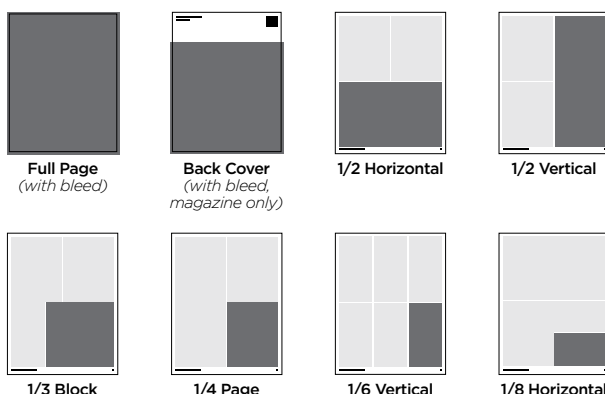
  

Digital Ad Size	Magazine Dimensions	Directory Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	432 x 630 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	432 x 630 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	502 x 498 pixels	N/A

\*Full-page ads are intended to bleed off the page. [SEE DEMO](#)



[SEE DEMO](#)



## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com) or [CLICK HERE](#) for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:** 300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads [SEE DEMO](#)

**Margin:** 0.5 inch on full-page and tab ads [SEE DEMO](#)

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## DIGITAL AD FILE REQUIREMENTS

**Minimum Resolution:** 72 DPI (dots per inch)

**Color:** RGB

**Video:** MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100 MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.

## ALLIANCE TRAINING CALENDAR ADVERTISING

- Includes all Alliance training sessions, events and other important dates
- Distributed to **EVERY** Alliance member
- These calendars can be found hanging in most Indiana rural water and wastewater utility offices.
- The calendar has proven to be an important tool for our members. We often receive requests for additional copies!

**Deadline: 10/21/2024**



### BANNER AD:

**\$1,500**

- Limited to 2 companies
- Displayed at the top of every calendar page

**Dimensions:** 5 in x 1 in

### BUSINESS CARD AD:

**\$350**

- Limited to 5 advertisements
- Displayed on one calendar page

**Dimensions:** 4 in x 2 in

### CALENDAR FLAP BANNER AD:

**\$2,500**

- Limited to 1 company
- Displayed at the bottom of the calendar – shows when opened AND closed

**Dimensions:** 10.875 in x 1.375 in + 0.125 in bleeds

## FILE REQUIREMENTS:

**Color:** CMYK

**Minimum Resolution:** 300 DPI (dots per inch)

**File Type:** PDF, TIFF or JPEG