



2021 Advertising Prospectus*

Monthly E-Newsletter

The SWS monthly e-newsletter is sent to approximately 3,000 members around the world, and enjoys an open rate between 40-50%, which is well above industry average. Place your organization in front of leading environmental scientists monthly with an ad that links to your website.

- **Price (per ad):**

1x	3x	6x	12x
\$100	\$90 (\$270 total)	\$80 (\$480 total)	\$70 (\$840 total)

- **Ad Format:** .jpeg or .png
- **Size Specifications:** 336 pixels wide x 280 pixels tall; 72 dpi
- **Ad Due Date:** Artwork and link URL due on the first of the month in which the ad is to run
- **Distribution Date:** On or around the 15th of each month

Website

With SWS.org launching a major website re-design in December, the new, far more user-friendly, engaging, and SEO-optimized format is expected to increase the site's visibility and exposure. Highlight your company on the SWS.org homepage with a display ad that links to your website.

- **Pricing:** \$300 quarterly; \$1,000 yearly
- **Ad Format:** .jpeg or .png
- **Size Specifications:** 336 pixels wide x 280 pixels tall; 72 dpi
- **Ad Due Date:** Artwork and link URL due one week prior to beginning run date
- **Ad Begin Date:** Ad uploaded the first day of the first month of the quarter

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Ad Due Date:	December 28	March 25	June 24	September 24
Ad Begins:	January 3	April 1	July 1	October 1

Wetland Science & Practice (WSP)

WSP is the SWS quarterly publication aimed at providing information on select SWS activities (technical committee summaries, chapter and section workshop overview/abstracts, and SWS-funded student activities); brief summary articles on current or recently completed wetland research, restoration, or management projects; information on the general ecology and natural history of wetlands; and highlights of current events. It is distributed digitally, with over 1,000 impressions and more than 250 reads in the first six months after release.

- **Pricing and Size Specifications:**

	1x	2x	3x	4x
Full page (7.5" wide x 10" tall):	\$275	\$250	\$225	\$200
Half page (7.5" wide x 4.625" tall):	\$175	\$160	\$145	\$130
Quarter page (3.625" wide x 4.625" tall):	\$120	\$110	\$100	\$90

- **Ad Format:** Press quality .pdf, with images rendered at 300 or higher dpi
- **Ad Due Date:** Artwork is due on the 15th of the month prior to the month of publication
- **Distribution Date:** WSP is published on or around the middle of the month of publication

	January issue	April issue	July issue	October issue
Ad Due Date:	December 15	March 15	June 15	September 15
Issue Published:	January 3	April 1	July 1	October 1

* *Note: Initial year rates - special pricing in effect.*

Interested in targeted exposure to SWS members? Contact membership@sws.org

www.sws.org

