



# 2022 Advertising Prospectus

Photo Credit: Jason Smith -Penobscot Mountain Perched Bog, Bar Harbor, ME

## Monthly Newsletter

The SWS monthly 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.

	1x	3x	6x	12x
<b>Price (per ad)</b>	\$100	\$90 (\$270 total)	\$80 (\$480 total)	\$70 (\$840 total)

- **Ad Format:** .jpeg or .png
- **Ad Due Date:** Artwork and link URL due on the first of the month in which the ad is to run.
- **Size Specifications:** 300 pixels wide x 250 pixels tall, 72 dpi
- **Distribution Date:** On or around the 15th of each month

## Website

The SWS website launched its new design last year, and this far more user-friendly, engaging, and SEO-optimized format has increased the site's visibility and exposure. Highlight your company on the SWS.org homepage with a display ad that links to your website.

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
<b>Ad Due Date</b>	January 3	March 28	June 27	Sept 26
<b>Ad Begins</b>	January 10	April 4	July 1	October 3

- **Pricing:** \$300 quarterly; \$1,000 yearly
- **Ad Format:** .jpeg or .png
- **Size Specification:** .300 pixels wide x 250 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

## 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.

- **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

Pricing and Print Specifications	1x	2x	3x	4x
<b>Full page (7.5" x 10" tall)</b>	\$275	\$250	\$225	\$200
<b>Half page (7.5" x 4.625" tall)</b>	\$175	\$160	\$145	\$130
<b>Quarter page (3.625" x 4.625" tall)</b>	\$120	\$110	\$100	\$90

	January issue	April issue	July issue	October issue
<b>Ad Due Date</b>	December 15	March 15	June 15	September 15
<b>Issue Published</b>	January 3	April 1	July 1	October 1