DEDICATED TO PROTECTING OUR MOST PRECIOUS RESOURCE

A new Backflow Prevention Journal electronic magazine will appear four times in 2020 beginning with the January issue. Subscribers receive a publication packed “cover to cover” with relevant and insightful articles and features laser focused on the professional interests of individuals in the cross-connection control industry, including backflow prevention assembly installers, repairers, surveyors, and testers. Our readers also include contractors, plumbers, sprinkler fitters, irrigation personnel, water utilities, water operators, inspectors, and manufacturers. The Journal reaches out to all stakeholders in the backflow prevention and cross-connection industry.

With a subscriber list of over 20,000 individuals we intend to expand circulation to at least 25,000 readers in the United States and abroad by the end of 2020. The Journal will be a showcase for new products, services, and projects encountered by those in our industry. Our advertisers have an opportunity to both fuel and directly benefit from our outreach. We hope you’ll join us in supporting this publication.

Distributed four times a year in a digital format, Backflow Prevention Journal will focus on cross-connection control and backflow prevention, including articles about municipal water programs, cross-connection industry news and updates along with backflow testing and repair issues. The magazine will address innovations and products that are affecting cross-connection control regulations on a local and national level. We will provide information about installation of cross-connection control protection and related topics in the design and inspection of backflow protection in fire sprinkler, irrigation, plumbing, and mechanical systems.

The Journal is committed to providing a variety of regular columns with features such as Inside the Industry, Test Your Skills, and the Repair Guys which promise to educate industry professionals with up-to-date reporting on current events, products, standards, and so much more.

We invite and encourage you to review the advertising rate card and interact with Backflow Prevention Journal magazine. The projected circulation and readership figures are impressive, and it is our intent on increasing them. The rates remain highly affordable, presenting your company with an excellent opportunity for a return on the investment.

To reserve advertising space, discuss advertising programs or submit materials, please contact Kim Curtis, Backflow Prevention Journal’s magazine administrator, by telephone at (855) 536-2800, or by email at kim.curtis@iapmo.org. For editorial content please contact Sean Cleary at (909) 996-5336 or by e-mail at sean.cleary@iapmo.org.

Our entire staff looks forward to working with you now and throughout the coming years in the interest of water system safety worldwide! For more information, you can visit our website at www.iapmo.org/bpi/bpj-magazine.
# 2020 Advertising Rates and Specifications

## Frequency

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad</td>
<td>$600.00</td>
<td>$1100.00</td>
<td>$1650.00</td>
<td>$2200.00</td>
</tr>
<tr>
<td>Skyscraper Ad</td>
<td>$600.00</td>
<td>$1100.00</td>
<td>$1650.00</td>
<td>$2200.00</td>
</tr>
</tbody>
</table>

**Note:** Advertisers who do not complete their frequency contract within their contract year will be short-rated to the appropriate earned rate. Cancellations cannot be accepted after space closing date. Advance payments are nonrefundable.

### Banner (1)
- Width: 600px
- Height: 100px

### Skyscraper (2)
- Width: 120px
- Height: 500px

## File Submission
Electronic files only. Files can be sent to tim.denhartog@iapmo.org.

## Accepted File Formats
RGB, 72dpi. JPG or GIF, 50k max file size. Please note animated gifs are not supported by all email clients.

## Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Feature Article</th>
<th>Feature Article</th>
<th>Repair Guys</th>
<th>Test Your Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Repair or Replace</td>
<td>Cross-Connection Control Industry Associations</td>
<td>Seat Removal Watts 709/909</td>
<td>Various Test Procedures</td>
</tr>
<tr>
<td>April</td>
<td>Backflow Protection and the Plumbing Code</td>
<td>Is Annual Tested Necessary?</td>
<td>Wilkins 4” 375AST</td>
<td>Non-Testable Devices</td>
</tr>
<tr>
<td>August</td>
<td>Ship Board Water Systems</td>
<td>Isolation Protection Requirements</td>
<td>Ames 3000SE</td>
<td>Fire System Backflow</td>
</tr>
<tr>
<td>December</td>
<td>Containment Protection</td>
<td>New Products</td>
<td>Conbraco 40-700</td>
<td>Backflow Hydraulics</td>
</tr>
</tbody>
</table>
**DISPLAY AD INSERTION ORDER and SALES AGREEMENT**

**Ad to appear in Backflow Prevention Journal digital magazine**

**Advertiser Name:** ______________________________________________________________

**Contact person/Agent:** __________________________________________________________

**Billing Address:** ________________________________________________________________

**Phone:** _______________________

**Fax:** __________________________

**E-mail:** __________________________________

**Advertiser/Agent requests Ad to appear under the following Schedule**

**RATE CARD USED:** #3

Please review the Current Rate Card for Mechanical Information, Material Deadlines and Pricing. Please print clearly.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SIZE</th>
<th>TITLE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 2020</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SEND ARTWORK/AD MATERIALS TO TIM.DENHARTOG@IAPMO.ORG**

Advertiser/Agent agrees to pay promptly upon receipt of billing/statement and to be bound by terms and conditions for payment set forth on Rate Card indicated above, incorporated by reference to this agreement.

**Advertiser/Agent signature**

**Date**

**Publisher Acceptance**

**Date**

Agency Commission: Magazine: 15% of gross billing on advertising space. All billings are due and payable 30 days from the date on the invoice and both the advertiser and its agency are jointly and severally liable for payment of the invoice. Interest on unpaid invoices will be charged at the rate 8% per annum. The Publisher will not be bound by any condition appearing on the advertiser’s or its agency’s insertion order or copy instructions when such conditions with the regulations set forth in the Publisher’s current rate card. Cancellations will not be accepted by the Publisher after the closing date. Cancellations prior to the closing date must be in writing and none are considered accepted until confirmed in writing by the Publisher. The Publisher may repeat the advertiser’s most recent advertisement when material for a new advertisement has not been received by the Publisher by the closing date. If no previous advertisement exists, the Publishers will add a late cancellation charge amounting to 65% of the rate-card value for the space.

Advertisers will schedule advertising through an Insertion Order Sales Agreement, specifying all details about their ad, including but not limited to frequency, size, color, rate and contract period. Advertisers who do not complete their frequency within their contract year will be short-rated to the appropriate earned rate.

The publisher reserves the right to accept, classify, cancel, edit or reject any advertisement deemed in poor taste, or not in the best interest of our readers.

The publisher shall have no liability whatsoever by reason of any error in connection with any advertisement (including without limitation, failure to publish advertising, additions or omissions to advertisements). The publisher shall not be responsible for and shall incur no liability for errors or misprints beyond agreement to publish a make-good ad in a space equal to the size occupied by the error.

Advertisers or their agents are completely responsible for the ad content (including logos, photos and copy) which are submitted and published and shall hold the publisher harmless against any demands, claims or liability arising from the publication of said advertising.