

Advertising in *World Watch*

World Watch magazine is the award-winning, essential resource for decision makers and concerned citizens who want balanced, unbiased information on environmental sustainability and social justice issues around the world. Named one of the top five environmental magazines twice in the past three years.

Reserve your space now!

- *World Watch* magazine is published bi-monthly for an audience of highly educated and socially conscious individuals as well as corporate and non-profit libraries.
- Circulation of paid subscriptions: 25,000.
- Online access by 280 university programs with 29,000 students plus 20,000 alumni of State University of New York (SUNY).

Ads announcing new books, conferences, and other products and services that reflect or facilitate a concern for sustainability are encouraged.

We reserve the right to refuse ads from organizations whose activities do not align with Worldwatch's goals of environmental sustainability and social justice.

Deadlines

Issue	Space Reservation	Art Due
Nov/Dec 2008	9/03/08	9/10/08
Jan/Feb 2009	10/27/08	11/02/08
Mar/April 2009	12/31/08	1/08/09
May/June 2009	2/27/09	3/05/08
July/Aug 2009	4/30/09	5/06/08
Sept/Oct 2009	7/02/09	7/09/09
Nov/Dec 2009	8/27/09	9/03/09

Payment Terms

- All first-time advertisers must prepay with insertion order. On subsequent orders, payment is net 30 days.
- Advertisers reserving space in multiple issues must pay for the first ad at time of reservation and then pay for remaining issue ads within 30 days of the issue publication date.
- Ad agencies are responsible for payment for all advertising ordered for their clients.

Dimensions and Rates

Shape	Dimensions	4-Color	B/W
Inside Back Cover*	8.125" x 10.875"	\$2500	N/A
Full-page*	6.875" x 9.75"	\$1500	\$1050
Half-page horizontal	6.875" x 4.75"	\$975	\$680
1/3-page vertical	2.167" x 9.75"	\$675	\$475
1/6-page vertical	2.167" x 4.75"	\$450	\$315

*Bleeds allowed on full-page ads ONLY.

Specifications

All ads should be delivered as electronic files in one of these formats: PDF (with all fonts and graphics embedded), EPS, TIFF, or JPG. Minimum Resolution: 300 dpi. All colors should be defined as cmyk.

Discounts

- Advertise frequently through the year and pocket savings now: (Applies to both 4-Color and B/W)

Frequency:	2X	3X	4X	5X	6X
Discount:	-5%	-10%	-15%	-20%	-25%

- Nonprofit Discount: 20% off list prices.

For further information

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