

## IOWWA'S ONSITE OBSERVER NEWSLETTER - 2026 ADVERTISING PROSPECTUS

*IOWWA'S Onsite Observer* is published four times per year (spring, summer, fall and winter) for onsite wastewater industry professionals. Newsletters are sent to contractors, manufacturers, maintenance, regulatory and other industry-related personnel, including IOWWA members and those with the installer credential. The fall and winter issues include emerging details of the IOWWA Conference held in January of each year.

### **DEADLINES FOR ADVERTISING:**

Spring (published March) – February 13 deadline  
 Summer (published June) – May 15 deadline

Fall (published September) – August 7 deadline  
 Winter (published November) – October 9 deadline

**RATES, SIZE AND FREQUENCY:** Quarter-page, half-page and full-page advertising placements are offered for each issue. Contracts for an entire year receive a 15% discount. Indicate your selection with "X" in size and frequency boxes.

Size	*Per Issue Rate	Four Time Rate (4 consecutive ads in 2024)
¼ page – 3.5" wide x 4.5"	\$202.50 (next issue)	\$172.12 (saves \$121.52 per year)
½ page – 7.5" wide x 4.5" or 3.5" wide x 10"	\$318.75 (next issue)	\$270.94 (saves \$191.24 per year)
Full page – 7.5" wide x 10"	\$581.25 (next issue)	\$494.06 (saves \$348.76 per year)

\*Published in the next issue after receipt of contract payment.

**Note:** Additional 10% discount in year of conference sponsorships.

**MATERIALS:** All advertising is printed in **black ink**. No additional colors are available. Please "X" where appropriate.

Accepted formats sent electronically: PDF JPG EPS TIFF
IOWWA to design ad from information provided (billed per IOWWA's cost for design work; email or call for quote)
Use exhibiting materials on hand from current advertising contract
Use materials enclosed
Use new materials to follow. Submit prior to advertising deadline

### **CONTRACT**

<b>COMPANY</b>			
<b>Authorizing Representative</b>		<b>Check for Ad Agency</b>	
<b>Address</b>	<b>City/State/Zip</b>		
<b>Phone:</b>	<b>Email:</b>		
<b>Signature (electronic)</b>			

**PAYMENT** (Commission: Advertising is non-commissionable).

<b>INVOICE</b> - will be emailed to Authorizing Representative following first print issue. <i>Or provide alternative email for billing:</i>
<b>CHECK</b> – payable to IOWWA. <b>Mail to IOWWA, c/o Penny Andorf, P.O. Box 322, Hudson IA 50643</b>

**MATERIALS** - Signed contract and materials should be sent to:

**Pam Schoffner, P. S. Writes**, 1516 Tournament Club Way, Polk City, IA 50226

Or email materials to [pam@schoffner.com](mailto:pam@schoffner.com) Questions: call Pam Schoffner, 515-371-0310