



2010 Advertising Opportunity!

Reach irrigation and drainage professionals in the U.S. and around the world!

USCID is the leading U.S. professional society for water resources professionals involved in agricultural irrigation, drainage and flood control. USCID is the U.S. national committee and one of 75 member countries of the International Commission on Irrigation and Drainage.

USCID offers three opportunities to reach the irrigation and drainage target audience:

USCID Newsletter — The **USCID Newsletter**, published three times a year, is the premier publication for irrigation professionals, featuring technical articles about contemporary issues in irrigation and drainage in the U.S. and around the world.

USCID Membership Directory — Published annually, the Directory is a reference tool used by USCID and ICID readers for one year.

USCID Website — Receiving hundreds of “hits” a day, people from around the world log on to www.uscid.org to learn more about USCID, its meetings and activities. Ads are featured in a special section of the website, and are offered ONLY to advertisers who place an ad or professional card in the Membership Directory.

Why advertise with USCID? You'll get cost-effective exposure to thousands of the leading water resources individuals and organizations around the world. As an advertiser, you will receive a copy of the Directory and each issue of the Newsletter.

USCID and ICID Members are involved with:

- planning
- design and construction
- operation and maintenance
- biological sciences
- environmental and social issues
- project finance
- economics and law

They represent:

- consulting firms
- water districts
- utilities
- contractors
- government agencies
- universities
- international organizations

The Directory and the Newsletters each feature display ads and a section for business cards (up to ten cards per page).

The enclosed Media Information sheet provides additional details, including rates, specifications and deadlines.

Advertise in the 2010-11 *USCID Directory* and the 2010 *USCID Newsletters* to team up with the leading multi-disciplinary professional organization for irrigation, drainage and flood control.

**For more information about USCID, visit our website at:
www.uscid.org**



2010 Media Information

USCID Newsletters Membership Directory and Website

Rate Schedule

	Professional Card	1/4 Page Ad	1/2 Page Ad	Full Page Ad	Inside Back Cover
Directory and Website	\$75	\$125	\$225	\$400	\$450
USCID Newsletter, 3 issues	\$150	\$250	\$450	\$800	\$900
Directory, Website and Newsletter	\$195	\$325	\$625	\$1,100	\$1,250

USCID **Corporate Members** receive a **free professional card** OR a **20 percent discount** on Directory and *USCID Newsletter* Ads. (See www.uscid.org/uscid_m.html for Corporate Membership information and an application form.)

Specifications

Professional Card: 2 inches high by 3 1/2 inches wide; **horizontal format only**

1/4 page ad: 4 1/2 inches high by 3 5/8 inches wide

1/2 page ad: 4 1/2 inches high by 7 1/2 inches wide

Full Page ad: 9 1/4 inches high by 7 1/2 inches wide

Four color ads will be placed on the website; Newsletter and Directory ads are greyscale; no bleeds.

Please provide your standard size business card or artwork as a .PDF, .TIF or .JPG file. Send by e-mail or mail a CD-ROM. Alternatively, mail your card or original artwork, which USCID will scan. Sharp black and white cards or camera-ready art reproduce best. **Please do not fold, tape, staple or clip your card or artwork** as any marks on the artwork will appear in the scanned image.

Terms

Prepayment requested. Checks, Purchase Orders, Visa and MasterCard accepted.

Deadline

February 12, 2010

To Order

Send Insertion Order with payment and artwork.

U.S. Committee on Irrigation and Drainage
Phone: 303-628-5430, Fax: 303-628-5431
E-mail: stephens@uscid.org
Internet: www.uscid.org



INSERTION ORDER — 2010

USCID Membership Directory and Website and Newsletters

Professional Card

- Directory and Website — \$75
- Newsletters, 3 issues — \$150
- Directory, Website & Newsletters — \$195

Full Page Display Ad

- Directory and Website — \$400
- Newsletters, 3 issues — \$800
- Directory, Website & Newsletters — \$1,100

1/4 Page Display Ad

- Directory and Website — \$125
- Newsletters, 3 issues — \$250
- Directory, Website & Newsletters — \$325

Inside Back Cover Ad

- Directory and Website — \$450
- Newsletters, 3 issues — \$900
- Directory, Website & Newsletters — \$1,250

1/2 Page Display Ad

- Directory and Website — \$225
- Newsletters, 3 issues — \$450
- Directory, Website & Newsletters — \$625

USCID **Corporate Members** receive a **free professional card** OR a **20 percent discount** on Directory and USCID Newsletter ads.

Signature

Please print name

Company Name

Street Address or P.O. Box

City, State, Zip

Telephone

E-mail

Check for \$_____ enclosed.

Charge \$_____ to VISA or MasterCard No. _____

Expiration Date _____ Name on Credit Card _____

Signature _____

Return this form with your card, or art for your ad, and payment or credit card information to:

**U.S. Committee on Irrigation and Drainage
1616 Seventeenth Street, #483
Denver, CO 80202
U.S.A.**

**Phone: 303-628-5430
Fax: 303-628-5431
E-mail: stephens@uscid.org
Internet: www.uscid.org**

Deadline — February 12, for the Winter 2010 *USCID Newsletter!*