

THE  
**Onsite**  
*Journal*

2024 Media Kit



# ABOUT US

The National Onsite Wastewater Recycling Association (NOWRA) is the largest organization within the U.S. dedicated to educating and representing members within the onsite and decentralized industry. Our members include educators, regulators, engineers, contractors, manufacturers, suppliers, service providers, and other parties in the protection of North America's water resources and environment. All segments of the industry are represented on NOWRA's Board of Directors that provide broad perspectives to promote and sustain our industry and service to the public. NOWRA headquarters is located in Westford, Massachusetts, with local constituent groups throughout the U.S. and Canada.

## THE ONSITE JOURNAL



Circulation  
**5,500+**

SPRING ISSUE

| MARCH 2024 |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|
| SU         | M  | T  | W  | TH | F  | SA |
|            |    |    |    |    | 1  | 2  |
| 3          | 4  | 5  | 6  | 7  | 8  | 9  |
| 10         | 11 | 12 | 13 | 14 | 15 | 16 |
| 17         | 18 | 19 | 20 | 21 | 22 | 23 |
| 24         | 25 | 26 | 27 | 28 | 29 | 30 |

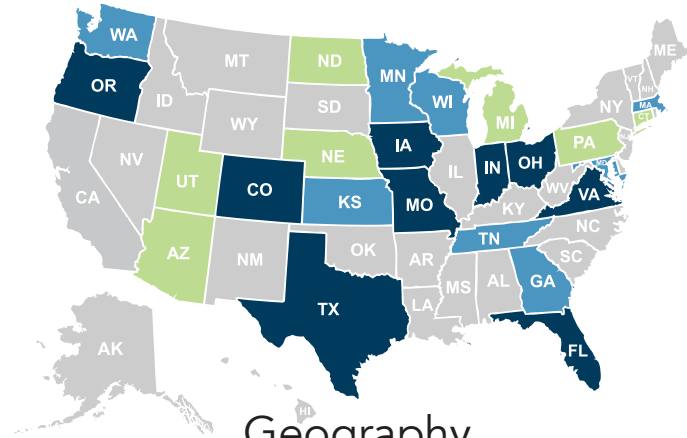
SUMMER ISSUE

| JUNE 2024 |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|
| SU        | M  | T  | W  | TH | F  | SA |
|           |    |    |    |    |    | 1  |
| 2         | 3  | 4  | 5  | 6  | 7  | 8  |
| 9         | 10 | 11 | 12 | 13 | 14 | 15 |
| 16        | 17 | 18 | 19 | 20 | 21 | 22 |
| 23        | 24 | 25 | 26 | 27 | 28 | 29 |

FALL ISSUE

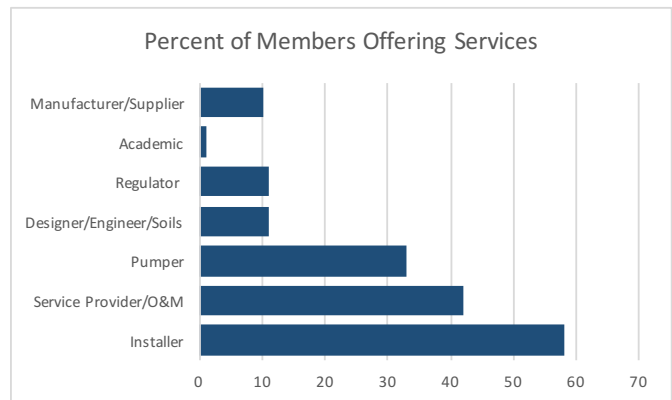
| SEPTEMBER 2024 |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|
| SU             | M  | T  | W  | TH | F  | SA |
| 1              | 2  | 3  | 4  | 5  | 6  | 7  |
| 8              | 9  | 10 | 11 | 12 | 13 | 14 |
| 15             | 16 | 17 | 18 | 19 | 20 | 21 |
| 22             | 23 | 24 | 25 | 26 | 27 | 28 |
| 29             | 30 |    |    |    |    |    |

Frequency  
**Tri-Annual**



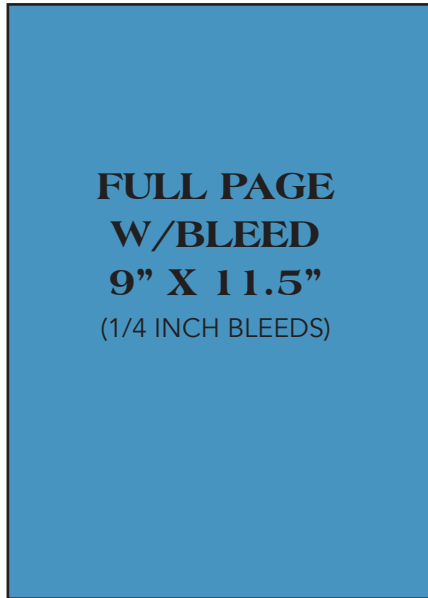
Geography  
**Nationwide**

Fewer than 25    25-100    100-250    250+  
Approx Membership as of January 2024

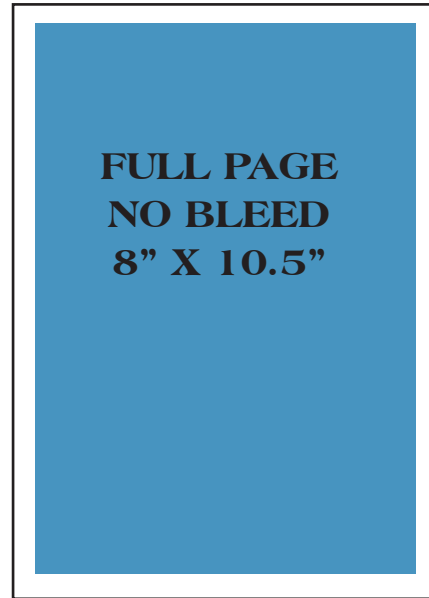


Readership  
**60% Installers**

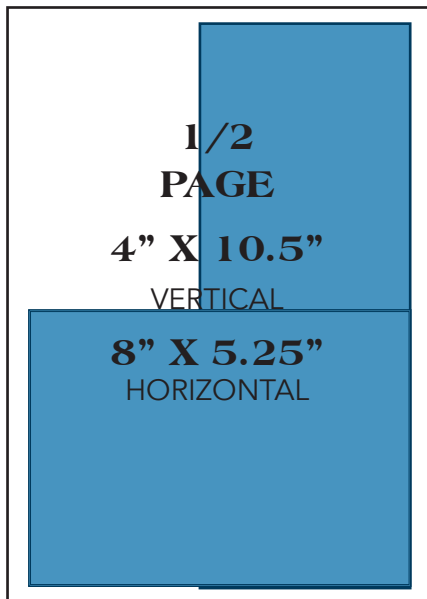
# ADVERTISING



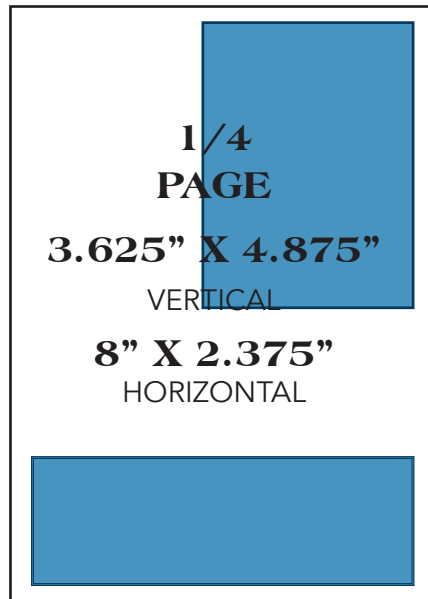
**COVER PAGE**  
FULL BLEED ONLY



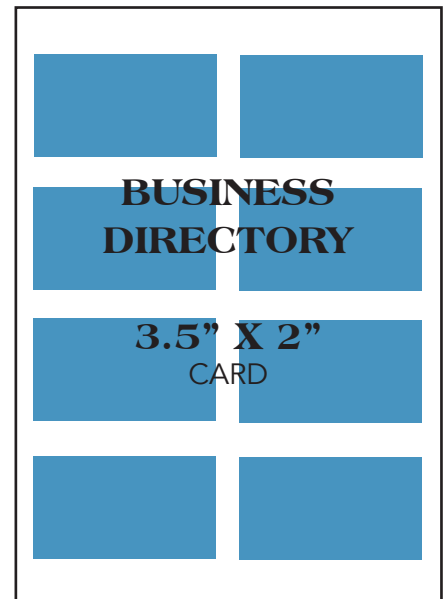
**FULL INSIDE PAGE**  
BLEED OR NO BLEED



**HALF PAGE**  
NO BLEED



**QUARTER PAGE**  
NO BLEED



**BUSINESS DIRECTORY**  
MUST PROVIDE CAMERA READY BUSINESS CARD FILE!

## CAMERA READY AD SPECIFICATIONS:

- HIGH RES PDF OR VECTOR EPS
- MINIMUM 300 DPI AT FULL SIZE
- CONVERT ALL FONTS TO OUTLINES
- EMBED ALL IMAGES
- ALL ADS 4-COLOR

# RATES

## OPEN RATES

|                           | <b>1 ISSUE</b> | <b>ALL 3 ISSUES</b> |
|---------------------------|----------------|---------------------|
| <b>COVER PAGE</b>         | \$2,250        | \$2,100             |
| <b>FULL PAGE</b>          | \$1,750        | \$1,600             |
| <b>HALF PAGE</b>          | \$1,350        | \$1,250             |
| <b>QUARTER PAGE</b>       | \$850          | \$800               |
| <b>BUSINESS DIRECTORY</b> | \$325          | \$300               |

## CORPORATE MEMBER RATES

|                           | <b>1 ISSUE</b> | <b>ALL 3 ISSUES</b> |
|---------------------------|----------------|---------------------|
| <b>COVER PAGE</b>         | \$1,700        | \$1,500             |
| <b>FULL PAGE</b>          | \$1,350        | \$1,250             |
| <b>HALF PAGE</b>          | \$850          | \$800               |
| <b>QUARTER PAGE</b>       | \$500          | \$450               |
| <b>BUSINESS DIRECTORY</b> | \$300          | \$250               |

All rates are NET per issue. Commitment must be received for all issues in ADVANCE of first publication date in order to qualify for the volume rates outlined above. Priority ad placement location goes to higher level corporate membership.

### **NEW for 2024! Additional Discounts for Higher Level Corporate Members**

Diamond - 20% discount  
Gold/Silver - 15% discount  
Bronze - 10% discount

### **AD COPY DEADLINES:**

SPRING ISSUE: FEB 16  
SUMMER ISSUE: MAY 17  
FALL ISSUE: AUGUST 2