

THE Onsite *Journal*

2025 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 2025						
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

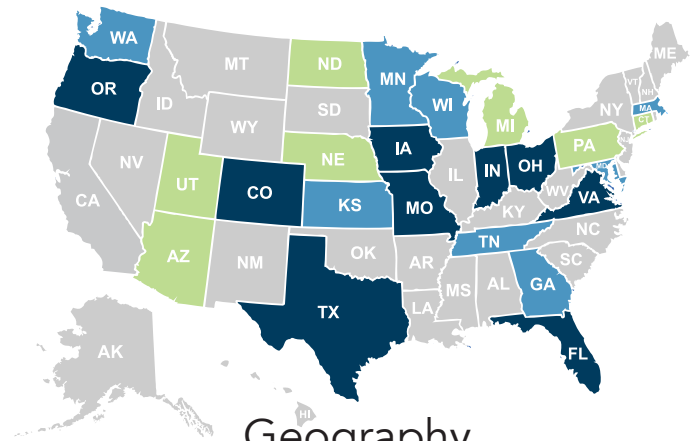
SUMMER ISSUE

JUNE 2025						
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					

FALL ISSUE

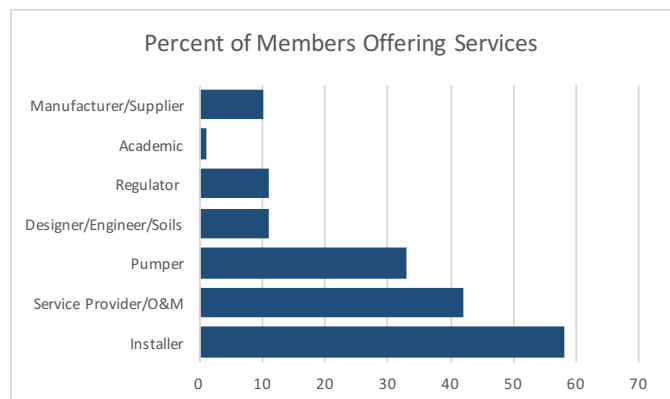
SEPTEMBER 2025						
SU	M	T	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Frequency
Tri-Annual



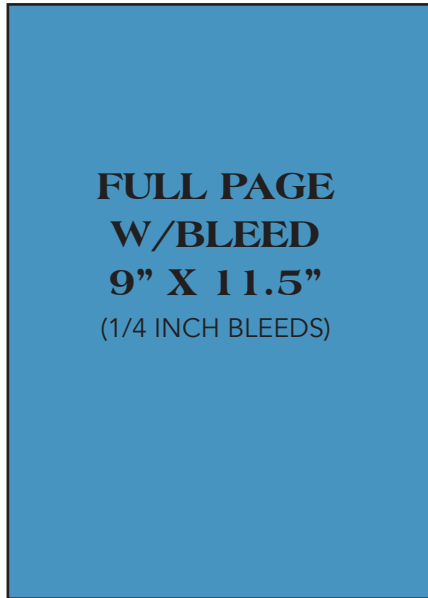
Geography
Nationwide

Fewer than 25 25-100 100-250 250+
Approx Membership as of January 2025

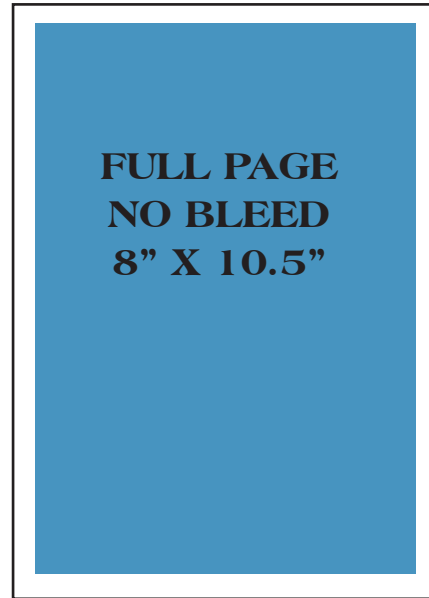


Readership
60% Installers

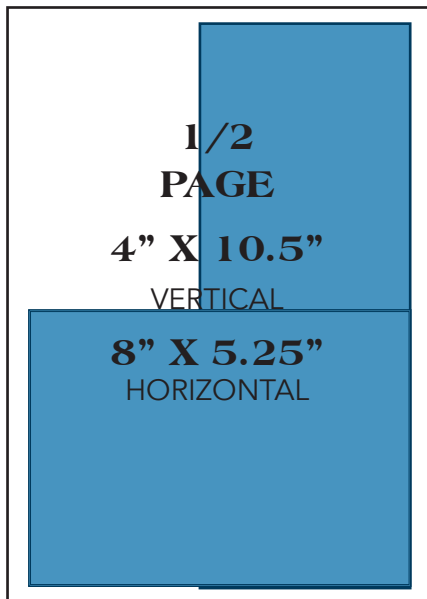
ADVERTISING



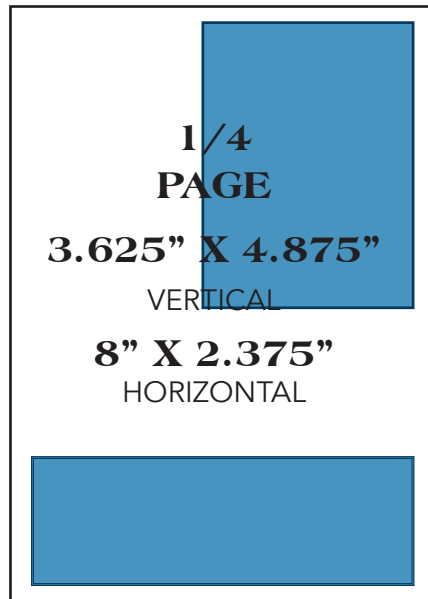
COVER PAGE
FULL BLEED ONLY



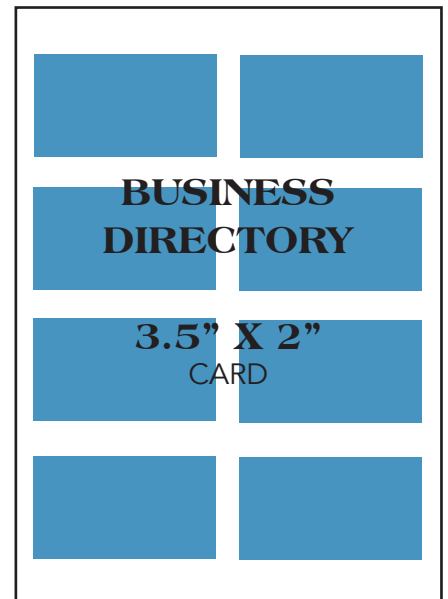
FULL INSIDE PAGE
BLEED OR NO BLEED



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

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

CORPORATE MEMBER RATES

	1 ISSUE	ALL 3 ISSUES
COVER PAGE	\$1,700	\$1,500
FULL PAGE	\$1,350	\$1,250
HALF PAGE	\$850	\$800
QUARTER PAGE	\$500	\$450
BUSINESS DIRECTORY	\$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.

Additional Discounts for Higher Level Corporate Members

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

AD COPY DEADLINES:

SPRING ISSUE: FEB 21
SUMMER ISSUE: MAY 16
FALL ISSUE: AUGUST 1