



— Backflow Prevention —

# JOURNAL



2021 Media Kit





## Dedicated to Protecting Our Most Precious Resource

The Backflow Prevention Journal digital magazine is the source for the most relevant and insightful articles and features available to the cross-connection control industry. The Journal is focused on the professional interests of individuals in the industry including backflow prevention assembly installers, repairers, surveyors, and testers. Our readers also include contractors, plumbers, pipefitters, sprinkler fitters, irrigation personnel, water utilities personnel, water operators, inspectors, and manufacturers. The Journal reaches out to all stakeholders in the backflow prevention and cross-connection industry.

With a subscriber list nearing 25,000 individuals in the United States and abroad, the Journal is a showcase for new products, services, and certifications related to backflow protection. Our advertisers have an opportunity to reach out directly to our audience and directly benefit from our outreach.

Distributed four times a year in a digital format, Backflow Prevention Journal will focus on cross-connection control and backflow prevention, including articles about municipal water programs, cross-connection industry news and updates, along with backflow testing, installation, and repair issues. The magazine will address innovations and products that are affecting cross-connection control regulations on a local and national level. We provide information about the installation of cross-connection control protection and related topics in the design and inspection of backflow protection in fire sprinkler, irrigation, plumbing, and mechanical systems.

The Journal is committed to providing a variety of regular columns such as Test Your Skills which test the reader's knowledge, and The Repair Guys which offer practical tips and guidance on testing and repair.

We invite and encourage you to review the advertising rate card and interact with Backflow Prevention Journal magazine. The projected circulation and readership figures are impressive, and it is our intent to increase them. The rates remain highly affordable, presenting your company with an excellent opportunity for a return on investment.

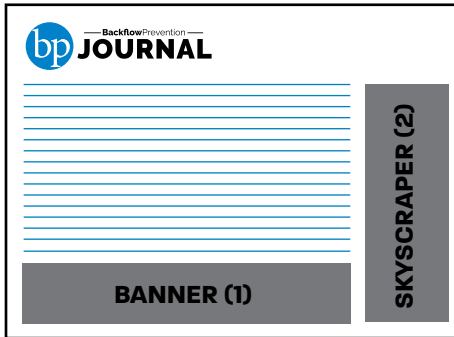
To reserve advertising space, discuss advertising programs or submit materials, please contact Kim Curtis, Backflow Prevention Journal's magazine administrator, by telephone at (855) 536-2800, or by email at [kim.curtis@iapmo.org](mailto:kim.curtis@iapmo.org). For editorial content please contact Sean Cleary at (909) 996-5336 or by e-mail at [sean.cleary@iapmo.org](mailto:sean.cleary@iapmo.org).

We hope you will join us in supporting this publication. Our entire staff looks forward to working with you now and throughout the coming years in the interest of water system safety worldwide! For more information, you can visit our website at [backflowpreventionjournal.org](http://backflowpreventionjournal.org).

## 2021 ADVERTISING RATES AND SPECIFICATIONS

FREQUENCY	1x	2x	3x	4x
Banner Ad	\$600.00	\$1100.00	\$1650.00	\$2200.00
Skyscraper Ad	\$600.00	\$1100.00	\$1650.00	\$2200.00

Note: Advertisers who do not complete their frequency contract within their contract year will be short-rated to the appropriate earned rate. Cancellations cannot be accepted after space closing date. Advance payments are nonrefundable.



BANNER (1)  
width: 600px  
height: 100px

SKYSCRAPER (2)  
width: 120px  
height: 500px

### FILE SUBMISSION

Electronic files only. Files can be sent to [tim.denhartog@iapmo.org](mailto:tim.denhartog@iapmo.org).

### ACCEPTED FILE FORMATS

RGB, 72dpi. JPG or GIF, 50k max file size. Please note animated gifs are not supported by all email clients.

## EDITORIAL SCHEDULE

MONTH	EDITORIAL/ART DEADLINE	AD SPACE CLOSING	DISTRIBUTED
February	January 15	February 15	February 28
May	April 15	May 15	May 31
August	July 15	August 15	August 31
November	October 15	November 15	November 30

## EDITORIAL CALENDAR

MONTH	FEATURE ARTICLE	FEATURE ARTICLE	REPAIR GUYS	TEST YOUR SKILLS
February	2021 UPC, IPC, and NSPC Changes Related to Cross-Connection Control	The ABC's of Recycled Water System Protection	Deringer RPA X Series	Confined Space Backflow Testing
May	Outdoor Enclosers for Backflow Protection	The Pros and Cons of Requiring Backflow Assembly Internal Inspections	Apollo 4S Series	Fire System Detector Assemblies
August	Plumbing Fixture Cross-Connection Protection	What is Thermal Expansion?	Watts 757DCDA	Thermal Expansion Requirements
November	Is Annual Testing Enough?	New Products and Standards	Wilkins - 975XL	Vacuum Breakers



Return to:

1517 Chastain Road  
Johns Island, SC 29455  
Phone: 1-855-536-2800  
kim.curtis@iapmo.org

## DISPLAY AD INSERTION ORDER and SALES AGREEMENT

Ad to appear in Backflow Prevention Journal digital magazine

Advertiser Name: \_\_\_\_\_

Contact person/Agent: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Advertiser/Agent requests Ad to appear under the following Schedule

RATE CARD USED:

**#4**

Please review the Current Rate Card for Mechanical Information, Material Deadlines and Pricing. Please print clearly.

ISSUE	SIZE	TITLE	RATE
January 2021			
April 2021			
July 2021			
Ocotber 2021			

SEND ARTWORK/AD MATERIALS TO [TIM.DENHARTOG@IAPMO.ORG](mailto:TIM.DENHARTOG@IAPMO.ORG)

Advertiser/Agent agrees to pay promptly upon receipt of billing/statement and to be bound by terms and conditions for payment set forth on Rate Card indicated above, incorporated by reference to this agreement.

\_\_\_\_\_  
Advertiser/Agent signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Publisher Acceptance

\_\_\_\_\_  
Date

Agency Commission: Magazine: 15% of gross billing on advertising space. All billings are due and payable 30 days from the date on the invoice and both the advertiser and its agency are jointly and severally liable for payment of the invoice. Interest on unpaid invoices will be charged at the rate 8% per annum. The Publisher will not be bound by any condition appearing on the advertiser's or its agency's insertion order or copy instructions when such conditions with the regulations set forth in the Publisher's current rate card. Cancellations will not be accepted by the Publisher after the closing date. Cancellations prior to the closing date must be in writing and none are considered accepted until confirmed in writing by the Publisher. The Publisher may repeat the advertiser's most recent advertisement when material for a new advertisement has not been received by the Publisher by the closing date. If no previous advertisement exists, the Publishers will add a late cancellation charge amounting to 65% of the rate-card value for the space.

Advertisers will schedule advertising through an Insertion Order Sales Agreement, specifying all details about their ad, including but not limited to frequency, size, color, rate and contract period. Advertisers who do not complete their frequency within their contract year will be short-rated to the appropriate earned rate.

The publisher reserves the right to accept, classify, cancel, edit or reject any advertisement deemed in poor taste, or not in the best interest of our readers.

The publisher shall have no liability whatsoever by reason of any error in connection with any advertisement (including without limitation, failure to publish advertising, additions or omissions to advertisements). The publisher shall not be responsible for and shall incur no liability for errors or misprints beyond agreement to publish a make-good ad in a space equal to the size occupied by the error.

Advertisers or their agents are completely responsible for the ad content (including logos, photos and copy) which are submitted and published and shall hold the publisher harmless against any demands, claims or liability arising from the publication of said advertising.