

South Dakota

Solid Waste Management Association

Material Matters



U.S.A. OFFICE:
430 - 5190 Neil Road, Reno, NV 89502 USA

Your Industry
Is Our Specialty



SD Solid Waste Management Association (SDSWMA)

PO Box 978, Aberdeen, SD 57401-0978
Ph: (605) 216-3256 • Fax: (605) 225-1619

May 2010

Dear Friends and Colleagues

In keeping with our mission to promote environmentally sound solid waste management practices through training, education and technical assistance," the South Dakota Solid Waste Management Association (SDSWMA) is pleased to announce our partnership with Matrix Group Publishing Inc., in the production of our first full color, 8 1/2 x 11 inch, glossy stock magazine.

Material Matters, a bi-annual publication, will make its debut at our 20th annual conference September 14-16, 2010 in Aberdeen, South Dakota and again in the spring of 2011. **Material Matters** will provide SDSWMA members with the opportunity to network with professionals involved in all aspects of solid waste collection, disposal and/or recycling. Circulation will also reach our neighboring state(s) to the north, North Dakota; to the east, Minnesota and Iowa; to the south, Nebraska; to the west, Wyoming and Montana; and to all local and state government office officials involved in our industry.

In the pursuit of our goals—sustainability, education, technical assistance, self-promotion, regulatory agency relations, long-range solid waste management planning and scholarships—**Material Matters** will provide information on the status of all aspects of the solid waste industry including recycling, regulatory updates, a calendar of events, the status of meetings, and information of general interest to all our members and affiliates.

The success of **Material Matters** depends to a great extent on the quality of its advertisers. It is through advertising support that we are able to create this excellent communication vehicle and we look forward to working with you to make **Material Matters** an exciting and successful publication.

Thanking you for your kind support,

Jay R. Johnson
SDSWMA President

Promoting Environmentally Sound Solid Waste Management



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2010 RATES (Black and White Only)

Ad Size	1xRate	2x Rate
DPS	\$2429.50	\$2329.50
Full Page	\$1359.50	\$1259.50
2/3 Page	\$1119.50	\$1019.50
1/2 Page (Island)	\$999.50	\$899.50
1/2 Page	\$899.50	\$799.50
1/3 Page	\$649.50	\$599.50
1/4 Page	\$499.50	\$449.50
1/6 Page	\$439.50	\$389.50
1/8 Page	\$379.50	\$329.50

2010 COVER POSITIONS (Includes Color)

Outside Back	\$2949.50	\$2849.50
Inside Front	\$2739.50	\$2639.50
Inside Back	\$2739.50	\$2639.50

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is non-cancelable.

2010 COLOR RATES

One Process Color*	\$550.50
Spot or Match Color**	\$650.50
Four Process Color	\$850.50
Special or Metallic Color	\$1150.50

*Process colors—yellow, cyan or magenta plus black

**Publisher cannot guarantee exact match

Guaranteed Position—add 15% of b&w rate.

Bleed—add 15% of b&w rate.

Extra Listings \$25.00

Proofs—Fax/Email \$50.00

Proofs—CD Rom \$60.00

Advertising Agencies—add 15%, all rates are net

Terms of payment due upon receipt of invoice. Add 2% per month interest on accounts over 30 days.

Complete Poly-Bagging and Insert Services Are Available Upon Request.



Full Page
7 by 9 1/2



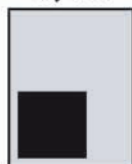
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1/2 Page Horizontal
7 by 4 5/8



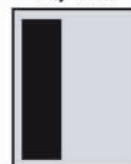
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1/3 Page Square
4 5/8 by 4 5/8



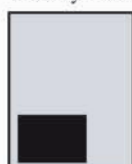
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7 by 3



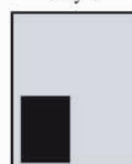
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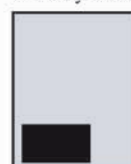
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1/4 Page Horizontal
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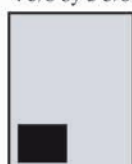
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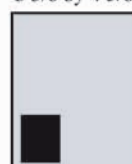
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1/6 Page Vertical
2 1/8 by 4 5/8



1/8 Page Horizontal
3 3/8 by 2 1/8



1/8 Page Vertical
2 1/8 by 3 3/8

Live Space	7 by 9 1/2
Trim Size	8 3/8 by 10 7/8
DPS	17 by 11 1/8
Bleed	8 5/8 by 11 1/8

*All measurements are in inches

PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high quality (300dpi minimum), press ready PDF file. Ensuring that all fonts have been embedded and all color has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CS (InDesign, Illustrator, Photoshop and Acrobat) as well as Quark 6.5.

Digital files e-mailed to: sales@matrixgroupinc.net

Questions? Please contact the Matrix Group Publishing Inc. at:

Toll Free Phone: 866-999-1299

Toll Free Fax: 866-244-2544



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