



2024 Advertising Prospectus

Coastal Wetlands of the Wilderness Lakes System, South Africa, Photographed by Douglas Macfarlane.

Monthly Newsletter

The SWS monthly newsletter is sent to approximately 3,000 members around the world, and enjoys an open rate between 40-50%, which is well above industry average. Place your organization in front of leading environmental scientists monthly with an ad that links to your website.

	1x	3x	6x	12x
Price (per ad)	\$100	\$90 (\$270 total)	\$80 (\$480 total)	\$70 (\$840 total)

- **Ad Format:** .jpeg or .png
- **Ad Due Date:** Artwork and link URL due on the first of the month in which the ad is to run.
- **Size Specifications:** 300 pixels wide x 250 pixels tall, 72 dpi
- **Distribution Date:** On or around the 15th of each month

Website

The SWS website boasts nearly 200 daily visitors annually and is a user-friendly, engaging, and SEO optimized format. By purchasing ad space on sws.org, you will increase the visibility of your product or service directly to our audience of wetland professionals, academics, and other science-based fields that will benefit the most from what your company has to offer.

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Ad Due Date	January 2	March 27	June 24	Sept 25
Ad Begins	January 9	April 3	July 1	October 2

- **Pricing:** \$300 quarterly; \$1,000 yearly
- **Ad Format:** .jpeg or .png
- **Size Specification:** 300 pixels wide x 250 pixels tall, 72 dpi
- **Ad Due Date:** Artwork and link URL due one week prior to beginning run date
- **Ad Begin Date:** Ad uploaded the first day of the first month of the quarter

Wetland Science & Practice (WSP)

WSP is the SWS quarterly publication aimed at providing information on select SWS activities (technical committee summaries, chapter and section workshop overview/abstracts, and SWS-funded student activities); brief summary articles on current or recently completed wetland research, restoration, or management projects; information on the general ecology and natural history of wetlands; and highlights of current events. It is distributed digitally, with over 2,000 impressions and more than 300 reads in the first six months after release.

- **Ad Format:** Press quality .pdf with images rendered at 300 or higher dpi
- **Ad Due Date:** Artwork is due on the 15th of the month prior to the month of publication
- **Distribution Date:** WSP is published on or around the middle of the month of publication

Pricing and Print Specifications	1x	2x	3x	4x
Full page (7.5" x 10" tall)	\$275	\$250	\$225	\$200
Half page (7.5" x 4.625" tall)	\$175	\$160	\$145	\$130
Quarter page (3.625" x 4.625" tall)	\$120	\$110	\$100	\$90

	January issue	April issue	July issue	October issue
Ad Due Date	December 15	March 15	June 15	September 15
Issue Published	January 3	April 3	July 5	October 4

