

2023-2024

MEDIA KIT



IDA GLOBAL CONNECTIONS



**PUBLICATION
SCHEDULE
&
SPONSORSHIP
OPPORTUNITIES
FOR IDA GLOBAL
CONNECTIONS**

IDA Global Connections is published by the International Desalination Association four times a year in April, July, October and January. Available in digital format on the IDA website, with printed copies of special editions, it is distributed by email to over approximately 10,000 stakeholders from all sectors of the global desalination, water reuse and advanced water treatment industry.

IDA Global Connections is a source of news and information not only about IDA and its affiliates, but also about topics of interest to the global desalination and water reuse industry. We are pleased to offer various sponsorship options to promote your company and showcase your products and services. Your sponsorship support will help IDA to advocate the use of desalination, water reuse and advanced water treatment solutions to meet the ongoing global need for sustainable clean water.

ISSUE
SPRING
SUMMER
FALL
WINTER



Premier packages – the most comprehensive way to showcase your company and support the IDA.

Prices are for a one-time package.

Diamond: \$8,000 US

- **Full page article** in one of the quarterly issues of IDA Global Connections.
- **Inside Front Cover** position for your company's promotional message.
- **Company logo to be placed in the bulletin** announcing the issue of IDA Global Connections, distributed to more than 10,000 industry professionals.

Other sponsorship options (prices in USD)

	1 Issue	2x	3x	4x*
Inside Front Cover (full page)	\$4,270	\$3,915	\$3,735	\$3,600
Inside Back Cover (full page)	\$3,870	\$3,735	\$3,600	\$3,465
Outside Back Cover (full page)	\$4,500	\$4,410	\$4,230	\$4,050
Full Page	\$3,330	\$3,150	\$2,970	\$2,790
Two Page Spread	\$6,165	\$5,850	\$5,715	\$5,580
Half Page horizontal or vertical	\$2,565	\$2,430	\$2,295	\$2,160
Quarter Page	\$2,070	\$1,935	\$1,800	\$1,665

Upgrade to front half of IDA Global Connections, right-hand page: +15% (limited to 8 pages per issue, full or half pages only).

*10% discount for multiple insertions if prepaid before first insertion runs.

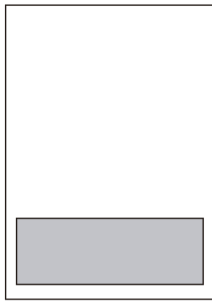


Sponsorships

FORMAT: Submit sponsorship materials in a pressready Adobe Acrobat PDF in CMYK color mode. Other file types can be accepted; please contact sponsorships@idadesal.org for more information.

BLEED/BORDER: 3 mm perimeter

RESOLUTION: 300 dpi

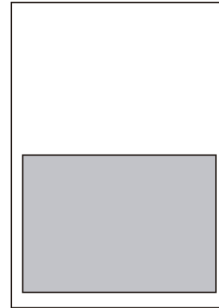


QUARTER PAGE

Size: 190 x 65 mm (W X H)

Resolution: 300 dpi

Bleed: 3 mm perimeter

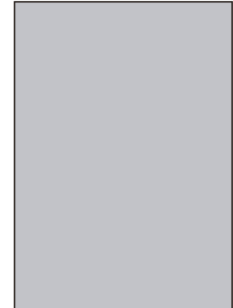


HALF PAGE

Size: 190 x 135 mm (W X H)

Resolution: 300 dpi

Bleed: 3 mm perimeter



FULL PAGE

Size: 210 x 297 mm (W X H)

Resolution: 300 dpi

Bleed: 3 mm perimeter

Sponsorship Deadlines

YEAR	ISSUE	SPACE RESERVATION	MATERIALS	PUBLICATION
2023	Winter	December	December	January
2023	Spring	March	March	April
2023	Summer	June	June	July
2023	Fall	September	September	October
2024	Winter	December	December	January

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For more information about sponsorship opportunities in IDA Global Connections, please contact IDA at sponsorships@idadesal.org.