Water Education Colorado is a 501(c)(3) nonprofit organization providing quality information, educational tools, learning experiences, and leadership development programs focused on Colorado’s most precious resource – water. Since our founding by the state legislature in 2002 in the wake of a critical drought period, our mission has been to help Coloradans understand water as a limited resource and make informed decisions.

Published three times annually in glossy, four-color format, Headwaters magazine is Water Education Colorado’s flagship publication, covering the most pressing water issues with compelling, impartial reporting and storytelling. By providing timely, accessible coverage that considers diverse perspectives and value sets, Headwaters helps advance the dialogue and fosters innovative and collaborative solutions for Colorado’s water challenges.

Headwaters Recent Issues
No other publication in Colorado targets the broad cross-section of professionals and interested citizens from the water management, conservation, agricultural and business communities like Headwaters magazine. Headwaters reaches a diverse audience with one thing in common: a passion for understanding water issues. Typical readers are college-educated, over 35, and work in a natural resource-related field.

Headwaters has a distribution of over 7,500 in Colorado and beyond. Each magazine typically crosses multiple desks as it is circulated within offices and repeatedly referred back to. Headwaters is handed out at numerous conferences and is also available online at www.watereducationcolorado.org, where all past issues are archived.
Headwaters Editorial Calendar for 2020

Spring 2020: “Environmental Justice and Equity” will hold a lens to equity in the water sector while also focusing on water-related environmental justice stories. This issue will dive into challenges and successes related to water affordability and equity; environmental justice cases and the corresponding regulations, laws, and community activism to bring justice; and will include a toolkit with tips and advice from practitioners to increase equity and justice in Colorado water.

Summer 2020: “Aging Infrastructure” will cover Colorado’s water infrastructure needs including the challenge of aging infrastructure, financial hurdles to repair or replace it, and approaches that various entities—water providers, municipalities, irrigators, ditch companies, dam and reservoirs, regions, government agencies and others—are taking to prepare.

Fall 2020: “Land and Water Trusts” will focus on Colorado land trusts, the tools they use, and projects that intersect with and create lasting impacts to water, while also looking at the work of the Colorado Water Trust.
Advertising rates for *Headwaters* magazine are competitive with other publications of similar size and scope. All advertising revenue goes directly toward supporting the ongoing production and distribution of *Headwaters* in order to accomplish the educational objectives of Water Education Colorado.

In order to minimize the impact to educational content, the total number of ads in *Headwaters* is limited, increasing the exclusivity of your ad.

Ads are sold on a first-come, first-served basis and are discounted by 10 percent or more when purchasing in advance for multiple issues.

### Headwaters Magazine Advertising Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 issue</th>
<th>2 issues*</th>
<th>3 issues*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,000</td>
<td>$2,700</td>
<td>$2,400</td>
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<tr>
<td>Half Page</td>
<td>$1,500</td>
<td>$1,350</td>
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<tr>
<td>One-Third Page</td>
<td>$1,000</td>
<td>$900</td>
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<td>Business Card</td>
<td>$500</td>
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*price is per issue*
Artwork Requirements

Please submit all ads as 4-color press-optimized PDFs. Resolution must be at least 300 dpi. PDF files must have fonts embedded and should not include printer marks such as crop marks.

Water Education Colorado believes in impartial, non-advocacy education. Therefore, the editor and publisher of Headwaters reserve the right to refuse any advertisements that may jeopardize this standard.
Secure your advertisement today by emailing Jayla Poppleton at Jayla@wateredco.org.

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