

1.1 SCHEDULE. The 2005 Engineer's Roster shall be produced in accordance with the following schedule:

Point of contact names sent to Catchword Graphics, Inc.	August 15, 2004
Sales leads sent to Catchword Graphics, Inc.	September 15, 2004
Submission of Member Lists and cover sheets	October 1, 2004
Bulk Distribution	February, 2004

Each participating organization shall be allowed a maximum of one-half page of the Roster for an introductory page. These pages may be reduced to one third of a page if the size of the book exceeds binding requirements .

2.1 PERSON LISTING. The individual person listing will look like the example below:

Individual's name, Org Doe, John A. APWA
Employer ACME Engineering Inc.
Mailing Address (Street Address) 123 Main St.
Mailing Address (City, St, Zip) Kansas City, MO 64123
Telephone Number 816 555-1234

All names in this roster listing shall be organized by alphabetical order based on that person's last name.

3.2 DATA FORMATTING. Catchword Graphics will be responsible for sorting and formatting the roster for printing. The final format will be as in the 2004 JEC Directory. The member list from all the participating organizations will be e-mailed to Catchword Graphics. The lists must be properly formatted as described in enclosure one. Member organizations may hire Catchword Graphics to format their list on a data base at an additional cost.

4.0 JEC PARTICIPATING ORGANIZATION RESPONSIBILITIES.

The following are the responsibilities of JEC and the participating organizations:
Each participating organization will provide a one half page introductory letter for their organization. They will provide several blank copies of their letterhead if they exist.
Each organization will e-mail their member list to Catchword Graphics at Catchword2@aol.com. Each participating organization must proofread their list before submitting it to Catchword Graphics.

Each participating organization will submit a list of ten (10) potential advertisers for the use of Catchword Graphics. This list should include a person to contact and phone number for each potential advertiser. If the member organizations have corporate sustaining members, they should forward those company names also.

4.1 ADVERTISING RATES.

Ad Size	Price
Back Cover	\$ 1,400
IB Cover	\$ 1,000
IF Cover	\$ 1,000
Full Page	\$ 590
Half Page	\$ 490
Quarter Page	\$ 390

1/8th Page \$ 290

These ad rates are for black and white only. Additional charges for standard color ads are as follows: one color—\$150; two colors—\$300; three colors—\$360; and four colors—\$500. These prices are for standard colors only and do not include prices for close registration, screens, bleeds, four color process and PMS colors. Advertisers with special requests should contact Catchword Graphics for rates.

1. Send the lists in Excel software. Call Chris Clarke at (816) 741-9484 if you have other software.
2. Use the following fields in the order listed

Field 1	Last Name	Smith (First letter cap, remainder lower case)
Field 2	First Name	John (First letter cap, remainder lower case)
Field 3	Middle Initial	A.
Field 4	Organization	APWA (All Caps)
Field 5	Company	Black & Veatch
Field 6	Street	123 Main St.
Field 7	City	Kansas City
Field 8	State	MO (All caps, use postal abbreviation)
Field 9	Zip	64123
Field 10	Phone	816-123-4567 (No parentheses)

3. Helpful hints:
 - a. If your data base has several phone numbers or addresses for an individual, choose one and delete the others. I have no way of determining what you want published.
 - b. Proofread your list carefully. What you send is what will be published.
 - c. Do not hesitate to call me at (816) 741-9484 if you have any questions.