

2017 ADVERTISING GUIDE



TRWA 
Texas Rural Water Association

MAGAZINE ADVERTISING

Quench, TRWA's bimonthly magazine, has a loyal reader base of a wide variety of rural water/wastewater industry professionals. Quench is distributed to all TRWA utility members, their employees and associate members, as well as certain non-members. Complimentary copies are also made available at TRWA-sponsored conventions, conferences, seminars and workshops.

With a total print circulation of approximately 5,000, and a widely-accessed digital presence, the magazine is an excellent medium for your company's advertising.

TRWA will publish six (6) issues of the magazine in 2017. Advertising rates below reflect placement in **one issue** of the magazine, and include links to the advertisers' websites in the digital version, if applicable. When six ads run consecutively and full payment is submitted with the contract, subtract the following from the total payment: 10 percent for six or more consecutive black and white advertisements, or 15 percent for six or more consecutive color advertisements. Please refer to the schedule on the following page for details on space reservation and artwork deadlines.

Member Rates Per Issue

Size	B&W	Color
Classified	\$150	N/A
Business Card	\$275	\$420
Quarter Page	\$520	\$710
Half Page	\$770	\$1,020
Back Cover (3/4 pg)	N/A	\$1,260
Full Page	\$1,145	\$1,395

Ad Dimensions

	<i>width</i>	<i>height</i>
Business Card (horizontal)	3 ⁵ / ₈	x 2 ⁵ / ₁₆
Quarter Page (vertical)	3 ⁵ / ₈	x 4 ⁷ / ₈
Half Page (vertical)	3 ⁵ / ₈	x 10
Half Page (horizontal)	7 ¹ / ₂	x 4 ⁷ / ₈
Back Cover	7 ¹ / ₂	x 7 ¹ / ₂
Full Page	8 ¹ / ₂	x 11

Dimensions are in inches.

Non-Member Rates Per Issue

Size	B&W	Color
Classified	\$275	N/A
Business Card	\$520	\$770
Quarter Page	\$895	\$1,150
Half Page	\$1,280	\$1,520
Back Cover (3/4 pg)	N/A	\$1,895
Full Page	\$1,645	\$2,015

Typesetting Charges

TRWA will typeset an ad if it is not camera-ready for a one-time additional charge.

Business Card	\$85
Quarter Page	\$135
Half Page	\$160
Full Page	\$185

MEMBERSHIP DIRECTORY ADVERTISING

Each year, TRWA publishes a comprehensive Membership Directory, which is a valuable resource to both TRWA utility and associate members and their staff. Primary distribution is in digital format, though a limited number of print directories are made available to members upon request.

Advertisements in TRWA Membership Directory are for a 12-month term, and are restricted to TRWA Associate Members only. A limited number of ads are available; forms received first will receive priority.

Ad Rates (Member Only)

Size	B&W	Color
Half Page	\$650	\$750
Full Page	\$900	\$1000
Inside BACK cover (full page)	N/A	\$1,200
Inside FRONT cover (full page)	N/A	\$1,400
Outside BACK cover (full page)	N/A	\$1,750

Ad Dimensions

	<i>width</i>	<i>height</i>
Half Page (horizontal only)	7 ¹ / ₂	x 4 ⁷ / ₈
Full Page	8 ¹ / ₂	x 11

Dimensions are in inches. Deviation from these dimensions will result in an additional charge.

Typesetting Charges

TRWA will typeset an ad if it is not camera-ready for an additional charge.

Half Page	\$155
Full Page	\$180

WEBSITE ADVERTISING

You now have the option of placing an advertisement on our website, www.trwa.org! Our website averages 4,960 unique visitors and 42,000 page views monthly, and tops 7,000 visits and 60,000 page views during peak months. The majority of our website visitors are employees of our members seeking resources to help better inform their business operations.

Please note, at this time only active TRWA members will be permitted to advertise on our website.

Placement

We are not currently offering ad placement on our website's home page. You can, however, choose between a standard-traffic page and a high-traffic page on our website. Standard-traffic pages on our site include Membership, Resources and Services pages and average 600 total page views monthly. High-traffic pages include Training, Conference and Publication pages and average 2,000 total page views monthly.

Dimensions

At this time, you may choose between two sizes (dimensions are in pixels):

- Small (180 x 150 – vertical or horizontal)
- Banner (120 x 600 – vertical or horizontal)

Rates

Size	Standard-traffic, 3 months	Standard-traffic 6 months	High-traffic 3 months	High-traffic 6 months
Small	\$150	\$275	\$300	\$575
Banner	\$300	\$575	\$600	\$1150

2017 DEADLINES

Placement

Web, Quarter 1 (peak)
Magazine Jan/Feb
Magazine March/April
Web, Quarter 2 (peak)
Magazine May/June
Membership Directory
Web, Quarter 3
Magazine July/Aug
Magazine Sept/Oct
Web, Quarter 4 (peak)
Magazine Nov/Dec

Reserve Space for Ads

January 2, 2017
January 16, 2017
March 20, 2017
March 31, 2017
May 19, 2017
May 26, 2017
June 30, 2017
July 17, 2017
September 8, 2017
September 29, 2017
November 20, 2017

Artwork Deadline

January 2, 2017
January 25, 2017
April 3, 2017
March 31, 2017
May 26, 2017
June 1, 2017
June 30, 2017
July 24, 2017
September 18, 2017
September 29, 2017
November 30, 2017

Ad Specifications

All ads must be submitted in electronic format, preferably in EPS, TIFF, JPG, AI, or INDD. Website advertisements must be static images and cannot include any animations. A signed advertising agreement form and payment in full must be received by the TRWA office before placement.

Contact Us

Texas Rural Water Association

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Austin, TX 78701
Phone: (512) 472-8591
Fax: (512) 472-5186
E-mail: editor@trwa.org
www.trwa.org

2017 ADVERTISING AGREEMENT FORM

All rules and deadlines found in this advertising guide apply to all advertisers. Signature on this form indicates acceptance of the terms contained within.

Please mark each box that applies.

Magazine Advertising

RUN MY AD IN THE FOLLOWING ISSUES:

- Jan/Feb Mar/Apr May/June
 July/Aug Sept/Oct Nov/Dec

AD SIZE:

- Classified Business Card
 Quarter Page Half Page
 Back Cover Full Page

TYPESETTING:

- Yes No

TRWA MEMBER STATUS:

- TRWA Member Non-Member

COLOR OPTION:

- Black and white Color

DISCOUNT:

- 10% discount (for six consecutive B&W ads)
 15% discount (for six consecutive color ads)

Membership Directory Advertising

AD SIZE:

- Half Page Full Page
 Inside Back Cover Inside Front Cover
 Outside Back Cover

COLOR OPTION:

- Black and white Color

TYPESETTING:

- Yes No

Website Advertising

AD SIZE:

- Small Banner

LOCATION:

- Standard-traffic High-traffic

DURATION:

- 3 Months 6 Months
 9 Months 12 Months

ADVERTISEMENT:

- Use new ad, enclosed. Pick up ad from last issue.

Total: \$ _____

Check enclosed

Credit Card #: _____ Expiration date: _____ CSV: _____

Advertiser: _____

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Fax Number: _____

E-Mail Address: _____

Authorized by: _____
(signature)