



**2018**

**ASSOCIATE**

**MEMBERSHIP**

1808 I-70 Drive SW | Columbia MO 65203  
Phone: 573-445-3279 | Fax: 573-445-0680  
[www.mpu.org](http://www.mpu.org)

# ASSOCIATE MEMBERSHIP BENEFITS

## Advertising

All ads in our quarterly magazine & directory are offered exclusively to Associate Members

## Face-Time

Spring Tech & as-needed trainings give opportunities for Associate Member demonstrations.

## 2018 Conference

Members receive early notice on sponsorships & registrations and enjoy significant booth discounts.

## Member Directory

Members receive print & digital membership directories. Associates are listed by their service categories.

## News Updates

Members are sent our quarterly magazine & email newsletters with all the latest utility news.

MPUA's Associate Members are a valuable resource for our membership. Through directory listings, sponsorships, advertising, face-time at trainings and our annual conference, our members gain awareness of the products and services you provide. We encourage them to utilize your expertise to strengthen their systems, plan for the future, and improve their service. Join MPUA to start connecting today.

# 2018 Advertising Rates

## QUARTERLY MAGAZINE ADVERTISEMENTS

Our Alliance Advantage magazine is published in February, May, August, and November with a distribution of over 750. All quarterly magazine advertisers will also have their logo featured in a scrolling spotlight block on [www.mpua.org](http://www.mpua.org). Advertisements are offered by calendar year.

<b>TYPE</b>	<b>SIZE</b>	<b>RATE</b>
<b>Business Card (B &amp; W)</b>	<b>3.5" x 2"</b>	<b>\$385</b>
<b>Quarter Page (B &amp; W)</b>	<b>3.5" x 5"</b>	<b>\$575</b>
<b>Half Page (Black &amp; White)</b>	<b>8" x 5"</b>	<b>\$825</b>
<b>Half Page (Color)</b>	<b>8" x 5"</b>	<b>\$1175</b>
<b>Full Page (Black &amp; White)</b>	<b>8" x 10.5"</b>	<b>\$1275</b>
<b>Full Page (Color)</b>	<b>8" x 10.5"</b>	<b>\$1475</b>

## MEMBERSHIP DIRECTORY ADVERTISEMENTS

The 2018 Membership Directory is a professionally-printed and bound booklet published each summer and is distributed to every MPUA Municipal and Associate Member. The inside back cover, inside front cover, and back cover options are available on a first come, first served basis.

<b>TYPE</b>	<b>SIZE</b>	<b>RATE</b>
<b>Inside (Color)</b>	<b>5.75" x 8.5"</b>	<b>\$750</b>
<b>Inside Back Cover (Color)</b>	<b>5.75" x 8.5"</b>	<b>\$1000</b>
<b>Inside Front Cover (Color)</b>	<b>5.75" x 8.5"</b>	<b>\$1500</b>
<b>Back Cover (Color)</b>	<b>5.75" x 8.5"</b>	<b>\$2000</b>

## ARTWORK REQUIREMENTS

All advertisements must be provided as high resolution TIF, JPEG, or PNG files.  
Email completed Magazine ads to Kerry Cordray at [kcordray@mpua.org](mailto:kcordray@mpua.org)  
Directory advertisements should include a 1/4 inch bleed.  
Email completed Directory ads to Konda Bentley at [kbentley@mpua.org](mailto:kbentley@mpua.org).

# MPUA Associate Member Application

Designated Representative \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Firm Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Cell \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web Site Address \_\_\_\_\_

**Please check the three categories which best describe your products or services: (up to four)**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Accounting         | <input type="checkbox"/> Heavy Equipment                     | <input type="checkbox"/> Renewable Energy                            |
| <input type="checkbox"/> Broadband          | <input type="checkbox"/> Insurance/Finance/Banking           | <input type="checkbox"/> Transmission                                |
| <input type="checkbox"/> Computers/Software | <input type="checkbox"/> Legal Services                      | <input type="checkbox"/> Utility Equipment Supply                    |
| <input type="checkbox"/> Consulting         | <input type="checkbox"/> Metering                            | <input type="checkbox"/> Utility Maintenance/Services                |
| <input type="checkbox"/> Engineering        | <input type="checkbox"/> Other                               | <input type="checkbox"/> Water/Wastewater Maintenance<br>or Services |
| <input type="checkbox"/> Generation         | <input type="checkbox"/> Power Supply                        |  |
| <input type="checkbox"/> GIS                | <input type="checkbox"/> Rate Design/Cost of Service Studies |  |

***Please provide a short (one paragraph) summary of your products and services for posting on the Alliance web site. If you include a web site address above, we will also include a link to your site.***

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**How would you like to receive your issue of the *Alliance Advantage*?**

By Mail to above address.  By Email: \_\_\_\_\_

**2018 Associate Member** \$ 430

**Dues: *Alliance Advantage* Ad:** \_\_\_\_\_

**Membership Directory Ad:** \_\_\_\_\_

**TOTAL Enclosed:** \_\_\_\_\_