

# 2016 ADVERTISING GUIDE



# 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, individual members 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 6,000, 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 2016. 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	\$125	N/A
Business Card	\$250	\$370
Quarter Page	\$495	\$685
Half Page	\$745	\$995
Back Cover (3/4 pg)	N/A	\$1,235
Full Page	\$1,120	\$1,370

## Ad Dimensions

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

**Dimensions are in inches.**

## Non-Member Rates Per Issue

Size	B&W	Color
Classified	\$250	N/A
Business Card	\$495	\$745
Quarter Page	\$870	\$1,125
Half Page	\$1,230	\$1,495
Back Cover (3/4 pg)	N/A	\$1,870
Full Page	\$1,620	\$1,990

## Typesetting Charges

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

Business Card	\$80
Quarter Page	\$130
Half Page	\$155
Full Page	\$180

# 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

	width	height
Half Page (horizontal only)	7 <sup>1</sup> / <sub>2</sub>	x 4 <sup>7</sup> / <sub>8</sub>
Full Page	8 <sup>1</sup> / <sub>2</sub>	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](http://www.trwa.org)! Our website averages 3,395 unique visitors and 25,000 page views monthly, and tops 7,000 visits and 33,000 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

# 2016 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 1, 2016  
January 22, 2016  
March 18, 2016  
March 31, 2016  
May 11, 2016  
May 11, 2016  
June 30, 2016  
July 6, 2016  
August 29, 2016  
September 30, 2016  
November 21, 2016

## Artwork Deadline

January 1, 2016  
January 29, 2016  
March 28, 2016  
March 31, 2016  
May 18, 2016  
May 18, 2016  
June 30, 2016  
July 20, 2016  
September 12, 2016  
September 30, 2016  
November 28, 2016

## 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

1616 Rio Grande Street  
Austin, TX 78701  
Phone: (512) 472-8591  
Fax: (512) 472-5186  
E-mail: [editor@trwa.org](mailto:editor@trwa.org)  
[www.trwa.org](http://www.trwa.org)

# 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.

## 2016 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)

## 2016 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

## 2016 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)