



Texas Rural Water Association



2023 ADVERTISING GUIDE

(512) 472-8591



editor@trwa.org



www.trwa.org

Print Advertising

QUENCH MAGAZINE

Quench is TRWA's official trade publication, which has a loyal reader base of a wide variety of rural water/wastewater industry professionals. *Quench* is distributed to all TRWA utility members, including their employees and their board members, as well as TRWA associate members and certain non-members. Complimentary copies are also made available at TRWA-sponsored events. With a total print circulation of over 5,000 and a digital publication that is a benefit extended to all TRWA individual members, the magazine is an excellent medium for your company's advertising.

Quench is published six times annually on a bimonthly schedule. Advertising rates below reflect placement in **one issue** of the magazine. Commit to six consecutive ads in our magazine to receive the following discounts on advertising: 10 percent off for six consecutive black and white advertisements, or 20 percent off for six consecutive color advertisements. Contact meetings@trwa.org for more details on sponsorships. Please refer to the schedule in this guide for details on space reservation and artwork deadlines.

Member Rates Per Issue

Size	B&W	Color
Classified	\$150	N/A
Business Card	\$360	\$500
Quarter Page	\$675	\$850
Half Page	\$1000	\$1,225
Back Cover (3/4 pg)	N/A	\$1,600
Full Page	\$1,450	\$1,750

Ad Dimensions

	width	height
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	\$300	N/A
Business Card	\$780	\$1,000
Quarter Page	\$1,325	\$1,610
Half Page	\$1,900	\$2,125
Back Cover (3/4 pg)	N/A	\$2,600
Full Page	\$2,500	\$2,825

Typesetting Charges

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

Business Card	\$100
Quarter Page	\$150
Half Page	\$175
Full Page	\$200

MEMBERSHIP DIRECTORY

Each year, TRWA publishes a comprehensive Membership Directory, which is a valuable resource for 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	\$800	\$1,000
Full Page	\$900	\$1,250
Inside BACK cover (full page)	N/A	\$1,400
Inside FRONT cover (full page)	N/A	\$1,650
Outside BACK cover (full page)	N/A	\$2,000

Ad Dimensions

	width	height
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 print-ready for an additional charge.

Half Page	\$175
Full Page	\$200

2023 PRINT DEADLINES

Placement

Magazine Issue 1

Magazine Issue 2

Magazine Issue 3

Membership Directory

Magazine Issue 4

Magazine Issue 5

Magazine Issue 6

Reserve Space for Ads

January 16, 2023

March 20, 2023

May 15, 2023

June 1, 2023

July 17, 2023

September 18, 2023

November 13, 2023

Artwork Deadline

January 30, 2023

April 3, 2023

May 29, 2023

June 15, 2023

July 31, 2023

October 2, 2023

November 27, 2023

Digital Advertising

TRWA offers digital advertising on both our website and eNewsletter platforms. Sales and production of this advertising is handled through The Association Partner, which also runs our Digital Ad Retargeting Program. For more information on what is being offered at various times throughout the year and on current rates, or to purchase ads in these mediums, we encourage you to contact Drew Jasinski at drew.jasinski@theassociationpartner.com.

WEBSITE ADVERTISING

Our website averages 3,200 unique visitors and 31,000 page views monthly, and tops 7,000 visits and 40,000 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.

eNEWSLETTER ADVERTISING

Our eNews consolidates Association news and industry updates in a clean, appealing format, and drives web traffic. This weekly digital publication is received by approximately 2,500 email contacts.

We also produce a weekly Training e-newsletter, which keeps members and other professionals throughout the state updated on our classroom and online training calendar and other educational opportunities offered by TRWA and other state and federal entities. This weekly publication is received by approximately 2,700 email contacts.

While the Texas Legislature meets, we also produce a weekly Capitol Pipeline keeping members up-to-date on important bills and rule changes that result from the legislative session. This weekly publication runs from approximately January to June.

DIGITAL AD RETARGETING PROGRAM

TRWA partners with The Association Partner to offer a digital advertising advertising program that offers precise, quantifiable and sophisticated opportunities to reach TRWA members, event attendees, and other water and wastewater professionals throughout Texas! If you are interested in learning more about this program, please contact The Association Partner to learn more and get involved!

2023 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:

- Issue 1 (Feb) Issue 2 (Apr) Issue 3 (June)
 Issue 4 (Aug) Issue 5 (Oct) Issue 6 (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% off x 6 consecutive B&W ads
 15% off x 6 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

ADVERTISEMENT:

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

Total: \$ _____

- Check enclosed Invoice all at once Invoice per issue Charge all at once Charge per issue

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

Advertiser: _____

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Fax Number: _____

E-Mail Address: _____

Authorized by: _____
(signature)

All ads must be submitted in electronic format, preferably in EPS, TIFF, JPG, AI, or INDD. A signed advertising agreement form and payment method must be received by the TRWA office before placement.

Contact Us

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www.trwa.org