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 and their employees, 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 widely-accessed digital presence, 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, and include links to the advertisers’ websites in the digital version, if applicable. 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 15 percent off for six consecutive color advertisements. You may also receive a 10 percent discount on any magazine advertisement when you sponsor a TRWA event in the amount of $1000 or more. 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

<table>
<thead>
<tr>
<th>Size</th>
<th>B&amp;W</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classified</td>
<td>$150</td>
<td>N/A</td>
</tr>
<tr>
<td>Business Card</td>
<td>$275</td>
<td>$420</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$520</td>
<td>$710</td>
</tr>
<tr>
<td>Half Page</td>
<td>$770</td>
<td>$1,020</td>
</tr>
<tr>
<td>Back Cover (3/4 pg)</td>
<td>N/A</td>
<td>$1,260</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,145</td>
<td>$1,395</td>
</tr>
</tbody>
</table>

Ad Dimensions

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

<table>
<thead>
<tr>
<th>Size</th>
<th>B&amp;W</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classified</td>
<td>$275</td>
<td>N/A</td>
</tr>
<tr>
<td>Business Card</td>
<td>$520</td>
<td>$770</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$895</td>
<td>$1,150</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,280</td>
<td>$1,520</td>
</tr>
<tr>
<td>Back Cover (3/4 pg)</td>
<td>N/A</td>
<td>$1,895</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,645</td>
<td>$2,015</td>
</tr>
</tbody>
</table>

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

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)

<table>
<thead>
<tr>
<th>Size</th>
<th>B&amp;W</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>$650</td>
<td>$750</td>
</tr>
<tr>
<td>Full Page</td>
<td>$900</td>
<td>$1,000</td>
</tr>
<tr>
<td>Inside BACK cover</td>
<td>N/A</td>
<td>$1,200</td>
</tr>
<tr>
<td>(full page)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside FRONT cover</td>
<td>N/A</td>
<td>$1,400</td>
</tr>
<tr>
<td>(full page)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside BACK cover</td>
<td>N/A</td>
<td>$1,750</td>
</tr>
<tr>
<td>(full page)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ad Dimensions

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......................... $155
Full Page ......................... $180
**Website Advertising**

Our website averages 5,100 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**

You may choose between two sizes (dimensions are in pixels):
- Small (180 x 150 – vertical or horizontal)
- Banner (120 x 600 – vertical or horizontal)

<table>
<thead>
<tr>
<th>Rates</th>
<th>Standard-traffic, 3 months</th>
<th>Standard-traffic, 6 months</th>
<th>Standard-traffic, 12 months</th>
<th>High-traffic, 3 months</th>
<th>High-traffic, 6 months</th>
<th>High-traffic, 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>$150</td>
<td>$275</td>
<td>$550</td>
<td>$300</td>
<td>$575</td>
<td>$1125</td>
</tr>
<tr>
<td>Banner</td>
<td>$300</td>
<td>$575</td>
<td>$1100</td>
<td>$600</td>
<td>$1150</td>
<td>$2250</td>
</tr>
</tbody>
</table>

**ENewsletter Advertising**

The TRWA eNewsletter was launched in 2018 as a way to connect with our members while streamlining digital media processes. Our eNews consolidates Association news and industry updates in a clean, appealing format, and drives web traffic. This publication is sent digitally at least twice a month to approximately 4,000 email contacts. Ads for the eNewsletter are sold per month.

**Placement**

Currently, there are two types of placement styles for this publication — standard and priority. Standard placement includes a logo in the body of the eNewsletter with a link to a URL of choice. Priority placement comes in two forms, banner and large footer. The banner size will have placement toward the beginning of the eNews, while the larger size will be placed at the foot. Priority ads can promote an event, campaign, job posting or simply link back to a page that overviews your company and its mission. To ensure the eNewsletter maintains brevity, priority ads are limited and will be sold on a first come, first served basis.

**Dimensions**

You may choose between the following options (dimensions are in pixels):
- Standard Logo — multiple opportunities available (up to 200 x 200)
- Priority Placement
  - Large Footer — limit one per issue (600 x 300)
  - Banner in Body — limit two per issue (600 x 150)

<table>
<thead>
<tr>
<th>Rates</th>
<th>1 Month (at least 2 issues)</th>
<th>3 Months (at least 6 issues)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$100</td>
<td>$275</td>
</tr>
<tr>
<td>Priority</td>
<td>$200</td>
<td>$575</td>
</tr>
</tbody>
</table>
**2019 Deadlines**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Reserve Space for Ads</th>
<th>Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web, Quarter 1 (peak)</td>
<td>January 2, 2019</td>
<td>January 2, 2019</td>
</tr>
<tr>
<td>Magazine Jan/Feb</td>
<td>January 11, 2019</td>
<td>January 25, 2019</td>
</tr>
<tr>
<td>Magazine March/April</td>
<td>February 22, 2019</td>
<td>March 5, 2019</td>
</tr>
<tr>
<td>Web, Quarter 2 (peak)</td>
<td>March 29, 2019</td>
<td>March 29, 2019</td>
</tr>
<tr>
<td>Magazine May/June</td>
<td>May 17, 2019</td>
<td>May 31, 2019</td>
</tr>
<tr>
<td>Membership Directory</td>
<td>June 14, 2019</td>
<td>June 28, 2019</td>
</tr>
<tr>
<td>Web, Quarter 3</td>
<td>June 28, 2019</td>
<td>June 28, 2019</td>
</tr>
<tr>
<td>Magazine July/Aug</td>
<td>July 12, 2019</td>
<td>July 26, 2019</td>
</tr>
<tr>
<td>Magazine Sept/Oct</td>
<td>September 13, 2019</td>
<td>September 27, 2019</td>
</tr>
<tr>
<td>Web, Quarter 4 (peak)</td>
<td>September 27, 2019</td>
<td>September 27, 2019</td>
</tr>
<tr>
<td>Magazine Nov/Dec</td>
<td>November 22, 2019</td>
<td>December 2, 2019</td>
</tr>
</tbody>
</table>

**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 method 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
www.trwa.org
# 2019 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/Jun
- [ ] Jul/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% off one ad for TRWA event sponsorship
- [ ] 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

## Website Advertising

**AD SIZE:**
- [ ] Small
- [ ] Banner

**DURATION:**
- [ ] 3 Months
- [ ] 6 Months
- [ ] 9 Months
- [ ] 12 Months

**LOCATION:**
- [ ] Standard-traffic
- [ ] High-traffic

## eNewsletter Advertising

**AD SIZE:**
- [ ] Logo
- [ ] Banner
- [ ] Large

**DURATION:**
- [ ] 1 Month (at least 2 issues)
- [ ] 3 Months (at least 6 issues)

Please list the month(s) you would like your ad to run.

Note: 3 months do not have to be consecutive.

## Advertisement Options

- [ ] 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)