



2019 ADVERTISING GUIDE

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 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

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

	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	\$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

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	\$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 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

Digital Advertising

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)

Rates

Size	Standard-traffic, 3 months	Standard-traffic, 6 months	Standard-traffic, 12 months	High-traffic, 3 months	High-traffic, 6 months	High-traffic, 12 months
Small	\$150	\$275	\$550	\$300	\$575	\$1125
Banner	\$300	\$575	\$1100	\$600	\$1150	\$2250

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)

Rates

Size	1 Month (at least 2 issues)	3 Months (at least 6 issues)
Standard	\$100	\$275
Priority	\$200	\$575

2019 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, 2019
January 11, 2019
February 22, 2019
March 29, 2019
May 17, 2019
June 14, 2019
June 28, 2019
July 12, 2019
September 13, 2019
September 27, 2019
November 22, 2019

Artwork Deadline

January 2, 2019
January 25, 2019
March 5, 2019
March 29, 2019
May 31, 2019
June 28, 2019
June 28, 2019
July 26, 2019
September 27, 2019
September 27, 2019
December 2, 2019

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/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% 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:

- 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)