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 $1,000 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>

### 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>

### 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.

### Typesetting Charges

TRWA will typeset an ad if it is not print-ready for an 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 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 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. 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>

**Weekly Pipeline: 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 weekly digital publication is received by approximately 2,000 email contacts. Ads for the eNewsletter are sold per month.

**Placement**

Currently, there are two types of ad types for this publication — banner and footer. The banner size is smaller, but will have placement in the body of the eNewsletter, while the larger size will be placed at the footer and are limited to one per publication. These 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, 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):
- 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>Banner</td>
<td>$200</td>
<td>$575</td>
</tr>
<tr>
<td>Footer</td>
<td>$200</td>
<td>$575</td>
</tr>
</tbody>
</table>
### 2020 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, 2020</td>
<td>January 2, 2020</td>
</tr>
<tr>
<td>Magazine Issue 1</td>
<td>January 17, 2020</td>
<td>January 24, 2020</td>
</tr>
<tr>
<td>Magazine Issue 2</td>
<td>March 16, 2020</td>
<td>March 23, 2020</td>
</tr>
<tr>
<td>Web, Quarter 2 (peak)</td>
<td>March 31, 2020</td>
<td>March 31, 2020</td>
</tr>
<tr>
<td>Magazine Issue 3</td>
<td>May 15, 2020</td>
<td>May 22, 2020</td>
</tr>
<tr>
<td>Membership Directory</td>
<td>June 15, 2020</td>
<td>June 26, 2020</td>
</tr>
<tr>
<td>Web, Quarter 3</td>
<td>June 30, 2020</td>
<td>June 30, 2020</td>
</tr>
<tr>
<td>Magazine Issue 4</td>
<td>July 17, 2020</td>
<td>July 24, 2020</td>
</tr>
<tr>
<td>Magazine Issue 5</td>
<td>September 18, 2020</td>
<td>September 25, 2020</td>
</tr>
<tr>
<td>Web, Quarter 4 (peak)</td>
<td>September 30, 2020</td>
<td>September 30, 2020</td>
</tr>
<tr>
<td>Magazine Issue 6</td>
<td>November 16, 2020</td>
<td>November 30, 2020</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
# 2020 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
- [ ] Quarter Page
- [ ] Back Cover
- [ ] Business Card
- [ ] Half Page
- [ ] 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
- [ ] Inside Back Cover
- [ ] Outside Back Cover
- [ ] Full Page
- [ ] Inside Front 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:**
- [ ] Banner
- [ ] Footer

**DURATION:**
- [ ] 1 Month (at least 4 issues)
- [ ] 3 Months (at least 12 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:** ____________

**Advertiser:** ___________________________________________________________

**Contact Name:** _______________________________________________________

**Billing Address:** _______________________________________________________

**City:** ____________________________ **State:** ____________ **Zip:** ____________

**Phone Number:** ____________________________

**Fax Number:** ____________________________

**E-Mail Address:** _______________________________________________________

**Authorized by:** _______________________________________________________

(signature)