

**NEVADA RURAL WATER ASSOCIATION**

**2015**  
**MEDIA**  
**KIT**

## Dear Advertiser,

The Nevada Rural Water Association is pleased to invite you to participate in our official publications, the quarterly *Water Logged* magazine and the Annual Conference program book. Both publications will serve as valuable information resources and purchasing guides for our water and wastewater system members.

Advertising in both publications presents cost-effective opportunity to target the decision makers at Nevada's water and wastewater services throughout the year. *Water Logged* and our Conference program book will be circulated among our members whose key operators, managers, lab technicians and board members are responsible for specifying, recommending and approving purchases and vendor partnerships on behalf of their utilities.

The Nevada Rural Water Association is a nonprofit membership organization providing water and wastewater technical assistance and watershed protection coordination programs statewide. We reach out to offer an extensive training calendar that includes practical, hands-on training, individual instruction and mentoring, and classroom and board room training. We encourage your new or continued associate membership, as well as these advertising opportunities.

On behalf of the Nevada Rural Water Association, our Board of Directors and our membership, we thank you in advance for your advertising commitment.

Sincerely,



Robert Foerster, Executive Director



# Reach your target market at key times

Published quarterly, *Water Logged* magazine contains informative technical articles, legislative updates and industry news.

## 2015 Schedule

Publication	Submission Deadline	Ships
Conference Program Book	February 1, 2015	March 2015
Water Logged - Spring 2015	February 1, 2015	March 2015
Water Logged - Summer 2015	May 16, 2015	June 2015
Water Logged - Fall 2015	August 15, 2015	September 2015
Water Logged - Winter 2015	November 14, 2015	December 2015

## Full Color Advertising Rates

	Member		Non-Member	
	Yearly Rate - All 4 issues	1 Time Rate	Yearly Rate - All 4 Issues	1 Time Rate
Back Cover	\$1,840.00	N/A	N/A	N/A
Inside Cover - Front or Back	\$1,210.00	N/A	N/A	N/A
Full Page	\$990.00	\$250.00	\$1,600.00	\$400.00
Half Page	\$465.00	\$120.00	\$705.00	\$180.00
Quarter Page	\$330.00	\$85.00	\$495.00	\$125.00
Business Card	\$195.00	\$50.00	\$315.00	\$80.00

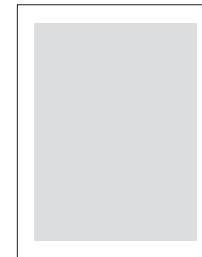
## Black-and-White Advertising Rates

	Member		Non-Member	
	Yearly Rate - All 4 issues	1 Time Rate	Yearly Rate - All 4 Issues	1 Time Rate
Full Page	\$825.00	\$210.00	\$1,380.00	\$345.00
Half Page	\$385.00	\$100.00	\$625.00	\$160.00
Quarter Page	\$280.00	\$70.00	\$420.00	\$105.00
Business Card	\$165.00	\$45.00	\$275.00	\$70.00

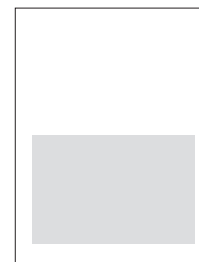
# Ad Dimensions

Ad Size	Width	Depth
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live	7"	9.5"
Half Page - Horizontal	7"	4.625"
Half Page - Vertical	4.625"	7"
Quarter Page - Horizontal	4.625"	3.375"
Quarter Page - Vertical	3.375"	4.625"
Business Card - Horizontal	3.375"	2.125"
Business Card - Vertical	2.125"	3.375"

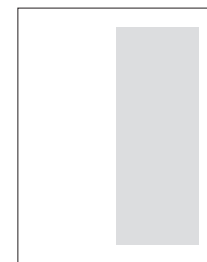
Full Page



1/2 Page Horizontal



1/2 Page Vertical



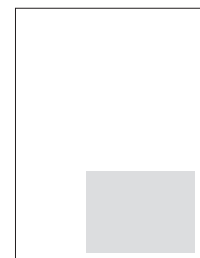
## Production Requirements:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

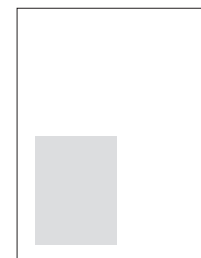
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- We accept tifs, jpegs, eps and pdf files at a resolution of at least 300 dpi.
  - Ads must be prepared to the correct dimensions and shape, or be subject to production charges
  - ALL Fonts used must be included
  - ALL LINKS/IMAGES used must be included
  - All pantone/spot colors MUST be converted to CMYK

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- We support CDs and DVDs
  - All above requirements for sending electronic files apply to sending by e-mail
  - DO NOT embed your files in your e-mail or Word document

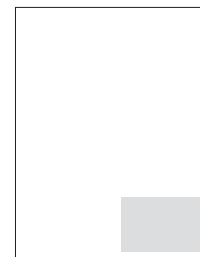
1/4 Page Horizontal



1/4 Page Vertical



Bus. Card Horizontal



Bus. Card Vertical



# 2015 Advertising Agreement

## Please Type or Print

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Publication

- Water Logged* - all 4 issues
- Water Logged* - single issue Issue: \_\_\_\_\_
- Conference Program Book (*charged at single issue rate*)

## Annual Advertising Rates

Color	Member	Non-Member
<input type="checkbox"/> Back Cover	\$1,840.00	N/A
<input type="checkbox"/> Inside Cover	\$1,210.00	N/A
<input type="checkbox"/> Full Page	\$990.00	\$1,600.00
<input type="checkbox"/> Half Page	\$465.00	\$705.00
<input type="checkbox"/> Quarter Page	\$330.00	\$495.00
<input type="checkbox"/> Business Card	\$195.00	\$315.00

Black and White	Member	Non-Member
<input type="checkbox"/> Full Page	\$825.00	\$1,380.00
<input type="checkbox"/> Half Page	\$385.00	\$625.00
<input type="checkbox"/> Quarter Page	\$280.00	\$420.00
<input type="checkbox"/> Business Card	\$165.00	\$275.00

*Prices reflect the cost of 4 issues*

*The conference program book will be charged at the one time rate.*

*Please refer to the rates table for conference program pricing.*

## Method of Payment

- Please send invoice
- Enclosed is my check # \_\_\_\_\_

## Submit application and payment to:

Nevada Rural Water Association  
363 Fairview Drive  
Carson City, Nevada 89701

## Water Logged

Water Logged is the official publication of the Nevada Rural Water Association, published quarterly. This publication has a circulation of approximately 300, which includes water and wastewater systems, individual members, associate members and water/wastewater related agencies.

## Advertising Submissions

The Nevada Rural Water Association places ads on the following principles: it considers the purpose, goals and mission of its publication and abides by the ad contracts that it receives on a first-come, first-served basis. The Association will make every attempt to consider the preference of the advertiser, as long as there is not a conflict with the principles listed above.

## Authorization

I certify that I am an authorized agent of the above named company herein named as Advertiser and have authority to execute this Agreement for and on behalf of same. I authorize Nevada Rural Water Association to publish advertising as indicated above. I have read and understood the terms.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Agency or Client's Signature

\_\_\_\_\_  
Agency or Client's Name & Title (Please Print)

