

NEVADA RURAL WATER ASSOCIATION

**2021
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, ads on our website and the Annual Conference program book. Each of these publications will serve as valuable information resources and purchasing guides for our water and wastewater system members.

Advertising in NvRWA 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 training, 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 welcome your new or continued associate membership, and hope that your company will take advantage of 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,

Stacey Van Diest, Executive Director



Reach your target market at key times

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

Schedule

Publication Conference	Submission Deadline	Ships
Program Book	February 20 , 2021	March 2021
Water Logged - Spring 20201	February 27, 2021	March 2021
Water Logged - Summer 2021	May 16, 2021	June 2021
Water Logged - Fall 2021	August 15, 2021	September 2021
Water Logged - Winter 2021	November 14, 2021	December 2021

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	\$1,920	N/A	N/A	N/A
Inside Cover - Front or Back	\$1,265	N/A	N/A	N/A
Full Page	\$1,035	\$260	\$1,670	\$420
Half Page	\$485	\$125	\$740	\$190
Quarter Page	\$345	\$90	\$520	\$130
Business Card	\$205	\$52	\$330	\$85

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	\$860	\$220	\$1,440	\$360
Half Page	\$400	\$105	\$655	\$170
Quarter Page	\$295	\$75	\$440	\$110
Business Card	\$170	\$50	\$290	\$75

ADVERTISING IN THE CONFERENCE PROGRAM BOOK

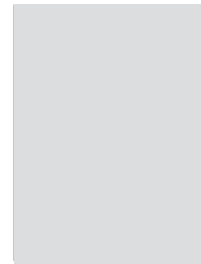
Your company has the opportunity to place an ad in our full sized conference program book. This is a great way to generate traffic at your booth and promote your business. Placement within the publication ensures high visibility for your advertisement and product or service. All program book advertisers receive a free custom listing in our Index to Advertisers.

Advertising Rates	Member		Non-Member	
	Full Color	Black & White	Full Color	Black & White
Back Cover	\$352	N/A	N/A	N/A
Inside Cover - Front or Back	\$310	N/A	N/A	N/A
Full Page	\$259	\$217	\$414	\$374
Half Page	\$124	\$104	\$186	\$165
Quarter Page	\$88	\$73	\$130	\$109
Business Card	\$52	\$47	\$83	\$72
Conference Padfolio	\$75		\$75	

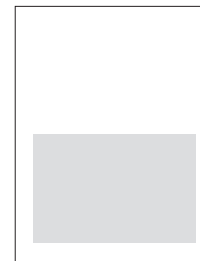
Ad Dimensions

Ad Size	Width	Depth
Full Page		
Bleed	8.75"	11.25"
Trim	8.5"	11"
Live	7.875"	10.5"
Half Page - Horizontal	7.5"	5"
Half Page - Vertical	3.5"	10"
Quarter Page - Horizontal	4.75"	3.5"
Quarter Page - Vertical	3.5"	4.75"
Business Card-Horizontal	3.5"	2"
Business Card - Vertical	2"	3.5"

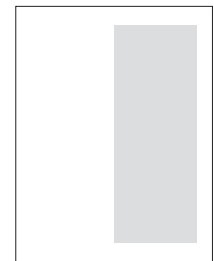
Full Page



1/2 Page Horizontal



1/2 Page Vertical



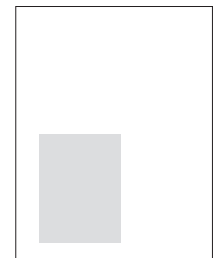
Publication Requirements

- We accept tifs, jpegs, eps and pdf files at a resolution of at least 300 dpi. For best print quality we HIGHLY recommend eps and pdf files.
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges.
- ALL fonts must be converted to outlines.
- ALL LINKS/IMAGES used must be embedded.
- All Pantone/spot colors MUST be converted to CMYK
- All above requirements for sending electronic files apply to sending by mail.
- DO NOT embed your files in your e-mail or Word document

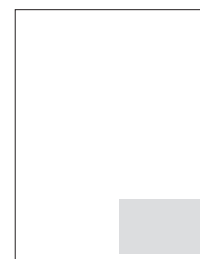
1/4 Page Horizontal



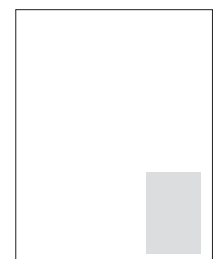
1/4 Page Vertical



Bus. Card Horizontal



Bus. Card Vertical



2021 ADVERTISING AGREEMENT

Please Type or Print

Company: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Publication

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

Annual Advertising Rates

Color

	Member	Non-Member
<input type="checkbox"/> Back Cover	\$1,920	N/A
<input type="checkbox"/> Inside Cover	\$1,265	N/A
<input type="checkbox"/> Full Page	\$1,035	\$1,670
<input type="checkbox"/> Half Page	\$485	\$740
<input type="checkbox"/> Quarter Page	\$345	\$520
<input type="checkbox"/> Business Card	\$205	\$330

Black/White

	Member	Non-Member
<input type="checkbox"/> Full Page	\$860	\$1,440
<input type="checkbox"/> Half Page	\$400	\$655
<input type="checkbox"/> Quarter Page	\$280	\$440
<input type="checkbox"/> Business Card	\$165	\$290

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 # _____

Online payment at nvrwa.org (3% processing fee added)

Submit Application & Payment to:

Nevada Rural Water Association
363 Fairview Drive
Carson City, NV 89701
janetm@nvrwa.org

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)

