



Tap into a \$5-10 million buying power

The GRWA Advantage

- Of Georgia's nearly 6,000 systems, **90% are small rural systems** serving fewer than 10,000 people.
- GRWA's members have a buying power of **\$5-10 million**. Our member systems spend millions of dollars on projects including new construction, upgrades, training, the implementation of security measures and the purchase of necessary products and services.
- GRWA membership includes the **facility operators, owners and managers** responsible for specifying, recommending and approving purchases on behalf of their utilities.

Who We Are

The Georgia Rural Water Association (GRWA) is a non-profit organization representing rural systems throughout the state of Georgia regarding drinking water and wastewater needs. GRWA provides training, technical assistance, needs assessment and other valuable member services.

Secure top-of-mind awareness among this influential group by including your message in GRWA's official publications. Our members recognize the importance of doing business with the vendors that support their association.

For more information, please contact:

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 Publication Director
 (800) 369-6220, ext. 3434
 djasinski@naylor.com

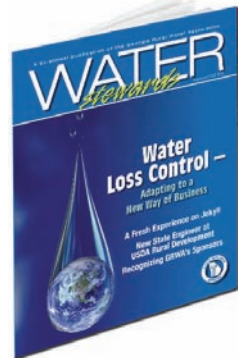


GRWA Publications

Connect with GRWA members throughout the year

Water Stewards PRINT EDITION

Our official magazine is produced twice per year and features association news and events in addition to industry trends and regulations. Georgia's rural water leaders rely on the magazine to stay up to date about the latest products and services to hit the market.



Water Stewards DIGITAL EDITION

In addition to print, the magazine is also available to readers in an interactive digital version. Extend your print advertising investment with the unique benefits of digital media.



Membership Directory and Buyers' Guide

The annual directory connects GRWA members with the product and service providers they need. The popular networking tool and purchasing guide is used by members.



For more information about GRWA, visit:
www.grwa.org

Water Stewards biannual magazine
2012 Membership Directory and Buyers' Guide



Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

| Full-Color Rates | 1x | 2x | 3x |
|--|------------|------------|------------|
| Double Page Spread | \$3,659.50 | \$3,479.50 | \$3,289.50 |
| Outside Back Cover | \$3,169.50 | \$3,049.50 | \$2,919.50 |
| Inside Front or Inside Back Cover | \$2,979.50 | \$2,859.50 | \$2,729.50 |
| Full Page | \$2,489.50 | \$2,369.50 | \$2,239.50 |
| 2/3 Page | \$2,149.50 | \$2,039.50 | \$1,929.50 |
| 1/2-Page Island | \$1,849.50 | \$1,759.50 | \$1,659.50 |
| 1/2 Page | \$1,569.50 | \$1,489.50 | \$1,409.50 |
| 1/3 Page | \$1,219.50 | \$1,159.50 | \$1,099.50 |
| 1/4 Page | \$929.50 | \$879.50 | \$839.50 |
| 1/6 Page | \$729.50 | \$689.50 | \$659.50 |
| 1/8 Page | \$569.50 | \$539.50 | \$509.50 |

| Black-and-White Rates | 1x | 2x | 3x |
|-----------------------|------------|------------|------------|
| Full Page | \$1,549.50 | \$1,469.50 | \$1,389.50 |
| 2/3 Page | \$1,329.50 | \$1,259.50 | \$1,199.50 |
| 1/2 Page | \$989.50 | \$939.50 | \$889.50 |
| 1/3 Page | \$769.50 | \$729.50 | \$689.50 |
| 1/4 Page | \$569.50 | \$539.50 | \$509.50 |
| 1/6 Page | \$459.50 | \$439.50 | \$409.50 |
| 1/8 Page | \$379.50 | \$359.50 | \$339.50 |

Member Listing Enhancement

Membership Directory and Buyers' Guide only



Convey important information about your products and services to potential customers by including your company profile and black-and-white logo beneath your company's member listing within the directory.

Special Advertising Section:

Products and Services Marketplace



Surrounded by a colorful background, our New Products and Services Marketplace attracts readers' attention and prominently displays your ad to the operators, owners and managers who reference this special section.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser and agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (GRW-B0212)





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2012 Membership Directory and Buyers' Guide

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad.

One free category is included with any size ad and additional categories are only \$20 each. If your product or service is not listed below, a new category can be created for you.

- Aeration Equipment & Systems
Analytical Tools
Automatic Control Valves
Automatic Meter Reading (AMR)
Backflow Prevention
Backflow Prevention - Enclosures
Boring Equipment
Casings Pipe
Casings, Spacers & Seals
Chemical Feed Equipment
Chemical Sales
Chlorination, Chlorination Equipment
Civil Engineers
Coating & Lining
Communication Site Management
Concrete Repair
Consultants - Environmental
Consulting Engineering
Contract Operations
Control Panels & Systems
Corrosion Control
Dechlorination
Dehumidification
Digester Cleaning
Disinfection Systems Sales & Repair
Distribution, Collection & Rehabilitation Equipment
Drilling & Blasting
Dye Tracers
Electrical Contractors
Engineers
Engineering Firms
Environmental Consultants
Filters & Filtration Equipment
Fluoridation
Hydrants
Laboratories
Leak Detection Equipment
Liners
Manholes
Membranes
Meter Boxes
Meters
Meters & Meter Systems
Mobile Sludge Dewatering
Moisture Control
Notification Services
Particle Analysis
Pipe
Pipebursting
Pipe, Fittings & Couplings
Pipe Maintenance
Pipe Rehabilitation
Pipe Repair
Pipe System Cleaning
Pipe, Water & Sewer
Piping System Cleaning
Pumps
Pumps & Motors
Safety Training & Equipment
Screens/Intake/Headworks
Sewer and Water Maintenance
Sewer Maintenance Equipment & Supplies
Sewer Rehabilitation
Sewer Television Inspection Equipment
Sludge Removal
Softeners
Solids/Phosphorus
Steel Pipe
Storage Tank Systems
Tank Maintenance/Divers
Tank Inspection, Cleaning & Repair
Tapping Equipment Sales & Service
Tapping Products
Utility Contractor
Utility Management
Valves & Regulators
Waste Transportation
Water & Sewer Distributors
Water & Wastewater Engineering & Consulting
Water & Wastewater Treatment Equipment
Water Conditioning & Filtration Equipment
Water Meters
Water Resource Development
Water System Security
Water Tank Maintenance
Water Tower Demolition
Water Well Rehabilitation
Water/Wastewater Engineering & Consulting
Water/Wastewater Equipment
Water/Wastewater Treatment & Chemicals
Water/Wastewater Treatment Equipment
Well Drilling
Well Systems & Equipment
Other:

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

Additional Categories X \$20.00 = \$

Initial: Date:





Water Stewards – digital edition

Digital Edition

In addition to print, *Water Stewards* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Extend your print advertising investment with the unique benefits of digital media:

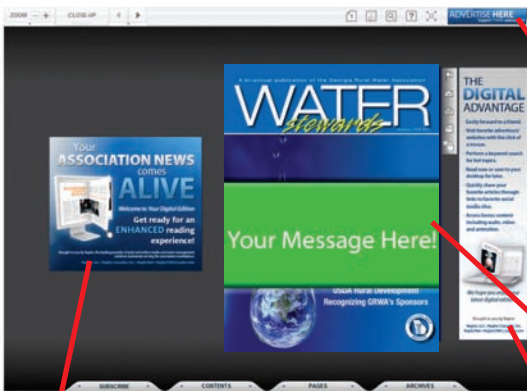
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via email and each new issue is posted on GRWA's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$1,049.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | *Included in display ad rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address.

eToolbar | \$729.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eBelly Band | \$1,109.50

Attach your direct-mail piece or belly band to the digital publication. Recipients have to click the ad to gain access to the digital edition.

eSkyscraper | \$1,049.50

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Ad "Jolt" Upgrade | \$350.00

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.





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Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

| | | | | | |
|---------------------------------|----------------------------------|-------------------------------------|----------------------------|----------------------------|--------------------------|
| Double Page Spread Bleed | Full Page Bleed | Full Page No Bleed | 2/3 Page Horizontal | 2/3 Page Vertical | |
| 17" x 11.125" | 8.625" x 11.125" | 7" x 9.5" | 7" x 6.333" | 4.583" x 9.5" | |
| 1/2 Page Horizontal | 1/2 Page Long Vertical | 1/2 Page Vertical/ Island | 1/3 Page Square | 1/3 Page Horizontal | 1/3 Page Vertical |
| 7" x 4.583" | 3.333" x 9.5" | 4.583" x 7" | 4.583" x 4.583" | 7" x 3" | 2.166" x 9.5" |
| 1/4 Page Horizontal | 1/4 Page Vertical | 1/6 Page Horizontal | 1/6 Page Vertical | 1/8 Page Horizontal | 1/8 Page Vertical |
| 4.583" x 3.333" | 3.333" x 4.583" | 4.583" x 2.166" | 2.166" x 4.583" | 3.333" x 2.166" | 2.166" x 3.333" |

Roster Trim Size: 5.75" x 8.5"

| | | | | |
|---------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Double Page Spread Bleed | Full Page Bleed | Full Page No Bleed | 2/3 Page Horizontal | |
| 11.75" x 8.75" | 6" x 8.75" | 5" x 7.5" | 5" x 4.916" | |
| 1/2 Page Horizontal | 1/2 Page Vertical | 1/3 Page Horizontal | 1/3 Page Vertical | 1/4 Page Horizontal |
| 5" x 3.666" | 2.333" x 7.5" | 5" x 2.333" | 2.333" x 4.916" | 5" x 1.666" |
| 1/4 Page Vertical | 1/6 Page Horizontal | 1/8 Page Horizontal | | |
| 2.333" x 3.666" | 2.333" x 2.333" | 2.333" x 1.666" | | |

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.



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Past Advertisers

We appreciate the investment that our advertisers make with Georgia Rural Water Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured in *Water Stewards* and the *Membership Directory & Buyers' Guide*.

A.Y. McDonald Manufacturing Company
Allsouth Environmental Services, Inc.
American Development Corporation
Amnisos, Inc.
Atlantic Supply & Equipment
b3o enviroTek
Badger Meter, Inc.
Bishop Well & Pump Service, Inc.
BP Barber
Brockton Equipment/Spilldam, Inc.
Brown and Caldwell
Burns & McDonnell
Caldwell Tanks, Inc.
Calibration Controls & Automations
Carter & Sloope
Carus Corporation
Chalmers & Kubeck-South
Consolidated Pipe & Supply
Crocker & Associates
CTI Engineers, Inc.
Cummins Power South, LLC
Darby Electric Company, Inc.
Data Flow Systems, Inc.
Dexter Fortson Associates
Dun-Right Services, Inc.
Eco-Tech, Inc.
Filter Tech of GA, Inc.
Fluid Conservation Systems
Ford Meter Box Company, Inc.
G. Ben Turnipseed Engineers
Gaddis, Inc.

Gerber Pumps International, Inc.
GPM Environmental, Inc.
Graves Water Services, Inc.
Greene's Water Wells, Inc.
Heyward Incorporated Atlanta
Hofstadter & Associates, Inc.
Homeland Security Products & Services
Infratec Consultants, Inc.
Itron
ITT Water & Wastewater-Flygt Products
J & T Environmental Services, Inc.
J.M. Baker Company
Keck & Wood
Kesco, Inc.
L.F. Manufacturing, Inc.
Layne-Central
Leary Construction Co., Inc.
Liquid Waste Technology
M & H Valve/Kennedy Valve
Mack Industries, Inc.
Master Meter, Inc.
Moreland Altobelli Associates, Inc.
Navigation Electronics, Inc.
Noren Products, Inc.
Pat's Pump and Blower
PBS&J
Perma-Patch, Inc.
Pittsburg Tank & Tower Maintenance Company, Inc.
PMC Enterprises, Inc.
Professional Water Services, LLC

Protective Liner Systems, Inc.
QS/1 Governmental Solutions
Reed & Shows Meter Repair/Sup
Revere Control Systems
Rowe Drilling Co., Inc.
Sams & Associates
SEDC/Itron
Sensus
Smith & Loveless
Southeastern Tank
Southern Corrosion, Inc.
Sowega Chlorinator
Stevenson & Palmer Engineering
SunCoast Learning Systems, Inc.
Tank Connection
Tank Pro, Inc.
Taylor Power Systems
Tech Coat, Inc.
Templeton & Associates Engineering Sales
TNEMEC Company, Inc.
United Utilities
USA BlueBook
Utilities Protection Center
Utility Service Co.
Water Remediation Technology
Water Treatment & Controls Co.
Wiedeman and Singleton, Inc.
Williams, Sweitzer and Barnum, Inc.
WILO USA, LLC

