



WWW.FRWA.NET

FLORIDA RURAL WATER ASSOCIATION MEDIA GUIDE

Membership Directory and Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



THE FRWA ADVANTAGE

- Our members provide **more than 4.2 million water and wastewater connections** in Florida.
- FRWA members serve **more than 10.5 million customers** in Florida.
- In 2017, the Florida Department of Environmental Protection awarded **more than \$5.25 million** for seven water-quality restoration projects and nine education and outreach projects to communities across Florida.*



WHO WE ARE

FRWA Members are the key personnel in Florida's rural water industry, and include: **certified engineers, county utility departments, educational institutions, municipalities, water and wastewater operators, water cooperatives, water management agencies, and much more!**

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Print and Digital Editions

www.naylornetwork.com/frw-nxt

CONNECT WITH KEY DECISION-MAKERS IN FLORIDA'S RURAL WATER INDUSTRY! CONTACT YOUR NAYLOR ACCOUNT REPRESENTATIVE TODAY TO RESERVE YOUR SPACE.

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Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates		1x
Double Page Spread		\$2,419.50
Outside Back Cover		\$2,299.50
Inside Front or Inside Back Cover		\$2,099.50
Full Page		\$1,659.50
2/3 Page		\$1,579.50
1/2 Page		\$1,359.50
1/3 Page		\$1,189.50
1/4 Page		\$1,079.50
1/6 Page		\$989.50

Black-and-White Rates		1x
Double Page Spread		\$1,759.50
Full Page		\$979.50
2/3 Page		\$899.50
1/2 Page		\$679.50
1/3 Page		\$509.50
1/4 Page		\$399.50
1/6 Page		\$309.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship Max | \$460

Skyscraper | \$770

Toolbar | \$310

Leaderboard | \$880

Online Specifications - For more information, visit: www.naylor.com/online Specs

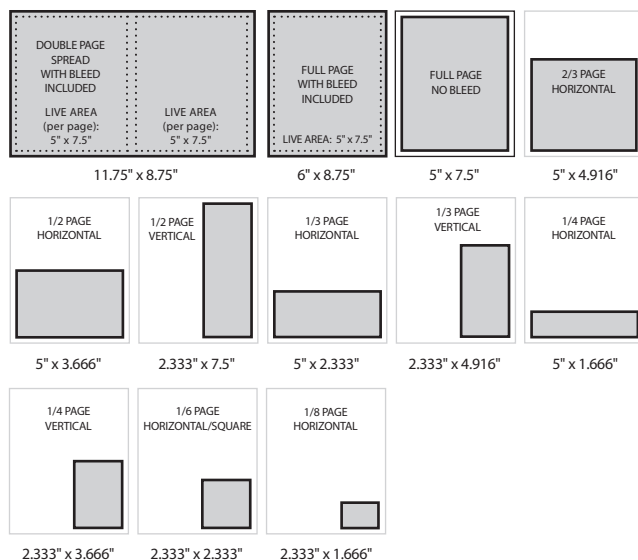
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of

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PRINT ADVERTISING SPECIFICATIONS

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"
Heavy Card Stock Insert 5.25" x 8.25"
Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale 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/adupload

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition

For the latest online specs, please visit www.naylor.com/linespecs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

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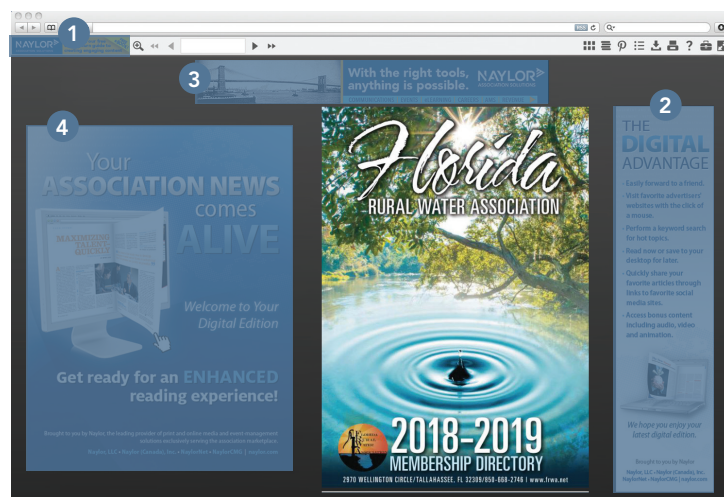


DIGITAL EDITION

In addition to print, the *Membership Directory and Resource Guide* 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.

Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**
- **Read the issue online or download and print for later**



1 Toolbar | \$310

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

2 Skyscraper | \$770

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

3 Leaderboard | \$880

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

4 Sponsorship MAX* | \$460

Your message will be prominently displayed directly across from the cover of the magazine.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted

**Video capabilities are not supported for Sponsorship MAX.*

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For the latest online specs, please visit www.naylor.com/onlinespecs

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PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Florida 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 within the official resources of FRWA.

- Aclus Engineering, LLC
- Allied Universal Corp.
- American Tank Maintenance, LLC
- Aqua Productsm Inc.
- AUC Group LP,
- Barnes Ferland & Assoc., Inc
- C and C Consultants
- Calvin, Giordano & Associates
- CedarChem, Inc.
- CoBank
- Data Flow Systems, Inc.
- Dave Symonds & Associate, Inc.
- E.D.I.
- Eco Sciences, LLC
- Florida Jetclean, Inc.
- Flowers Chemical Laboratories, Inc.
- Flowmore Services
- Fortiline Waterworks
- Future Labs, Inc.
- Gerald T. Buhr
- Gerber Pumps International, Inc.
- Godwin Pumps
- Griner Drilling Service, Inc.
- Gulf Coast Pump & Equipment
- HD Supply Waterworks, Ltd.
- High Tide Technologies, LLC
- Hudson Pump & Equipment Associates
- Hydra Service, Inc.
- Hydro International
- Innovative Metering Solutions, Inc.
- Krausz USA
- L.J. Ruffin & Associates
- Leary Construction Co., Inc.
- Mack Concrete
- Masteller & Moler
- Master Meter, Inc.
- Mid Florida Water Laboratory
- MJS Utilities, Inc.
- Modern Welding Co. of FL., Inc.
- Municipal Water Works, Inc.
- Neptune Technology Group, Inc.
- Odyssey Manufacturing Company
- Pittsburg Tank & Tower Maintenance Company, Inc.
- Protective Liner Systems, Inc.
- Public Utility Management & Planning Service
- QS/1 Governmental Solutions
- Reliner/Duran, Inc.
- RMA GeoLogic Consultants, Inc.
- Rowe Drilling Co., Inc.
- Seal Distributors
- Smith & Loveless
- Southern Water Services
- SPER Chemical Corporation
- Suez Water Advanced Solutions
Utility Service Co., Inc.
- Sunshine 811
- Tank Connection
- Tank Engineering & Management Consultants
- Total Piping Solutions, Inc.
- Twinoxide-USA, Inc.
- U.S. Submergent Technologies
- U.S. Water Services Corp.
- Underwood Anderson & Association, Inc.
- Utility Meter Service and Install
- Wade Trim