



REACH MORE THAN 1,400 RURAL WATER SYSTEMS IN NEW YORK!

FOR MORE INFORMATION, PLEASE CONTACT:

www.nyruralwater.org

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(352) 333-3428
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NAYLOR 
ASSOCIATION SOLUTIONS

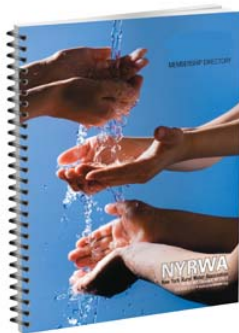


ABOUT NYRWA

- NYRWA is the **largest membership organization** representing small water and wastewater systems in the state and the **7th largest water association in the nation**.
- We represent **more than 1,400 rural water systems** in New York.
- **More than \$36 billion** will be spent repairing, replacing and upgrading New York's municipal wastewater infrastructure over the next 20 years.

WHY ADVERTISE?

- Our members are the industry leaders in New York's rural water industry and include: **public works superintendents, plant managers, consultants, certified operators, engineers and much more.**
- NYRWA reaches more of the municipal workforce than any other organization in New York.



Membership Directory



nyruralwater.org
Website Advertising



NYRWA eNewsletter

Connect with New York's largest membership organization representing small water and wastewater systems! Contact your Naylor account executive today!

Source: http://www.dec.ny.gov/docs/water_pdf/infrastructure rpt.pdf

NEW YORK RURAL WATER ASSOCIATION



Net Advertising Rates

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color	Rates
Double Page Spread	\$3,579.50
Outside Back Cover	\$3,019.50
Inside Front or Inside Back Cover	\$2,849.50
Full Page	\$2,409.50
2/3 Page	\$2,069.50
1/2 Page	\$1,529.50
1/3 Page	\$1,149.50
1/4 Page	\$929.50
1/6 Page	\$689.50
1/8 Page	\$549.50

Premium Advertising Options - Ask your representative for specifications.
Belly Band: \$3,449.50

Black-and-White	Rates
Full Page	\$1,499.50
2/3 Page	\$1,439.50
1/2 Page	\$939.50
1/3 Page	\$739.50
1/4 Page	\$549.50
1/6 Page	\$449.50
1/8 Page	\$339.50

SPECIAL! Book a 1/2 page or larger full color ad and get a FREE Buyers' Guide listing (a \$120 value)!

Special Advertising Section:

Products and Services Marketplace



Located in the front portion of the directory, this special section attracts readers' attention and prominently displays your ad to the individuals with purchasing power. Readers reference this special section often when searching for the most qualified suppliers.

Architects, Engineers & Consultants Marketplace



Whether you have a recently completed project, or have continuous interests in this industry, showcase your company in full color to the people with whom you want to do business throughout the year. This special section makes you stand out from the competition and get noticed!

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.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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 or agency agrees to repay Naylor, LLC 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).



About the NYRWA eNewsletter

Now more than ever, professionals consume information on the go. Our NYRWA eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

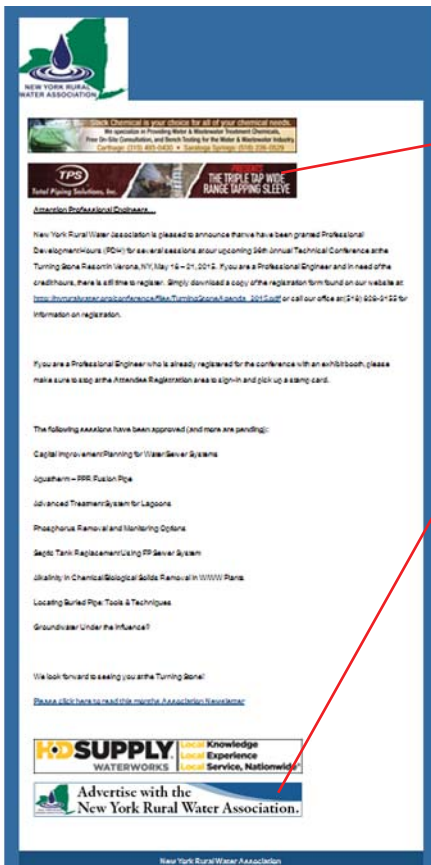
Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 1,800 decision-makers on a regular basis
- In addition to NYRWA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NYRWA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



On average, ads featured on the NYRWA eNewsletter receive between 3,000-5,000 impressions per month!

Traffic numbers from Sept 2016 - Nov 2016



Top Horizontal Banner (468 x 60)- 2 positions

12 Months | \$1,860

- No rotation
- JPG only

Bottom Horizontal Banner (468 x 60)- 2 positions

12 Months | \$1,620

- No rotation
- JPG only

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

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.

Advertising on the NYRWA Website – www.nyruralwater.org

Advertising on the NYRWA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.nyruralwater.org to learn about upcoming association events, access training information, view the latest issues of *Aquafacts* magazine, keep up with industry news and much more! Advertising on www.nyruralwater.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of water and wastewater industry professionals.

Features of NYRWA website advertising:

- Cross-promoted in other NYRWA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

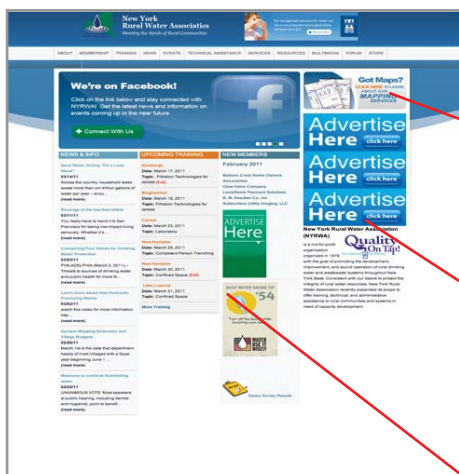
On average, www.nyruralwater.org receives:

- Over 1,850 page views per month
- Avg time on site - more than 3 minutes
- Avg pages per session - Nearly 3 pages viewed per visit

*Traffic numbers from May 28, 2016 - Nov 28, 2016



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.



Header Banner (400 x 100)

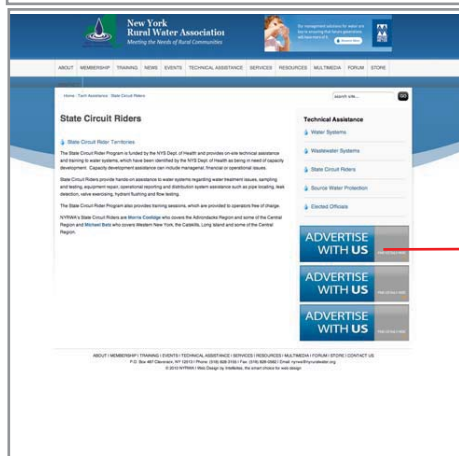
One banner with two rotations, run-of-site.

12 months | \$1,899.50

Custom Rectangle (283 x 183)

Our home page only rectangle banners are strategically placed adjacent to the News & Training information sections of the home page. The top two positions allow 3 rotations each, and the third position allows 2.

12 months | \$1,399.50



Vertical Banner (120 x 240)

One banner with two rotations, appearing on the home page only.

12 months | \$1,199.50

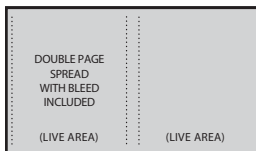
3:1 Rectangle (300 x 100)

Three banners with two rotations, appearing on the sub pages only.

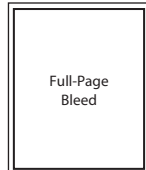
12 months | \$999

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



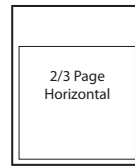
11.75" x 8.75"
(5" x 7.5" LIVE PER PAGE)



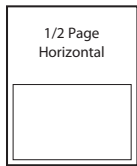
6" x 8.75"



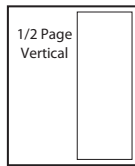
5" x 7.5"



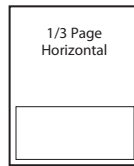
5" x 4.916"



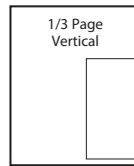
5" x 3.666"



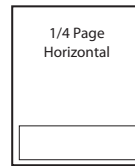
2.333" x 7.5"



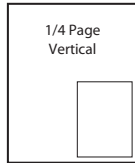
5" x 2.333"



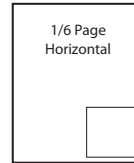
2.333" x 4.916"



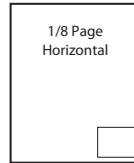
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

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.

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

Roster

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

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.

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. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

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.*

- Accountants
- Activated Carbon
- Adhesives
- Aerators/Mixers
- Analytical Instruments
- Analytical Laboratory
- Analytical Tools
- Architect/Engineer
- Arsenic Removal
- Arsenic Testing
- Automatic Control Valves
- Automatic Meter Reading
- AWWA Valves
- Backflow Preventer Parts
- Backflow Test Kits
- Bioaugmentation
- Biological Stimulants
- Boring Equipment
- Boring Equipment - Horizontal
- Brass Goods Castings
- Chemical Feed Equipment
- Chemical Feed Pumps
- Chemical Monitoring Systems
- Chemical Sales
- Chlorination & Dechlorination Equipment
- Chlorination Systems Sales
- Civil Engineers
- CLA VAL Butterfly & Check Valves
- Coagulation/Flocculation
- Coatings
- Coatings & Linings
- Combo Jetter/Vacuum Equipment
- Computer Software & Hardware
- Construction Equipment Sales, Rental & Leasing
- Consultants
- Consultants - Financial/Management
- Consulting Engineers
- Consulting Engineers & Surveyors
- Contract Operations
- Control Panels
- Control Systems
- Control Valves
- Controls
- Controls Integrator & Scada Supplier
- Core Drilling
- Corrosion Control & Sequestering
- Couplings & Repair Clamps
- Cross Connection/Backflow Prevention
- CSO, SSO Tanks - Prestressed Concrete
- Curb Stops, Corporations & Couplings
- Data Acquisition
- Data Loggers
- Dechlorination
- Demolition
- Dewatering
- Diesel Generators
- Digester & Lagoon Cleanout
- Disinfection Systems
- Diving & Salvage Contractors
- Diving Contractors
- Downhole Video
- Drilling
- Drinking Water Filtration Systems
- Elevated Water Tanks
- Engineering Consultants
- Engineering Firms
- Environmental Consultants
- Environmental Engineering
- Environmental Laboratories
- Environmental Testing
- Facilities Weatherproofing
- Filter Media
- Filter Media: Supply, Remove, Install
- Filtration Equipment
- Filtration Systems
- Financing/Financial Services
- Flow Meters
- Fluoridation
- Fluorocarbon Coatings
- FRP Grating & Structures
- Ground Storage Tanks
- Groundwater Consultants
- Groundwater Supply
- Homeland Security
- Horizontal Boring Equipment
- Hydrants & Valves
- Industrial Computers & Peripherals
- Industrial Equipment
- Instrumentation Water Quality
- Insurance
- Laboratories
- Lead Copper Corrosion Control
- Lead Copper Corrosion Control Products
- Leak Detection & Water Loss Reduction
- Leak Detection Equipment
- Legal Services
- Lightweight Portable Lifting Equipment
- Linestops
- Locating Equipment
- Manhole Rehab
- Manufacturers Representative
- Mechanical & Pipe Restraints
- Members
- Membrane Systems
- Meter Pits
- Meters
- Meters & Meter Reading Systems
- Meters & Meter Systems
- Meters - Compound
- Meters - Fire Service
- Meters - Flow
- Meters - Water
- Meters - Water, Flow
- Meters - Water, Magnetic
- Odor & Corrosion Control
- On-Line Analyzers
- OneCall Center
- Ozone Generators
- Paint
- Pipes
- Pipe Cleaning Services
- Pipe Fittings
- Pipe Identification
- Pipe Liners & Installation Equipment

Continued on next page...



Index of Advertisers Categories (Continued)

- | | | |
|---|---|--|
| <input type="checkbox"/> Pipe Locators & Water Leak Detectors | <input type="checkbox"/> Storage Tank Systems, Bolted | <input type="checkbox"/> Water & Wastewater Supplies |
| <input type="checkbox"/> Pipe Pushing Equipment | <input type="checkbox"/> Storage Tanks & Tank Inspection | <input type="checkbox"/> Water Analysis Instrumentation for Laboratory, Field & Process Analysis |
| <input type="checkbox"/> Pipe Repair | <input type="checkbox"/> Storage Tanks - Prestressed Concrete | <input type="checkbox"/> Water Level Indicators |
| <input type="checkbox"/> Pipe Supports | <input type="checkbox"/> Storage Tanks, Bolted | <input type="checkbox"/> Water Level Monitoring Instruments |
| <input type="checkbox"/> Pipe Tools & Vices | <input type="checkbox"/> Storage Tanks, Concrete | <input type="checkbox"/> Water Meter Testing & Repair |
| <input type="checkbox"/> Pipe TV Inspection Equipment | <input type="checkbox"/> Storage Tanks, Welded | <input type="checkbox"/> Water Quality Monitors |
| <input type="checkbox"/> Pipeline Supplies | <input type="checkbox"/> Storage Tanks/Precast Concrete | <input type="checkbox"/> Water Resources |
| <input type="checkbox"/> Pipes, Valves & Fittings | <input type="checkbox"/> Storm Water Tanks - Prestressed Concrete | <input type="checkbox"/> Water Storage Tanks |
| <input type="checkbox"/> Plastic Storage Tank | <input type="checkbox"/> Streamlight Flash Lights | <input type="checkbox"/> Water Storage Tanks - Prestressed Concrete |
| <input type="checkbox"/> PLC/RTUs | <input type="checkbox"/> Submersible, Submersible Dry Pit Pumps & Mixer | <input type="checkbox"/> Water Supply & Treatment |
| <input type="checkbox"/> Pressure Gauges | <input type="checkbox"/> Tank & Filter Cleaning | <input type="checkbox"/> Water Supply Consultants |
| <input type="checkbox"/> Process Controls | <input type="checkbox"/> Tank Inspection, Cleaning & Repair | <input type="checkbox"/> Water Tank Maintenance |
| <input type="checkbox"/> Project Management | <input type="checkbox"/> Tank Painting & Repairs | <input type="checkbox"/> Water Tank Mixing Systems |
| <input type="checkbox"/> Pump Station Equipment | <input type="checkbox"/> Tanks | <input type="checkbox"/> Water Testing Equipment |
| <input type="checkbox"/> Pumping Systems | <input type="checkbox"/> Tapping Products | <input type="checkbox"/> Water Tower Demolition |
| <input type="checkbox"/> Pumps | <input type="checkbox"/> Taste & Odor Control | <input type="checkbox"/> Water Treatment Plants |
| <input type="checkbox"/> Pumps, Submersible | <input type="checkbox"/> Telephone Dialers | <input type="checkbox"/> Water Treatment Products |
| <input type="checkbox"/> Pumps, Turbine | <input type="checkbox"/> Testing | <input type="checkbox"/> Water Treatment Tanks - Prestressed Concrete |
| <input type="checkbox"/> Quality On Tap | <input type="checkbox"/> Tower Demolition | <input type="checkbox"/> Water, Sewer & Highway Products |
| <input type="checkbox"/> Regulators, Pressure | <input type="checkbox"/> Two-Way Radio | <input type="checkbox"/> Water, Sewer, Drain & Gas Products |
| <input type="checkbox"/> Remote Monitoring | <input type="checkbox"/> Ultraviolet Disinfection | <input type="checkbox"/> Water/Wastewater Engineers |
| <input type="checkbox"/> Repair Solutions | <input type="checkbox"/> Underground Facilities Protection | <input type="checkbox"/> Water/Wastewater Instrumentation |
| <input type="checkbox"/> Residuals Management | <input type="checkbox"/> Underwater Construction | <input type="checkbox"/> Water/Wastewater Testing Supplies |
| <input type="checkbox"/> Reverse Osmosis | <input type="checkbox"/> Underwater Specialist | <input type="checkbox"/> Water/Wastewater Treatment |
| <input type="checkbox"/> Roof Coatings | <input type="checkbox"/> Utility Billing Software | <input type="checkbox"/> Water/Wastewater Operations & Maintenance |
| <input type="checkbox"/> Safety Consulting | <input type="checkbox"/> Utility Contractors | <input type="checkbox"/> Waterworks Products |
| <input type="checkbox"/> Safety Equipment | <input type="checkbox"/> Utility Management | <input type="checkbox"/> Waterworks Supply & Equipment |
| <input type="checkbox"/> Sanitary & Storm Sewer Maintenance | <input type="checkbox"/> Vacuum Trucks | <input type="checkbox"/> Waterworks, Drainage, Sewer & Utility Supplies |
| <input type="checkbox"/> Scada/Telemetry | <input type="checkbox"/> Valve Boxes | <input type="checkbox"/> Welding, Fabrication & Repair |
| <input type="checkbox"/> Scales | <input type="checkbox"/> Valve Boxes & Adaptors | <input type="checkbox"/> Well-Cleaning Chemicals |
| <input type="checkbox"/> Security Devices | <input type="checkbox"/> Valve Installations | <input type="checkbox"/> Well Drilling |
| <input type="checkbox"/> Sensors | <input type="checkbox"/> Valves | <input type="checkbox"/> Well Field Rehabilitation & Maintenance |
| <input type="checkbox"/> Septic Tank Cleaning | <input type="checkbox"/> Valves & Controls | <input type="checkbox"/> Wholesale Electrical Equipment |
| <input type="checkbox"/> Sewage Lift Stations | <input type="checkbox"/> Video Pipe Inspections | <input type="checkbox"/> Wilkins Backflow Preventers |
| <input type="checkbox"/> Sewage Overflow Tanks - Prestressed Concrete | <input type="checkbox"/> Waste Water Treatment | <input type="checkbox"/> Wireless Communication |
| <input type="checkbox"/> Sewer Maintenance Nozzles, Tools & Accessories | <input type="checkbox"/> Wastewater & Sewer Plant Services | |
| <input type="checkbox"/> Sewer Treatment Plants | <input type="checkbox"/> Wastewater Products | |
| <input type="checkbox"/> Sludge Filtration/Dewatering - Digesters | <input type="checkbox"/> Wastewater Pumps & Controls | |
| <input type="checkbox"/> Sludge Hauling | <input type="checkbox"/> Wastewater Treatment Equipment | |
| <input type="checkbox"/> Sludge/Biosolids Dewatering | <input type="checkbox"/> Wastewater Treatment Products | |
| <input type="checkbox"/> Solids/Phosphorous Removal | <input type="checkbox"/> Water & Wastewater Construction | |
| | <input type="checkbox"/> Water & Wastewater Equipment | |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____

Past Advertisers in the annual directory

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the New York 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 NYRWA.

Adaptor, Inc.
Advanced Rehabilitation Technology
Albany Winwater Works Co.
AllChem Performance Products
Alpha Geoscience
Aqua-Aerobic Systems, Inc.
Blair Supply Corporation
Browns Hill Sand Inc.
C.T. Male Associates
Central Equipment
Chlorinators Incorporated
Corrosion Products & Equipment
Cretex Specialty Products
Delaware Engineering, P.C.
Eastern Glass Lined Tanks, LLC
Endyne, Inc.
ESC Environmental, Inc.
Everett J. Prescott, Inc.
Ferguson Waterworks
Fire Flow Inspectors, Inc.
Fluid Kinetics
Franklin Consulting Services, LLC
G.A. Fleet Associates
G.P. Jager & Associates, Inc.
Gartner Equipment Co., Inc.
General Control Systems, Inc.
Goosetown Communications
Groundwater Sciences Corporation
H2M
Hanson Van Vleet, LLC
Harmsco Filtration Products
Harper Control Solutions, Inc.
Harper Haines Fluid Control, Inc.
HD Supply Waterworks
High Tide Technologies, LLC
J. Andrew Lange, Inc.
Kimbernick Sales, Inc.
Koester Associates, Inc.
Krausz USA
LaBella Associates, D.P.C.
Lamont Engineers
Layne Christensen Company
Leggette, Brashears & Graham, Inc.
Lock City Supply, Inc.
M.J. Engineering and Land Surveying, P.C
Master Meter, Inc.

Mobile Dredging and Pumping Co.
MRB Group P.C.
Neptune Technology Group, Inc.
Newburgh Winwater Co.
Nibsco Automation
Northeast Pump & Instrument Co.
Nussbaumer & Clarke, Inc.
O'Brien & Gere
PCS Pump & Process
Penn Valley Pump
Pertech, Inc.
Pittsburg Tank & Tower Maintenance Company, Inc.
ProMinent Fluid Controls, Inc.
Prowler Water Conservation Systems
Pump Service and Supply of Troy, Inc.
R.A. Ross N.E., Inc.
Rapid Pump & Meter Service
Reiner Pump Systems Inc.
Reliner/Duran, Inc.
Seaway Diving & Salvage Co., Inc.
Sensus
Severn Trent Environmental Services
Shannon Chemical
Siewert Equipment Co., Inc.
Sika Corporation
Simple Solutions Distributing, LLC
Slack Chemical Company, Inc.
Smith & Loveless
Spear Point Energy
Stantec
Statewide Aquastore, Inc.
Subsurface Technologies, Inc.
Surpass Chemical Co., Inc.
TAM Enterprises, Inc.
The Holland Company
The Vellano Corporation
Ti-Sales
Total Control System Services, Inc.
Total Piping Solutions, Inc.
USA Blue Book
Utility Service Group
Water Environment Federation
Water Resource Technologies, LLC
Xylem (Flygt Products)