

MEDIA KIT



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



FOR MORE INFORMATION, PLEASE CONTACT:

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msroka@naylor.com

www.nyruralwater.org

NAYLOR 
ASSOCIATION SOLUTIONS



NEW YORK RURAL WATER ASSOCIATION

ABOUT NYRWA

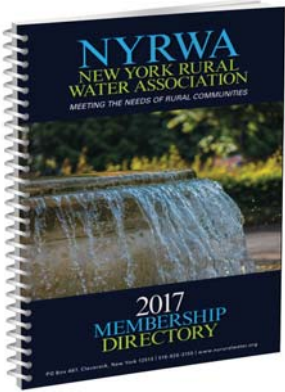
- NYRWA is the **largest membership organization** representing small water and wastewater systems in the state and the **7th largest water association** in the nation.
- **More than \$36 billion** will be spent repairing, replacing and upgrading New York's municipal wastewater infrastructure over the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

WHY ADVERTISE?

NYRWA reaches more of the municipal workforce than any other organization in New York. **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 many more!**

Connect with New York's largest membership organization representing small water and wastewater systems. Reserve your space today!



Membership Directory



Website Advertising
nyruralwater.org



NYRWA eNewsletter

Membership Directory



Net Advertising Rates

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

Full-Color	Rates
Double Page Spread	\$3,799.50
Outside Back Cover	\$3,159.50
Inside Front or Inside Back Cover	\$2,989.50
Full Page	\$2,549.50
2/3 Page	\$2,189.50
1/2 Page	\$1,629.50
1/3 Page	\$1,209.50
1/4 Page	\$989.50
1/6 Page	\$729.50
1/8 Page	\$589.50

Premium Advertising Options - Ask your representative for specifications.

Belly Band: \$3,449.50

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

Black-and-White	Rates
Full Page	\$1,589.50
2/3 Page	\$1,519.50
1/2 Page	\$999.50
1/3 Page	\$779.50
1/4 Page	\$589.50
1/6 Page	\$469.50
1/8 Page	\$359.50

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).

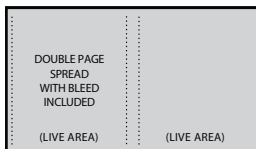
(Rates as of August 2018)

Membership Directory

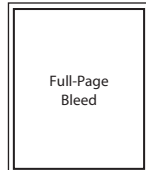


Print Advertising Specifications

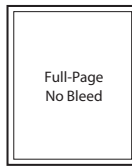
Roster Trim Size: 5.75" x 8.5"



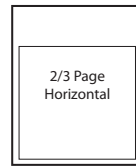
11.75" x 8.75"
(5" x 7.5" LIVE PER PAGE)



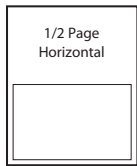
6" x 8.75"



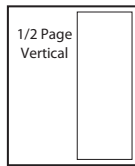
5" x 7.5"



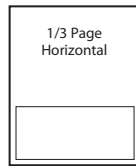
5" x 4.916"



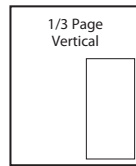
5" x 3.666"



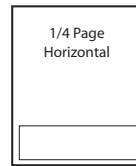
2.333" x 7.5"



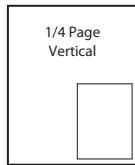
5" x 2.333"



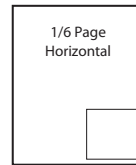
2.333" x 4.916"



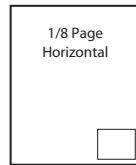
5" x 1.666"



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.

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).

Membership Directory



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...

Membership Directory



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: _____



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 4,000-6,000 impressions per month!

Traffic numbers from January 2017 - June 2017

Top Horizontal Banner (468 x 60) - 2 positions

12 Months | \$1,950

- No rotation
- JPG only

Bottom Horizontal Banner (468 x 60) - 2 positions

12 Months | \$1,700

- 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.

Website Advertising



Advertising on the NYRWA Website – www.nyrruralwater.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.nyrruralwater.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.nyrruralwater.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.

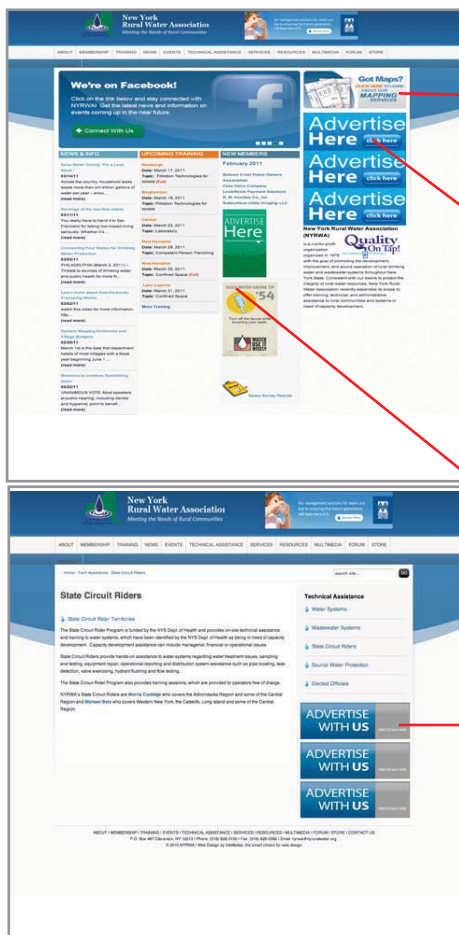
Features of NYRWA website advertising:

- 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.nyrruralwater.org receives:

- 837 total visits per month
- 2,072 page views per month
- 2.48 page views per visit

**Traffic numbers from January 2017 - June 2017*



Header Banner (400 x 100)

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

12 months | \$1,995

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 | \$1,470

Vertical Banner (120 x 240)

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

12 months | \$1,260

3:1 Rectangle (300 x 100)

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

12 months | \$1,050

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

Membership Directory



Past Advertisers

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
Alpha Geoscience
Aqua-Aerobic Systems, Inc.
Aries Chemical, Inc.
Blair Supply Corporation
Browns Hill Sand, Inc.
C.T. Male Associates
Coyne Environmental Services
Delaware Engineering, D.P.C.
EMA of New York
Endyne, Inc.
EnviroTest Laboratories, Inc.
Everett J. Prescott, Inc.
G.A. Fleet Associates
Gartner Equipment Co., Inc.
General Control Systems, Inc.
Goosetown Communications
Groundwater Sciences Corporation
Hanson Van Vleet, LLC
Harper Control Solutions, Inc.
HD Supply Waterworks
High Tide Technologies, LLC
J. Andrew Lange, Inc.
JPS Industries
Koester Associates, Inc.
Krausz USA
LaBella Associates
Lamont Engineers
Larson Design Group, Inc.
Layne Christensen Company
Leggette, Brashears & Graham, Inc.
Lock City Supply, Inc.
Master Meter, Inc.
MRB Group PC
Neptune Technology Group, Inc.
Newburgh Winwater Co.
Nussbaumer & Clarke, Inc.
Pertech, Inc.
Pittsburg Tank & Tower Maintenance Company, Inc.
ProMinent Fluid Controls, Inc.
Pump Service and Supply of Troy, Inc.
R.A. Ross N.E., Inc.
Reliner/Duran, Inc.
Seaway Diving & Salvage Co., Inc.
Sensus
Severn Trent Environmental Services
Slack Chemical Company, Inc.
Smith & Loveless
Subsurface Technologies, Inc.
Suez Water Advanced Solutions / Utility Service Co., Inc.
Surpass Chemical Co., Inc.
TAM Enterprises, Inc.
The Holland Company
The Vellano Corporation
Ti-Sales
Total Piping Solutions, Inc.
Xylem (Flygt Products)

Membership Directory



Digital Edition

In addition to print, the *Membership Directory* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the NYRWA's website. An archive of the directory is available, securing your ad a lasting online presence.*

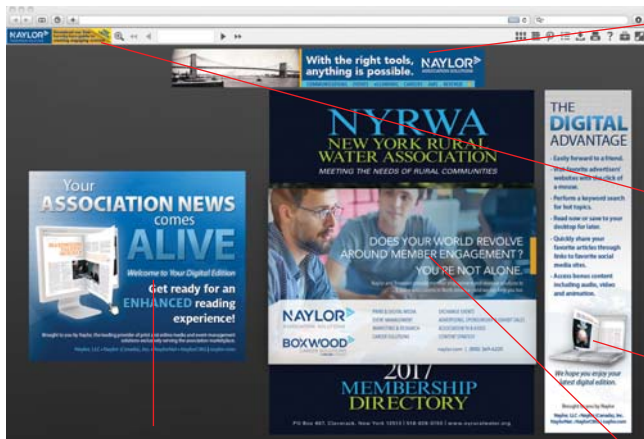
Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire directory**
- **Navigate and magnify pages with one click**
- **View instantly from most smartphones and tablets**
- **View archives and find a list of sections for one-click access**
- **Read the *Membership Directory* online or download and print for later**

Extend your advertising investment with digital media:

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

Ad Positions



Digital Leaderboard | \$880

Your company will enjoy maximum visibility with the leaderboard position, which is visible the entire time the directory is being viewed.

Digital Toolbar | \$320

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Skyscraper | \$770

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Sponsorship | \$460

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

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.

Digital Belly Band | \$500

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

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