

# MEDIA KIT



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



FOR MORE INFORMATION, PLEASE CONTACT:

[www.nyruralwater.org](http://www.nyruralwater.org)

For Print Opportunities:

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Publication Director

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**NAYLOR**   
ASSOCIATION SOLUTIONS

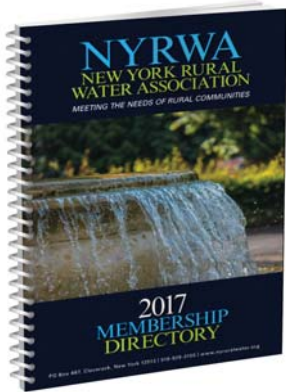




# NEW YORK RURAL WATER ASSOCIATION

## 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.



Membership Directory



Website Advertising  
nyruralwater.org



Between the Pipes  
eNewsletter

## 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



## 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.

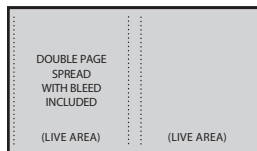
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors 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 August 2018)

# Membership Directory

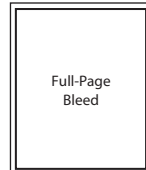


## Print Advertising Specifications

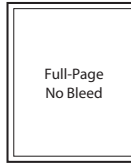
**Roster Trim Size: 5.75" x 8.5"**



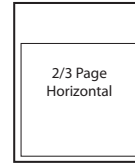
11.75" x 8.75"  
(5" x 7.5" LIVE PER PAGE)



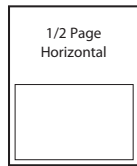
6" x 8.75"



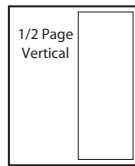
5" x 7.5"



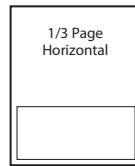
5" x 4.916"



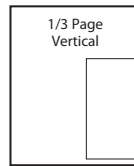
5" x 3.666"



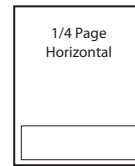
2.333" x 7.5"



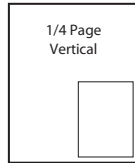
5" x 2.333"



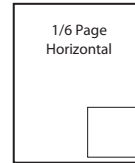
2.333" x 4.916"



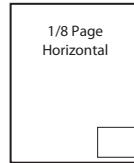
5" x 1.666"



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](http://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, 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.

# 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.*

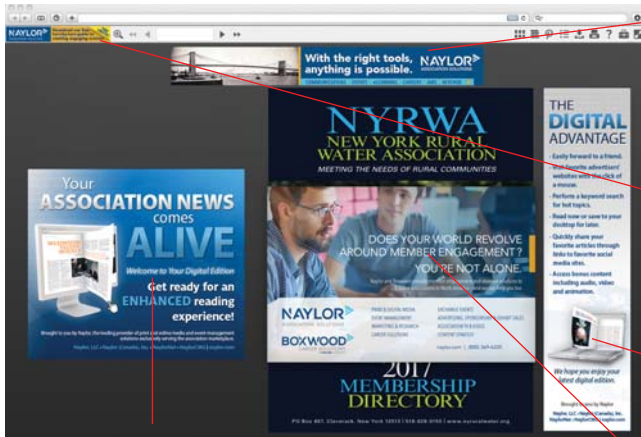
### Readers can:

- **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 | \$310

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](http://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)

# Between the Pipes



## About Between the Pipes eNewsletter

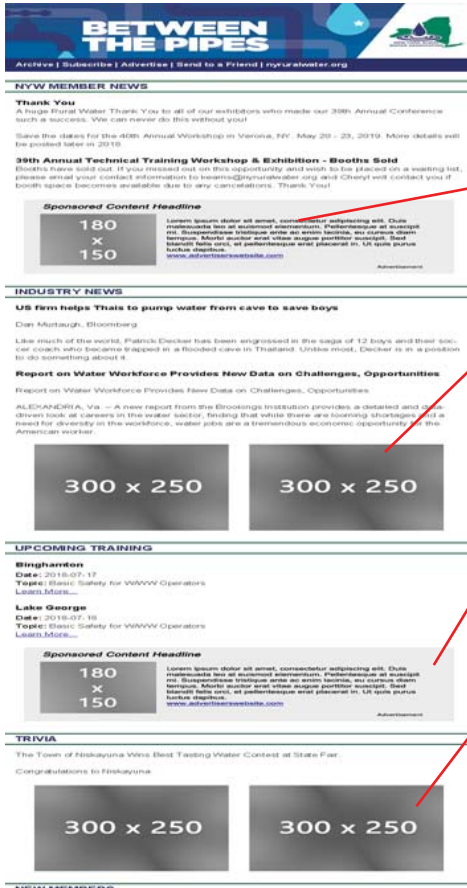
Now more than ever, professionals consume information on the go. Our *Between the Pipes* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### 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

Ads featured on the NYRWA eNewsletter receive up to 930+ impressions per month!

Traffic numbers as of November 2018



**Sponsored Content 1 (180 x 150) - 1 position**

12 Months | \$1,95

**Rectangle Row 1 (300x 250) - 2 positions**

12 Months | \$1,950

**Sponsored Content 2 (180 x 150) - 1 position**

12 Months | \$1,650

**Rectangle Row 2 (300 x 250) - 2 positions**

12 Months | \$1,750

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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# Website Advertising



## Advertising on the NYRWA Website – [www.nyrruralwater.org](http://www.nyrruralwater.org)

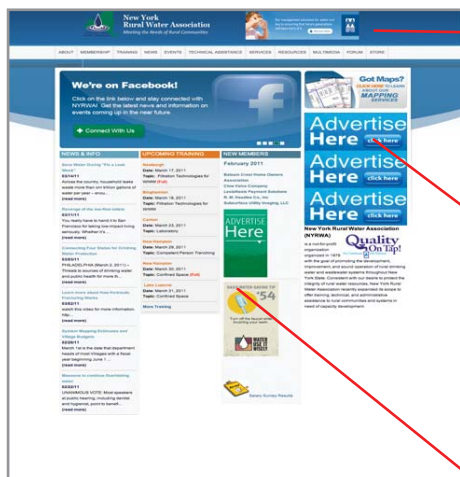
Advertising on the NYRWA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [www.nyrruralwater.org](http://www.nyrruralwater.org) to learn about upcoming association events, access training information, view the latest issues of *Aquafacts* magazine, keep up with industry news and much more! Advertising on [www.nyrruralwater.org](http://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

Ads featured on the NYRWA website receive up to 6,050 impressions per month!

Traffic numbers as of November 2018



#### Header Banner (400 x 100)

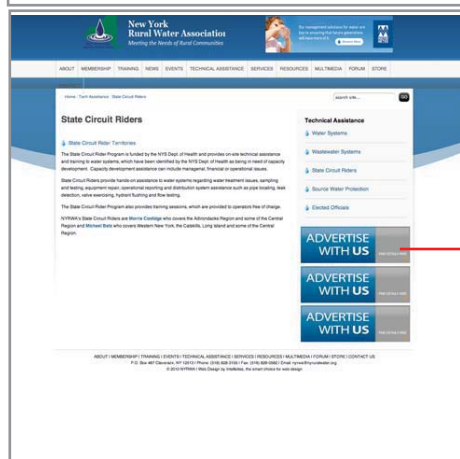
One banner with two rotations, run-of-site.

**12 months | \$2,050**

#### 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 | \$1,510**



#### Vertical Banner (120 x 240)

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

**12 months | \$1,300**

#### 3:1 Rectangle (300 x 100)

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

**12 months | \$1,080**

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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