



South Carolina Rural Water Association

Reach key players who service more than 2.2 million people

The SCRWA Advantage

Reach industry leaders

Our members are key players in the South Carolina's water industry, including:

- Certified operators
- Engineers
- Legislative/Congressional delegations
- Non-profit corporations
- Plant managers
- Public water utilities
- Public works superintendents
- Rural water districts
- Water system board/council members

- SCRWA's membership services more than **2.2 million people** throughout South Carolina—almost **half** the state's population.

Showcase your products and services to a captive audience

- SCRWA members are involved **year-round** with **construction, upgrades and training** and are responsible for purchasing your products and services.

Who We Are

The South Carolina Rural Water Association (SCRWA) is dedicated to promoting the state's rural water industry. SCRWA's commitment to excellence has kept the industry strong by providing professional development, equipment lending, training programs and financial assistance to members.

Maximize your investment

A successful marketing campaign involves a constant flow of information to prospective buyers. Whether you're launching a new product, promoting time-sensitive offers or striving to maintain top-of-mind awareness when a purchasing decision is made, **SCRWA delivers your message to members both in print and online.**

For more information, please contact:

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Connect with SCRWA members throughout the year



CLEAR eNews

Our bi-monthly eNewsletter features current rural water news and trends, legislative issues affecting the industry, training opportunities and SCRWA membership updates.



SCRWA Website

The SCRWA website is the gateway for members and non-members to access information about the association online. Position your company in front of a dynamic group of influential professionals year round.



To learn more about SCRWA, visit:

www.scrwa.org

About the eNewsletter

Now more than ever, professionals consume information on the go. **CLEAR eNews** allows members to stay informed of timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

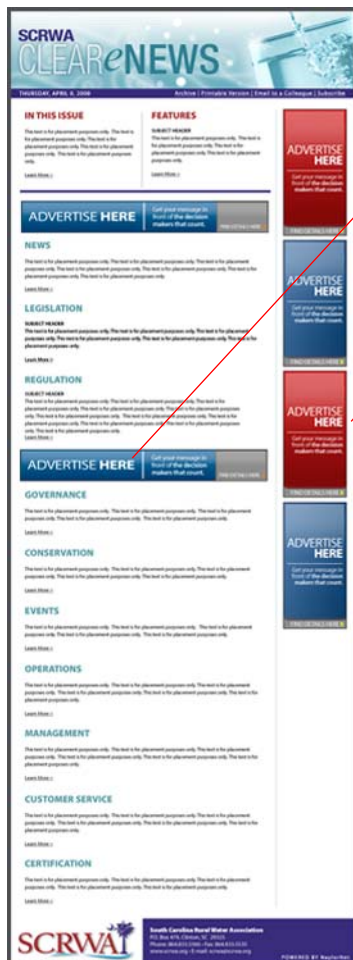
- Delivers your message directly to the inboxes of more than 700 decision-makers on a regular basis
- In addition to SCRWA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other SCRWA 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 our ads receive:

482 impressions per month

31 clicks per month



Horizontal Banner

6 Issues | \$2,520 3 Issues | \$1,575 1 Issue | \$945

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Vertical Banner

6 Issues | \$2,100 3 Issues | \$1,260 1 Issue | \$780

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Distributed on the second Thursday of every other month

Sections include:

- Current rural water news and trends
- Legislative issues affecting the industry
- Training opportunities
- SCRWA membership updates

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

eNewsletter

Horizontal Banner

- 468 x 60 pixels
- JPG only (no animation)

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)

Website

Leaderboard

- 728 x 90 pixels
- JPG, GIF or Flash/SWF* accepted

Rectangles

- 180 x 150 pixels
- JPG, GIF or Flash/SWF* accepted

Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

- Create a proper ActionScript 2.0 button as follows:
 1. Symbol type needs to be "button"
 2. Set action script code exactly as below:

```
on (press) {  
    gotoURL(url, "_blank");  
}
```

NOTE: Do not type your intended URL in the code.

The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.