“The NRWA Network touches every district and small system in every state and is supported by a membership of 31,000 utilities. This support and the support of our corporate members ensures that funding is available to build, upgrade and expand systems. It ensures increased levels in the Rural Utilities Loan and Grant Program, the State Revolving Funds and today, one would be hard pressed to find an Operations Specialist who has not received the majority of their training from State Rural Water Associations. Availability of affordable funding and a well trained workforce results in system upgrades, new construction and equipment purchases. Make a difference and Join the Rural Water Network today. We appreciate your support.”

—Sam Wade, CEO
WHO WE ARE

The National Rural Water Association is a non-profit federation of state rural water associations and is the largest, most powerful water and wastewater membership organization in the nation representing, through its state affiliates, 31,000 utility members. Through its lobbying efforts, NRWA ensures more than $2 billion annually for rural and small water and wastewater construction upgrades and equipment.

WHY PARTNER WITH NRWA?

94% Water utilities nationwide that are rural or small municipal systems.
50%+ Utility members providing both water and wastewater services.
92% Member utilities considering upgrades or new construction.

Total industry buying power is more than $1.4 billion.

Total number of water and wastewater hookups is more than 38 million.

Through its state rural water association affiliates, NRWA historically serves rural and small communities with populations of less than 10,000.

ANNUALLY, NRWA AND OUR STATE ASSOCIATIONS ARE RESPONSIBLE FOR THE FOLLOWING:

- Total on-site contacts: 91,000+ annually
- Water and wastewater professionals receiving training: 39,000+
- Communities receiving USDA water funding: 1,277
- On-site compliance assistance: 8,030
READERSHIP INFORMATION

Published four times a year, Rural Water magazine is the only national publication targeted to the operators and board members of rural and small municipal water and wastewater utilities. Additional copies are distributed throughout the year at industry shows, Congressional members and Federal officials.

ACCORDING TO A RECENT READERSHIP SURVEY:

- **86.3%** of respondents rate Rural Water as important to them.
- **2 OUT OF 3** respondents agree that they are more likely to purchase products and services from companies that advertise their products in NRWA publications.
- **MORE THAN 4 OUT OF 5** respondents value the content of Rural Water, rating it as high or very high.
- **NEARLY HALF** of Rural Water readers pass along their copy to as many as 10 or more people after they’ve finished reading.
- **3 OUT OF 4** respondents spend up to 40 MINUTES reading Rural Water.
- **2 OUT OF 3** respondents agree that they are more likely to purchase products and services from companies that advertise their products in NRWA publications.
- Of respondents who took action on an ad, **80%** visited an advertiser’s website and **MORE THAN HALF** contacted a company for more information.

Rural Water reaches more than **31,000 water and wastewater utilities** and is read by **over 150,000 water professionals throughout the country**.

WHAT READERS ARE SAYING*:

“It is vital to stay up-to-date with the water and wastewater industry and the rural water association is a valuable resource for all water and wastewater professionals.”
— Jack E. Barker, President Innovative Water Technologies, Inc.

“Rural Water is a great read. Just like water itself, it’s just the facts. Helpful, insightful and can’t live without it.”
— Glinda, North Jackson County Water Authority and Sand Mountain Water Authority

“Rural Water is a great publication, and it really is the vehicle of choice for reaching small to mid-size water/wastewater system. We consider it a cornerstone publication in the industry.”
— Tom Renich, Owner, JATO Services LLC

*Testimonials are printed in the format received.
NON MEMBER RATES

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<thead>
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Product Spotlight 1/6-page ad: $859.50

Product Spotlight listings are paid advertising and will appear in the Product Spotlight section included in Rural Water magazine. Each listing will appear under the category of your choice and will include company name and contact information, along with a photo and description of the product.

All rates include a direct link from your company’s ad to your website in the digital version of Rural Water.

All advertisers receive a free custom listing in our Index of Advertisers. Your company will be listed under the category of your choice along with the page number of your ad.

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.
NRWA Membership Directory
TARGET INDUSTRY LEADERS BOTH IN PRINT AND ONLINE

In addition to print, Rural Water and the Membership Directory are also available in fully interactive digital editions. 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.

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

Digital Edition Large Toolbar
$1,650
Your company name is displayed on the toolbar, found in the top of every page of the digital edition next to frequently used navigational icons.

Digital Edition Leaderboard
$2,520
The Leaderboard ad displays directly above the publication the entire time the digital edition is open.

Digital Edition Skyscraper
$2,520
The Skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Digital Edition Sponsorship
$2,730
Your message will be prominently displayed directly across from the cover of the magazine.

Digital Edition Bellyband
$2,500
To be included, advertisers must supply the digital file of the belly band in high-resolution PDF format.

Digital Edition Link | Included in Display Ad Rates
Links increase traffic from your ad in the digital edition to your company’s website or a corporate email address. Most of our advertising options include this feature at no additional charge.
Additional fees apply where noted.

MORE THAN HALF of survey respondents view the digital edition in addition to reading the print version and spend up to 40 minutes reading each issue.
DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

*Rural Water* Magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

Formats available to readers:

- Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- Page view: The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

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**In-Magazine Digital Options (HTML reading view)**

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

1. **Leaderboard (all views) | $2,500**
   The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2. **Rectangle (all views) | $2,700**
   The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

3. **TOC Mobile Banners (HTML reading view)**
   The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

   - **Top TOC Mobile Banner | $1,500**
   - **2nd TOC Mobile Banner | $1,000**

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.

For the latest online specs, please visit www.naylor.com/onlinespecs
# 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Feature Theme</th>
<th>Event Coverage</th>
<th>Bonus Distribution</th>
<th>Space Reservation</th>
<th>Materials Deadline</th>
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<tr>
<td><strong>First Quarter 2020</strong></td>
<td><strong>Source Water Production</strong></td>
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<td>Ships: March 2020</td>
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<td><strong>Second Quarter 2020</strong></td>
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<td>Ships: May 2020</td>
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<td><strong>Third Quarter 2020</strong></td>
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<td>Ships: November 2020</td>
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<td><strong>NRWA Membership Directory</strong></td>
<td>The NRWA Membership Directory will highlight best practices, products, services and new technologies being introduced to the water industry.</td>
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<td>6/8/2020 6/10/2020</td>
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*Editorial Calendar is tentative and subject to change without notice.*
YOUR ONLINE AUDIENCE

NRWA online publications are available 24/7 and are a valued benefit to our members.

ACCORDING TO A RECENT READERSHIP SURVEY:

- **2 OUT OF 3** respondents agree that they are more likely to purchase products and services from companies that advertise their products in NRWA publications.

- Of respondents who took action on an ad featured on either the WaterPro Community Online Buyers' Guide **75%** visited an advertiser's website and **HALF** contacted a company for more information.

- Not only is the WaterPro Community Online Buyers' Guide used as a purchasing guide with **MORE THAN HALF** of survey respondents using it as such, **NEARLY HALF REFER OTHERS** to the buyers' guide for their purchasing needs.

WHAT OUR MEMBERS ARE SAYING ABOUT OUR ONLINE PUBLICATIONS*:

“I would tell everyone in the water utility that I enjoy the online publications. Many of the articles can apply to us or indirectly affect our utility.”

“If utilities don’t use the information that the NRWA puts out in their publications they are missing out on an important tool that could and will help their company.”

“Read it. This is an excellent way to learn and stay up to date with regulation changes and what’s going on within our industry in other states.”

“It is easy and convenient to receive the online publications.”

“You can find vendors that have all possible services and materials needed to operate a water system efficiently.”

“Saves time and money for our organization.”

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*Testimonials are printed in the format received.
NRWA WEBSITE

Advertising on the NRWA website is a great way to reach member and non-member visitors and reinforce your marketing message. Advertising on nrwa.org offers cost-effective opportunities to position your company as a leader in front of an influential group of water professionals.

FEATURES OF NRWA WEBSITE ADVERTISING:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

Rectangles on NRWA.org receive up to 10,775 impressions per month.

Rectangles
300 x 250 - 5 positions, 4 rotations each

- $5,260 – 12 Months
- $1,790 – 6 Months
- $980 – 3 Months

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.
The WaterPro Community Online Buyers’ Guide is a user-friendly forum designed to bring suppliers and end users together. The interactive guide makes it easy to locate products and professional services geared to the water and wastewater industry. With hyperlinks, multiple search capabilities and richer search results, our WaterPro Community Online Buyers’ Guide is designed to drive the purchasing process and bring customers to your site with a few clicks.

On average, the WaterPro Community Online Buyers’ Guide receives:

- **978 page views per month**
- **3.54 pages/session**

*Traffic numbers from March 2019 - September 2019

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**Curtain Ad**
- Exclusive position
- Non-Member Rate: **$3,140** | Member Rate: **$2,340**

**Leaderboard Banner**
- Run-of-site banner with five advertisers in rotation
- Non-Member Rate: **$2,165** | Member Rate: **$1,940**

**Run-of-Site Rectangle 1 & 2**
- Two positions with three ads rotating in each. Each Rectangle is sold separately.
- Non-Member Rate: **$2,000** | Member Rate: **$1,800**

**Run-of-Site Rectangle 3 & 4**
- Two positions with three ads rotating in each. Each Rectangle is sold separately.
- Non-Member Rate: **$1,800** | Member Rate: **$1,620**

**Micro Banner (two positions)**
- Non-Member Rate: **$1,050** | Member Rate: **$810**

*All rates are for 12 months.

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.
Featured Companies | $1,210
Run-of-site with eight rotations. Includes a complimentary premier listing.

Premier Listing Package
Includes full-color logo, company name, address, phone, active Web link

- Premier Listings are designed to offer heightened visibility within the WaterPro Community Online Buyers’ Guide. Premier Listings will appear in the order in which they are reserved—first come, first listed.
- Premier Listings include all basic contact information, extended company profile, product/service description with full-color image, additional contact information, Google™ Map It and Site Search and links to Facebook, Twitter and LinkedIn. Listings will be active for one year.

Non-Member Rate: $470 | Member Rate: $380
Includes five product/service category listings of your choice. Additional category listings are $50 each.

Video Premier Listing | $140
Bring your premier listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required—when visitors click on a product/category on the home page of the WaterPro Community Online Buyers’ Guide, your Premier Listing is certain to be noticed.

MEMBER RATES:
1st Placement: $970 | 2nd Placement: $890 | 3rd Placement: $810
Non-members will be charged an additional 15% for guaranteed placement

*All rates are for 12 months.

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.

PREMIER LISTING ADDITIONAL FEATURES:

- Full-color company logo
- Active website, Facebook, Twitter and LinkedIn links, email address and up to five detailed contacts
- Extended company profile and products and services listing
- Full-color product photo and description (can be hyperlinked to any page on your company’s website)
- Google™ Map It! Feature—Displays a Google™ map of your business location
- Google™ site search feature—Allows users to search your company website directly from your buyers’ guide listing
- Request for Information feature—Generates a form through which users can contact a designated representative from your business directly
Premier Listing includes:
- Premium Placement Above Basic Listings
- Full-Color Company Logo
- Company Name
- Company Contacts
  - Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active Email
- Active Facebook, Twitter and LinkedIn links
- “Forward to a Friend” Capability
- Product/Service Category Listings
  - Includes five categories of your choice
  - Additional categories available for $50 each
- Extended Company Profile
- Full-Color Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search
- Request for Information Feature
- Request for Proposal Enabled

Upgrade Opportunities:
- Category sponsorship
- Add a video to your listing

Basic Listing includes:
- Company Name
- Full Mailing Address
- Phone Number
- Fax Number
- Product/Service Category Listing
  - Limited to two categories
  - Assigned by association
PRINT SPECIFICATIONS

Rural Water, NRWA Membership Directory

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.

Artwork Requirements
All digital color and grayscale 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 grayscale 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 and click on Ad Upload. Locate your publication code, advertising order number and advertising code in the box at the top, right-hand side of your advertising space contract. Simply fill in your company’s contact information along with these three pieces of information, browse for your file and click submit. Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

ONLINE SPECIFICATIONS

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

WaterPro Community Online Buyers’ Guide:

Curtain Ad
- Two files required, collapsed leaderboard and expanded billboard image
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- Leaderboard: 954 x 75 pixels
- Billboard: 954 x 300 pixels
- Creative accepted: JPG only (no animation)
- Third party tags: Not accepted. However URL click trackers are acceptable.

Leaderboard Banner
- Dimensions: 728 x 90 pixels
- Creative accepted: JPEG & GIF

Rectangle Banner
- Dimensions: 300 x 250 pixels
- Creative accepted: JPEG & GIF

Micro Banner
- Dimensions: 120 x 90 pixels
- Creative accepted: JPEG & GIF

Premier Listing
- Logo: 240 x 120 pixels, JPG only (no animation)
- Product image: 240 x 240 pixels, JPEG & GIF accepted
- Your product image can be hyperlinked to any page on your website, so please provide the URL to which you would like your product image to link. You can also include a brief product description (500 characters maximum) that will appear next to the product image.

*Rural Water Digital Edition:

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

NRWA.ORG:
2 Rectangles
- Dimensions: 300 x 250 pixels
- Creative accepted: JPEG & GIF

NRWA MEMBERSHIP DIRECTORY

NRWA’s Membership Directory will highlight best practices, products, services and new technologies being introduced to the water industry. Spaces are limited in this once-per-year opportunity!

The NRWA Membership Directory will reach more than 31,000 water and wastewater utilities and will be read by over 150,000 water professionals throughout the country.

Our directory will include relevant association and member updates. It will facilitate member-to-member communication, networking and purchasing, and will serve as a phone book and year-round reference tool for our members and other industry professionals.

**RATES**

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**2020 BUYERS’ GUIDE**

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<tr>
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<td>$299.50</td>
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If you would like your profile/logo to appear under multiple categories, you may run the identical profile/logo at 50% of the full price for each additional category. If you wish to run different profiles/logos, you will be charged full price for each listing.
SPONSORED EBLAST

When each print edition of Rural Water magazine is distributed, an email is sent to all NRWA members and subscribers making them aware that the digital edition is available for viewing.

Enjoy the benefits of a targeted email blast:

• Delivers your message directly to the inbox of over 31,000 water and wastewater utilities and decision-makers
• Directs visitors to the landing page of your choice to facilitate the purchasing process
• Frequently forwarded to others for additional exposure

EXCLUSIVE AD SPACE

1 eBlast Sponsor 640x100 pixels

✦ Only one spot available – NO ROTATION
✦ Located at the top of the email blast

$6,500 PER ISSUE

For a complete online specs, please visit www.naylor.com/onlinespecs

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