



NATIONAL RURAL WATER ASSOCIATION

America's Largest Utility Membership

"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

NRWA.ORG

MEDIA GUIDE

C O N T A C T :

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**



**NATIONAL
RURAL WATER
ASSOCIATION**

America's Largest Utility Membership

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.



MORE THAN 4 OUT OF 5 respondents value the content of *Rural Water*, rating it as high or very high.



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.



NEARLY HALF of *Rural Water* readers pass along their copy to as many as 10 or more people after they've finished reading.



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 Serices LLC



*Testimonials are printed in the format received.

rural water

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

NON MEMBER RATES

	1x Color	1x BW	2-3x Color	2-3x BW	4-5x Color	4-5x BW
Double Page Spread	\$8,059.50	\$7,159.50	\$7,489.50	\$6,589.50	\$6,909.50	\$6,009.50
Outside Back Cover	\$6,809.50	\$5,909.50	\$6,339.50	\$5,439.50	\$5,859.50	\$4,959.50
Inside Front or Inside Back	\$6,279.50	\$5,379.50	\$5,849.50	\$4,949.50	\$5,419.50	\$4,519.50
Full Page	\$5,179.50	\$4,279.50	\$4,839.50	\$3,939.50	\$4,489.50	\$3,589.50
2/3 Page	\$4,639.50	\$3,739.50	\$4,339.50	\$3,439.50	\$4,039.50	\$3,139.50
1/2-Page Island	\$3,819.50	\$2,919.50	\$3,589.50	\$2,689.50	\$3,349.50	\$2,449.50
1/2 Page	\$3,639.50	\$2,739.50	\$3,419.50	\$2,519.50	\$3,199.50	\$2,299.50
1/3 Page	\$3,049.50	\$2,149.50	\$2,879.50	\$1,979.50	\$2,709.50	\$1,809.50
1/4 Page	\$2,509.50	\$1,609.50	\$2,379.50	\$1,479.50	\$2,249.50	\$1,349.50
1/6 Page	\$2,309.50	\$1,409.50	\$2,199.50	\$1,299.50	\$2,079.50	\$1,179.50
1/8 Page	\$1,909.50	\$1,009.50	\$1,829.50	\$929.50	\$1,749.50	\$849.50



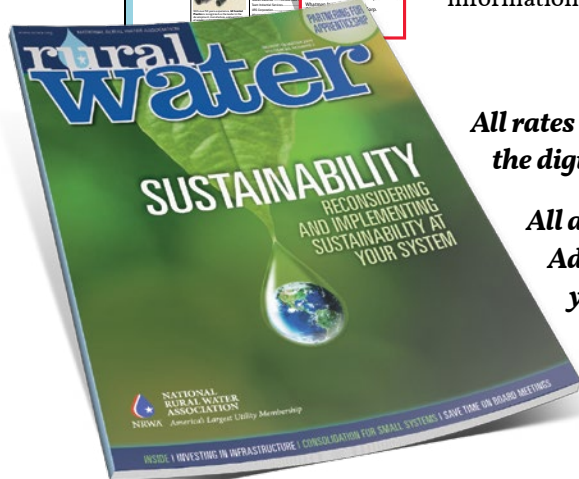
Product Spotlight 1/6-page ad: \$859.50

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**

RURAL WATER ONLINE IN 2018:

- 💧 **AVERAGE TOTAL VISITS PER ISSUE: 353**
- 💧 **AVERAGE VISITORS PER ISSUE: 375**
- 💧 **AVERAGE PAGE VIEWS PER ISSUE: 6,448**
- 💧 **AVERAGE CLICKS ON LINKS PER ISSUE: 634**

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

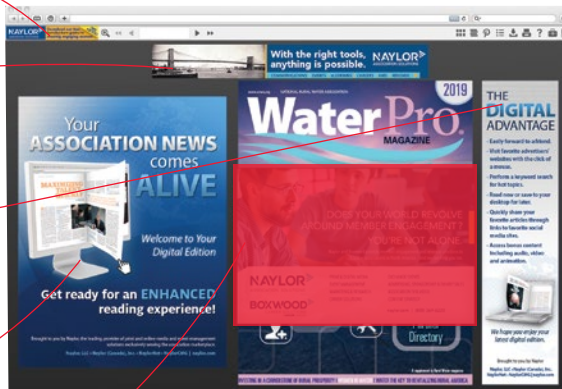
The Skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

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.

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💧 **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!



Mobile & Desktop Responsive HTML Reading View



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.

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.

3 Top TOC Mobile Banner | \$1,500

4 2nd TOC Mobile Banner | \$1,000

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.

HTML5 Ad | \$2,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,200

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$1,600
- Medium Insert | \$1,200

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

2020 EDITORIAL CALENDAR

Issue	Feature Theme	Event Coverage	Bonus Distribution	Space Reservation	Materials Deadline
First Quarter 2020 Ships: March 2020	Source Water Production			1/23/2020	1/27/2020
Second Quarter 2020 Ships: May 2020	Sustainability				3/26/2020
Third Quarter 2020 Ships: August 2020	Infrastructure				6/24/2020
Fourth Quarter 2020 Ships: November 2020	Energy Efficiency			9/22/2020	9/24/2020
NRWA Membership Directory Ships: August 2020	The NRWA Membership Directory will highlight best practices, products, services and new technologies being introduced to the water industry.			6/8/2020	6/10/2020

*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 *Online Buyers' Guide* **75%** visited an advertiser's website and **HALF** contacted a company for more information.
- 💧 Not only is the *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."

**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

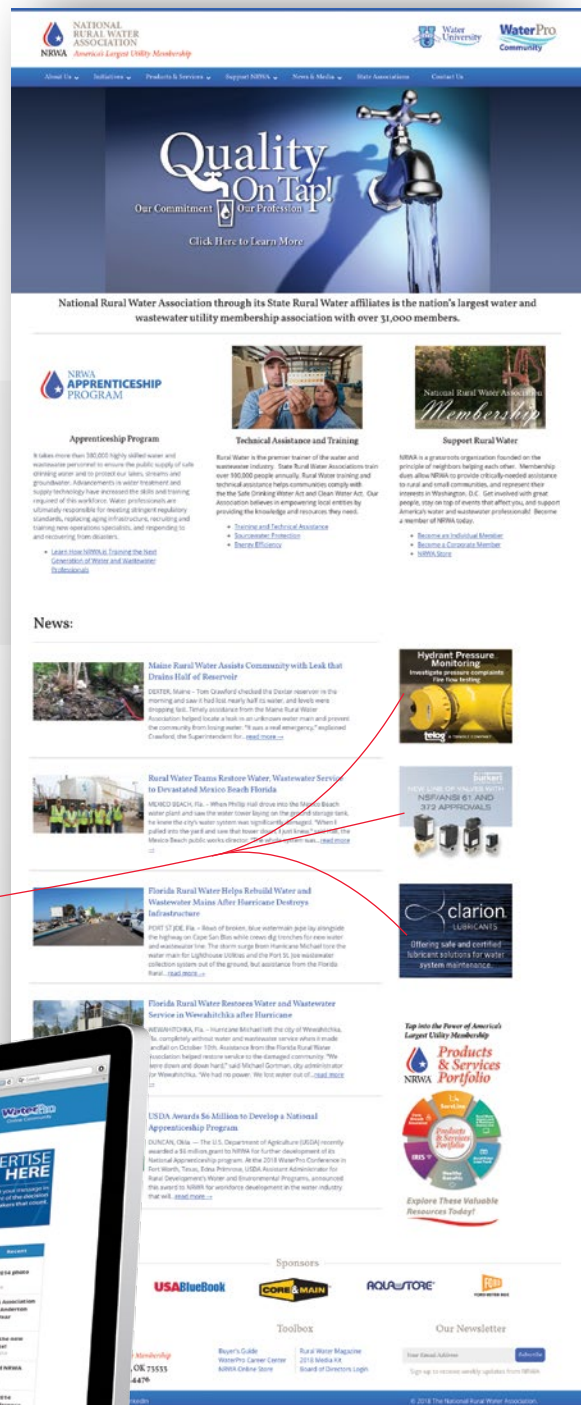
300 x 250 • 3 positions, 4 rotations each

\$3,260 – 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.



Online Buyers' Guide

NRWA.OFFICIALBUYERSGUIDE.NET

The *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 *Online Buyers' Guide* is designed to drive the purchasing process and bring customers to your site with a few clicks.

On average, the NRWA
Online Buyers' Guide receives:

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

**Traffic numbers from March 2019 - September 2019*



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.*

Online Buyers' Guide



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 *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 *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.*



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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

ONLINE PRODUCT AND SERVICE GUIDE

Premier Listings versus Basic Listings

NAYLOR
ASSOCIATION SOLUTIONS

Naylor, LLC
Pam Dissell
5950 NW 1st Place
Gainesville, FL 32607
United States

Phone: 800-369-6220
Fax: 352-331-8525
Website: www.naylor.com
E-Mail: information@naylor.com

Region(s): US - Southeast, Canada - National
Forward to a Friend

☐ Request For Information

Search Naylor, LLC Website

Google Map It!

Company Description: Naylor, LLC, is the leading provider of print and online media and event management solutions exclusively serving the association marketplace. Founded in 1969, Naylor provides specialized turnkey services that build image and drive non-dues revenue for associations in the U.S. and Canada. We currently serve nearly 500 associations in more than 85 industries. Visit www.naylor.com today for more information.

Product Information:

Naylor's complete host of turnkey services are available free of any start-up costs, are often guaranteed to generate more non-dues revenue than is possible on your own and allows each association partner to maintain complete control - taking as much or as little help from Naylor as they need.

Products/Services: Accident Management
Information/Research Services
Maps
Insurance - Adjusting
Internet Marketing

Contact Name	Title	E-mail	Phone
Pam Dissell	Project Manager		800-369-6220
Chris Caldwell	Executive Vice President, Sales & Marketing		800-369-6220
Charles Popper	Director, Association Services		800-369-6220

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

VS

> LISTING

Naylor Association Solutions

Naylor Association Solutions
5950 NW 1st Place
Gainesville, FL 32607

Phone: [View Phone Number](#)
Fax: [View Fax Number](#)

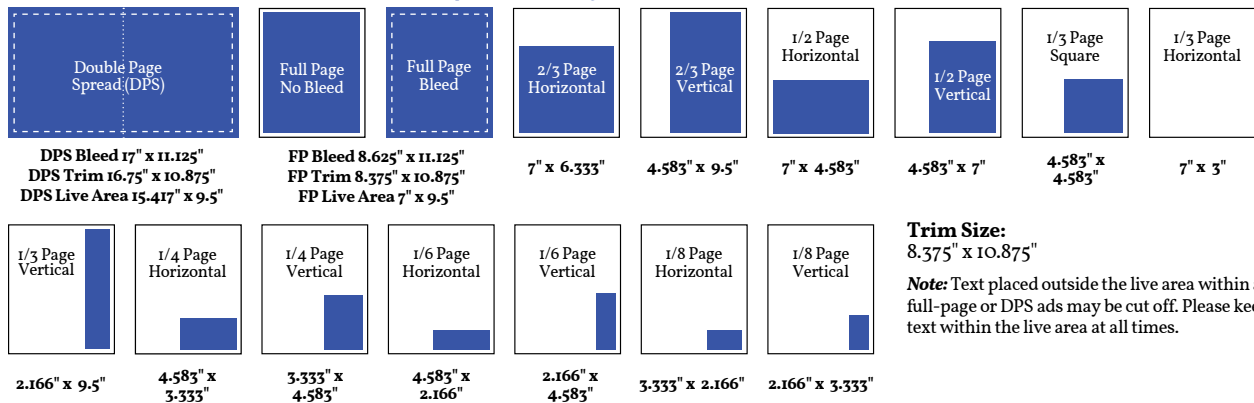
Products/Services: Publisher

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

NRWA 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: JPG & GIF

Rectangle Banner

- Dimensions: 300 x 250 pixels
- Creative accepted: JPG & GIF

Micro Banner

- Dimensions: 120 x 90 pixels
- Creative accepted: JPG & GIF

Premier Listing

- Logo: 240 x 120 pixels, JPG only (no animation)
- Product image: 240 x 240 pixels, JPG & 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.

*Visit www.naylor.com/onlinespecs for Animation Guidelines.

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: JPG & 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.



NON MEMBER RATES

RATES	1x Color	1x BW
Double Page Spread	\$8,059.50	\$7,159.50
Outside Back Cover	\$6,809.50	\$5,909.50
Inside Front or Inside Back	\$6,279.50	\$5,379.50
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1/8 Page	\$1,909.50	\$1,009.50

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2020 BUYERS' GUIDE

100-word profile and full color logo	\$699.50
100-word profile and black and white logo	\$499.50
50-word profile and full color logo	\$599.50
50-word profile and black-and-white logo	\$399.50
50-word profile	\$299.50

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.

rural water

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/online specs

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Published by:

NAYLOR 
ASSOCIATION SOLUTIONS