

4221 S. 22nd Ave. East
Newton, IA 50208



800.747.7782
www.iowaruralwater.org

November 22, 2011

TO: Iowa Rural Water Associate Members

RE: Advertising - *The Water Street Journal*

The Water Street Journal is published three times a year, March, July, and November. Each issue is mailed to approximately 1,800 people throughout the state of Iowa, which include water and wastewater professionals, community and rural water system decision makers, funding agencies, our congressional delegation, Iowa DNR professionals and industry professionals. That's 1,800 business cards placed in Iowa industry professional's hands three times per year! *The Water Street Journal* is a full color magazine, thus giving it a more professional look with more reader appeal.

Enclosed you will find our 2012 Advertising Insertion Order. If you would like to take advantage of this cost effective advertising opportunity, please complete the form and return it to our office no later than **January 25, 2012**

Please feel free to contact me at 1-800-747-7782 with any questions you might have. And thank you for partnering with IRWA to provide great resources to our water and wastewater professionals. I look forward to working with you in 2012!

Sincerely,

A handwritten signature in cursive script that reads "Cathy".

Cathy D Law
Member Services and Event Coordinator

Enc.

Iowa Rural Water Association
2012 *Water Street Journal* Advertising Insertion Order

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ E-mail: _____ Phone: _____

The *Water Street Journal* is a full color publication published three times a year. This publication has a circulation of approximately 1800, which includes mayors, clerks, water and wastewater operators, regional water systems and their board members, state legislators, county offices, and state rural water associations.

Copy and Advertising Deadlines: February 1st, June 1st, October 1st, 2012

Publication Dates: March – July - November

4-Color Ad Rates - Rates include all three issues.

Horizontal Business Card - 3.625W x 2.25T \$400

Horizontal 1/2 Page - 7.75W x 4.75T \$700

1/2 Page Outside-Back Cover \$1150
 (7.75W x 4.75T)

Vertical 1/4 Page - 3.625W x 4.75T \$500

Vertical Full Page - 8.75W x 11.23T \$1100

Full Page Inside-Back Cover \$1300
 (8.75W x 11.23T)

Please run the same ad as last year with no changes:

SUBMISSION REQUIREMENTS: All ads must be received camera-ready or electronically – **NO EXCEPTIONS.** Electronic ads must be sent as a .pdf or .tiff file with **HIGH RESOLUTION.** Electronic ads can be sent to: claw@iowaruralwater.org.

If you are an Active Member of IRWA, we will post a complimentary link on our web site to your web site. Please give us your web address: _____

Total Due for Advertising

\$ _____

By signing this agreement, you agree to prepay your advertising for one full year. IRWA will determine the exact location of each advertisement. **Ads must be received camera-ready or electronically – NO EXCEPTIONS.**

Advertising Contact Person

Date

Please return this signed agreement, camera-ready ad if applicable, and payment to: Iowa Rural Water Association, 4221 S. 22nd Avenue East, Newton, IA 50208. If you wish to pay via **credit card**, for security purposes, **please visit our website <http://iowaruralwater.org/adv.html> and apply online.** Please call Cathy Law at 1-800-747-7782 with any questions.

*Advertising space is limited in the *Water Street Journal*.
 IRWA reserves the right to limit the size of ads depending on availability.