The NRWA Network touches every small and rural system across the U.S. with representation through 49 State Associations representing the 50 states. 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, as well as the State Revolving Funds, and today, one would be hard-pressed to find an Operations Specialist who has not received the majority of his or her 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.

— Matt Holmes, CEO
WHO WE ARE

NATIONAL RURAL WATER ASSOCIATION

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 all 50 states through its state affiliates. Through its lobbying efforts, NRWA advocates for more than $2 billion annually for rural and small water and wastewater construction upgrades and equipment.

WHY PARTNER WITH NRWA?

Data from past surveys indicates:

- **94%** of utilities nationwide are rural or small municipal systems.
- **50%+** of utility members provide both water and wastewater services.
- **92%** of member utilities are 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**.

IN 2020, NRWA AND OUR STATE ASSOCIATIONS ARE RESPONSIBLE FOR THE FOLLOWING:

- Hours Spent Helping System: **260,502**
- Number of Systems Helped: **66,520**
- System Personnel Trained: **23,596**
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 and to Congressional members and Federal officials.

**READERSHIP INFORMATION**

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 *Rural Water* magazine.
- **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.
- **92%** of member utilities are considering upgrades or new construction.
- **3 OUT OF 4** respondents spend up to **40 MINUTES** reading *Rural Water*.
- **3 OUT OF 4** of respondents who took action on an ad, **80%** visited an advertiser’s website and **MORE THAN HALF** contacted a company for more information.
- **92%** of member utilities are considering upgrades or new construction.
- **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 *Rural Water* magazine.
- **NEARLY HALF** of *Rural Water* readers pass along their copy to as many as 10 or more people after they’ve finished reading.
- **80%** of respondents who took action on an ad, **80%** visited an advertiser’s website and **MORE THAN HALF** contacted a company for more information.

**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 PUBLICATION, AND IT REALLY IS THE VEHICLE OF CHOICE FOR REACHING SMALL TO MID-SIZE WATER/WASTEWATER SYSTEMS. WE CONSIDER IT A CORNERSTONE PUBLICATION IN THE INDUSTRY.**"

— TOM RENICH, OWNER, JATO SERVICES LLC
### Media Rate Cards

#### Non-Member & Member Rates

**Full Color - Full Run ROP Display**

(All prices are net) / *Distributes on the (approx.) 15th of every month

<table>
<thead>
<tr>
<th>Rate Level</th>
<th>Non-Member Rates</th>
<th>Member Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1X</td>
<td>2X</td>
</tr>
<tr>
<td><strong>Double Page Spread</strong></td>
<td>$8,050</td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>Outside Back Cover</strong></td>
<td>$6,800</td>
<td>$6,300</td>
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<td><strong>Inside Front or Inside Back</strong></td>
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<td><strong>Full Page</strong></td>
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<td><strong>2/3 Page</strong></td>
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<tr>
<td><strong>1/2 Page</strong></td>
<td>$3,825</td>
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<td><strong>1/3 Page</strong></td>
<td>$3,050</td>
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<tr>
<td><strong>1/4 Page</strong></td>
<td>$2,500</td>
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<tr>
<td><strong>1/6 Page (Product Spotlight)</strong></td>
<td>$2,300</td>
<td>$2,150</td>
</tr>
</tbody>
</table>

**Product Spotlight 1/6-Page Ad**

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.

Rogue Monkey Media charges an $80 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 2020:
- 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
Member Rate: $1,485
Your company name is displayed on the toolbar, found at the top of every page of the digital edition next to frequently used navigational icons.

DIGITAL EDITION LEADERBOARD - $2,520
Member Rate: $2,270
The Leaderboard ad displays directly above the publication the entire time the digital edition is open.

DIGITAL EDITION SKYSCRAPER - $2,520
Member Rate: $2,270
The Skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

DIGITAL EDITION SPONSORSHIP - $2,730
Member Rate: $2,460
Your message will be prominently displayed directly across from the cover of the magazine.

DIGITAL EDITION BELLYBAND - $2,500
Member Rate: $2,250
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.

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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!

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 | Member Rate: $2,250
   The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2. Rectangle (all views) | $2,700 | Member Rate: $2,430
   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 | Member Rate: $1,350
4. 2nd TOC Mobile Banner | $1,000 | Member Rate: $900

For the latest specs, please contact: Timm Dower | tdower@roguemonkeymedia.com

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## 2021 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>FEATURE THEME</th>
<th>SPACE RESERVATION</th>
<th>MATERIALS DEADLINE</th>
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<td>FIRST QUARTER 2021</td>
<td>Source Water Protection</td>
<td>1/25/2021</td>
<td>1/29/2021</td>
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<tr>
<td>SHIPS: MARCH 2021</td>
<td></td>
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<td>SECOND QUARTER 2021</td>
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<td>3/22/2021</td>
<td>3/26/2021</td>
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<td>SHIPS: MAY 2021</td>
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<td>THIRD QUARTER 2021</td>
<td>Infrastructure</td>
<td>6/21/2021</td>
<td>6/25/2021</td>
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<tr>
<td>SHIPS: AUGUST 2021</td>
<td>Cybersecurity and Infrastructure</td>
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<tr>
<td>FOURTH QUARTER 2021</td>
<td>Energy Efficiency</td>
<td>9/20/2021</td>
<td>9/24/2021</td>
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<tr>
<td>SHIPS: NOVEMBER 2021</td>
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</table>

**NRWA Membership Directory**

SHIPS: AUGUST 2021

The NRWA Membership Directory will highlight best practices, products, services and new technologies being introduced to the water industry.

|                     |                                          | 6/7/2021          | 6/11/2021          |

*Editorial Calendar is tentative and subject to change without notice.
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 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 Online 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.”

“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.”

“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.”
NRWA’S RETARGETING PROGRAM:

NRWA’s Retargeting Program allows companies to reach NRWA members consistently throughout the year on thousands of websites & mobile devices industry professionals use in their natural browsing. Budget options are available for every sized budget.

INTERESTED IN LEARNING MORE? CONTACT:

case@theassociationpartner.com

NRWA’S RETARGETING PROCESS:

POTENTIAL CUSTOMER → THEY VISIT YOUR SITE... → BUT LEAVE WITHOUT CONTACTING YOU...

POTENTIAL CUSTOMER TURNS INTO NEW CLIENT!

AND YOUR AD RECAPTURES INTEREST, BRINGING THEM BACK.

LATER, THEY SURF THE WEB... (USER STARTS SEEING YOUR ADS ACROSS THE WEB)
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

12 Months | $3,260
Member Rate: $2,935

6 Months | $1,790
Member Rate: $1,610

3 Months | $980
Member Rate: $880

Rogue Monkey Media charges an $80 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

BUYERSGUIDE.NRWA.ORG

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 2020 - September 2020

- LEADERBOARD BANNER
  Run-of-site banner with five advertisers in rotation
  Non-Member Rate: $2,165 | Member Rate: $1,950

- RUN-OF-SITE RECTANGLE
  Two positions with three ads rotating in each. Each Rectangle is sold separately.
  Non-Member Rate: $1,900 | Member Rate: $1,710

*All rates are for 12 months.

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ONLINE BUYERS’ GUIDE

BASIC LISTING | FREE
- Includes company name, company address, website url (not linked), and 50 word company description. Listings will be active for one year.

FEATURED LISTING PACKAGE
Includes all Basic Listing items
- Featured Listings are designed to offer heightened visibility within the Online Buyers’ Guide. Featured Listings will appear in the order in which they are reserved—first come, first listed.
- Featured Listings include all basic contact information, live url link, Contact Us feature, five (5) categories, link to one article/product, 300x250 banner rotation with featured listing, rotation within the featured company section of the guide. Listings will be active for one year.

Non-Member Rate: $3,200 | Member Rate: $2,880
Additional category listings are $50 each.

PREMIER LISTING PACKAGE
Includes all Featured Listing items
- Bring your premier listing to life! Show your product or company in real life with a link to your video channel and push customers to your social media channels.
- Premier Listings include all the featured listing items, social media feed, link to articles or hosting on the Online Buyers’ Guide site, link to video channel such as YouTube, expanded company contact information and lead generation, leaderboard banner rotation with other premier listings, articles displayed in featured editorial section of NRWA.org, and four newsletter promotions through the year. When visitors click on a product/category on the home page of the Online Buyers’ Guide, your Premier Listing is certain to be noticed.

Non-Member Rate: $4,345 | Member Rate: $3,910

*All rates are for 12 months.

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 Online Buyers’ Guide listing
- Request for Information feature—Generates a form through which users can contact a designated representative from your business directly

Rogue Monkey Media charges an $80 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 LISTINGS VERSUS BASIC LISTINGS

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 & ONLINE SPECIFICATIONS

RURAL WATER, NRWA MEMBERSHIP DIRECTORY

DIMENSIONS

TRIM SIZE: 8.375” x 10.875”
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.

DOUBLE PAGE SPREAD (DPS)
- DPS Bleed: 17” x 11.125”
- DPS Trim: 16.75” x 11.125”
- DPS Live Area: 15.417” x 9.5”

FULL PAGE
- FP Bleed: 8.625” x 11.125”
- FP Trim: 8.375” x 10.875”
- FP Live Area: 7” x 9.5”

2/3 PAGE HORIZONTAL
- 7” x 6.333”

2/3 PAGE VERTICAL
- 4.583” x 9.5”

1/2 PAGE HORIZONTAL
- 7” x 4.583”

1/2 PAGE VERTICAL
- 4.583” x 7”

1/3 PAGE SQUARE
- 4.583” x 4.583”

1/3 PAGE HORIZONTAL
- 7” x 3”

1/3 PAGE VERTICAL
- 2.166” x 9.5”

1/4 PAGE HORIZONTAL
- 4.583” x 3.333”

1/4 PAGE VERTICAL
- 3.333” x 4.583”

1/6 PAGE HORIZONTAL
- 4.583” x 2.166”

1/6 PAGE VERTICAL
- 2.166” x 4.583”

1/8 PAGE HORIZONTAL
- 3.333” x 2.166”

1/8 PAGE VERTICAL
- 2.166” x 3.333”

PRODUCTION SERVICES, PROOFS AND REVISIONS
Rogue Monkey Media charges an $80 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 Rogue Monkey Media’s website at www.placeholder.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, please contact: Timm Dower | tdower@roguemonkeymedia.com

NRWA ONLINE BUYERS’ GUIDE:
CURTAIN AD
- Two files required, collapsed leaderboard and expanded billboard image
- Right 200 pixels 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: JPEG 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

NRWA ONLINE LISTING
- Logo: 240 x 120 pixels, JPEG 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 contact: Timm Dower | tdower@roguemonkeymedia.com

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

NRWA’s Membership Directory highlights 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 is read by over 150,000 water professionals throughout the country. Our directory includes relevant association and member updates. It facilitates member-to-member communication, networking and purchasing, and serves as a phone book and year-round reference tool for our members and other industry professionals.

<table>
<thead>
<tr>
<th></th>
<th>NON-MEMBER 1X COLOR</th>
<th>MEMBER 1X COLOR</th>
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</thead>
<tbody>
<tr>
<td>DOUBLE PAGE SPREAD</td>
<td>$7,975</td>
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<td>OUTSIDE BACK COVER</td>
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<td>INSIDE FRONT OR INSIDE BACK</td>
<td>$6,215</td>
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<td>$5,115</td>
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<table>
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<th>2021 BUYERS’ GUIDE</th>
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<tr>
<td>100-WORD PROFILE AND FULL COLOR LOGO</td>
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<td>$700</td>
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<tr>
<td>100-WORD PROFILE AND BLACK AND WHITE LOGO</td>
<td>$550</td>
<td>$500</td>
</tr>
<tr>
<td>50-WORD PROFILE AND FULL COLOR LOGO</td>
<td>$660</td>
<td>$600</td>
</tr>
<tr>
<td>50-WORD PROFILE AND BLACK-AND-WHITE LOGO</td>
<td>$440</td>
<td>$400</td>
</tr>
<tr>
<td>50-WORD PROFILE</td>
<td>$300</td>
<td>$270</td>
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</tbody>
</table>

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.

Rogue Monkey Media charges an $80 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
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**

- **EBLAST SPONSOR 640X100 PIXELS | $6,500 per issue**
  - Only one spot available – NO ROTATION
  - Located at the top of the email blast

For the latest specs, please contact:
Timm Dower | tdower@roguemonkeymedia.com

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