



Louisiana Rural Water Association Advertising Agreement Information

(Members of LRWA)

The Louisiana Rural Water Association (LRWA) has a magazine that is printed 4 times a year (March, June, September, and December). The Magazine has a circulation of approximately 1550. The magazine is mailed to all LRWA members (rural water and wastewater systems, individual members, & associate members) other state associations, state and federal legislators, and water-related agencies. The overall size of the LRWA magazine is 8 1/2" w x 11" h and has approximately 64 pages.

LRWA **does not** typeset any advertisements. You must provide LRWA with camera-ready artwork. Camera-Ready artwork is defined as composite film for four-color advertisements and black and white art for one and two-color advertisements. If artwork supplied by any advertiser is **not** camera ready your company will be required to submit new artwork. If LRWA does not receive replacement artwork before deadline, advertisement will be placed in next issue of magazine. If you should have any changes/corrections to your ad, you must resubmit a new ad with the corrections; LRWA cannot make changes/corrections to advertisements.

All advertisements should be correct size. PDF format, Tiff, EPS, Quark Express 4.0 for MAC or PC. They must include all associated graphics and fonts. Please provide a good printed copy of the advertisement.

All artwork becomes the property of LRWA unless otherwise agreed upon by LRWA and advertiser.

The advertiser acknowledges that cancellations must be received in writing thirty (30) days prior to the advertisement deadline. Cancellations will not be accepted after the advertisement deadline; the ad will run in the current magazine issue and the advertiser will be responsible for payment.

A signed Advertising Agreement Form, payment in full (LRWA does not accept Credit Cards), and artwork must be received in the LRWA's office by the advertising deadline (see below for dates). Advertising received after the deadline is not guaranteed to print in current magazine issue unless pre-arranged with Angela Hargrave at the LRWA office.

Advertising deadlines:

| Issue | Deadline | Issue | Deadline |
|-------------|------------|-----------------|------------|
| March Issue | January 15 | September Issue | July 15 |
| June Issue | April 15 | December Issue | October 15 |

Please send advertisements and payments to:

Mailing Address

Louisiana Rural Water Association
Attn: Angela Hargrave
PO Box 180
Kinder, LA 70648

Shipping Address

Louisiana Rural Water Association
Attn: Angela Hargrave
1325 Third Avenue
Kinder, LA 70648

See advertisement sizes below for Members of LRWA. If you or your company is not a member of LRWA, please contact the LRWA for non-member prices.

| Business Card (Standard) | 1/4 Size (3 1/2 x 4 3/4) | 1/2 Size (7 1/2 x 4 3/4) | Full Page (7 1/2 x 10) |
|-----------------------------|-----------------------------|-----------------------------|---------------------------|
|-----------------------------|-----------------------------|-----------------------------|---------------------------|

*There is a \$200 set-up charge for all Full Color advertisements, each time the ad is changed.

All billing is done through the Louisiana Rural Water Association's office. All invoices are due within 30 days.



Louisiana Rural Water Association

Advertising Agreement Form

Questions regarding advertising may be directed to:

Angela Hargrave, Assistant Office Manager
800-256-2591 or email ahlrwa@centurytel.net

Company Name: _____

Billing Address: _____

City, State, Zip: _____

Ad Contact Person: _____ Title: _____

Phone: (_____) _____ Email: _____

Contract Start Date: _____ Contract Renew Date: _____

PO# _____ LRWA Member: _____ Non-member: _____

Please check advertising option(s):

| | | |
|---|---|---|
| <p>Advertisement to begin:</p> <p><input type="checkbox"/> March Issue</p> <p><input type="checkbox"/> June Issue</p> <p><input type="checkbox"/> September Issue</p> <p><input type="checkbox"/> December Issue</p> | <p>For 4 Quarters (one year) <i>Black and White with 2 Colors</i></p> <p><input type="checkbox"/> Full Page -- \$1850</p> <p><input type="checkbox"/> ½ Page -- \$1250</p> <p><input type="checkbox"/> ¼ Page -- \$1060</p> <p><input type="checkbox"/> Business Card -- \$785</p> | <p>For 1 Quarter (single issue) <i>Black and White with 1 color</i></p> <p><input type="checkbox"/> Full Page -- \$380</p> <p><input type="checkbox"/> ½ Page -- \$275</p> <p><input type="checkbox"/> ¼ Page -- \$225</p> <p><input type="checkbox"/> Business Card -- \$150</p> |
| <p>For 4 Quarters (one year) <i>Black and White Only</i></p> <p><input type="checkbox"/> Full Page -- \$1050</p> <p><input type="checkbox"/> ½ Page -- \$850</p> <p><input type="checkbox"/> ¼ Page -- \$660</p> <p><input type="checkbox"/> Business Card -- \$385</p> | <p>For 4 Quarters (one year) <i>Full Color</i></p> <p><input type="checkbox"/> Full Page -- \$2010</p> <p><input type="checkbox"/> ½ Page -- \$1330</p> <p><input type="checkbox"/> ¼ Page -- \$1140</p> <p><input type="checkbox"/> Business Card -- \$865</p> | <p>For 1 Quarter (single issue) <i>Black and White with 2 colors</i></p> <p><input type="checkbox"/> Full Page -- \$480</p> <p><input type="checkbox"/> ½ Page -- \$325</p> <p><input type="checkbox"/> ¼ Page -- \$275</p> <p><input type="checkbox"/> Business Card -- \$200</p> |
| <p>For 4 Quarters (one year) <i>Black and White with 1 color</i></p> <p><input type="checkbox"/> Full Page -- \$1450</p> <p><input type="checkbox"/> ½ Page -- \$1050</p> <p><input type="checkbox"/> ¼ Page -- \$860</p> <p><input type="checkbox"/> Business Card -- \$585</p> | <p>For 1 Quarter (single issue) <i>Black and White Only</i></p> <p><input type="checkbox"/> Full Page -- \$280</p> <p><input type="checkbox"/> ½ Page -- \$225</p> <p><input type="checkbox"/> ¼ Page -- \$175</p> <p><input type="checkbox"/> Business Card -- \$100</p> | <p>For 1 Quarter (single issue) <i>Full Color</i></p> <p><input type="checkbox"/> Full Page -- \$520</p> <p><input type="checkbox"/> ½ Page -- \$345</p> <p><input type="checkbox"/> ¼ Page -- \$295</p> <p><input type="checkbox"/> Business Card -- \$220</p> |

Signature _____

Date _____

Total Amount Due to LRWA \$ _____