

# Louisiana Rural Water Association - Advertising Agreement Form

Questions regarding advertising may be directed to:

Angela Hargrave, Assistant Office Manager  
1-800-256-2591 or email ahlrwa@centurytel.net



## Magazine Advertising Agreement

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) below: **Total Due to LRWA: \$** \_\_\_\_\_

<p><b>Advertisement to begin:</b></p> <p><input type="checkbox"/> March Issue</p> <p><input type="checkbox"/> June Issue</p> <p><input type="checkbox"/> November Issue</p>	<p><b>For 3 Issues (one year)</b> <i>Black and White with 2 Colors</i></p> <p><input type="checkbox"/> Full Page -- \$2250</p> <p><input type="checkbox"/> ½ Page -- \$1600</p> <p><input type="checkbox"/> ¼ Page -- \$1370</p> <p><input type="checkbox"/> Business Card -- \$1020</p>	<p><b>For 1 Issue (single issue)</b> <i>Black and White with 1 color</i></p> <p><input type="checkbox"/> Full Page -- \$657</p> <p><input type="checkbox"/> ½ Page -- \$507</p> <p><input type="checkbox"/> ¼ Page -- \$425</p> <p><input type="checkbox"/> Business Card -- \$298</p>
<p><b>For 3 Issues (one year)</b> <i>Black and White Only</i></p> <p><input type="checkbox"/> Full Page -- \$1450</p> <p><input type="checkbox"/> ½ Page -- \$1200</p> <p><input type="checkbox"/> ¼ Page -- \$970</p> <p><input type="checkbox"/> Business Card -- \$620</p>	<p><b>For 3 Issues (one year)</b> <i>Full Color</i></p> <p><input type="checkbox"/> Full Page -- \$2410</p> <p><input type="checkbox"/> ½ Page -- \$1680</p> <p><input type="checkbox"/> ¼ Page -- \$1450</p> <p><input type="checkbox"/> Business Card -- \$1100</p>	<p><b>For 1 Issue (single issue)</b> <i>Black and White with 2 colors</i></p> <p><input type="checkbox"/> Full Page -- \$790</p> <p><input type="checkbox"/> ½ Page -- \$573</p> <p><input type="checkbox"/> ¼ Page -- \$492</p> <p><input type="checkbox"/> Business Card -- \$365</p>
<p><b>For 3 Issues (one year)</b> <i>Black and White with 1 color</i></p> <p><input type="checkbox"/> Full Page -- \$1850</p> <p><input type="checkbox"/> ½ Page -- \$1400</p> <p><input type="checkbox"/> ¼ Page -- \$1170</p> <p><input type="checkbox"/> Business Card -- \$820</p>	<p><b>For 1 Issue (single issue)</b> <i>Black and White Only</i></p> <p><input type="checkbox"/> Full Page -- \$523</p> <p><input type="checkbox"/> ½ Page -- \$440</p> <p><input type="checkbox"/> ¼ Page -- \$358</p> <p><input type="checkbox"/> Business Card -- \$232</p>	<p><b>For 1 Issue (single issue)</b> <i>Full Color</i></p> <p><input type="checkbox"/> Full Page -- \$843</p> <p><input type="checkbox"/> ½ Page -- \$600</p> <p><input type="checkbox"/> ¼ Page -- \$518</p> <p><input type="checkbox"/> Business Card -- \$392</p>

### Information for Non-Members of LRWA

Louisiana Rural Water Association  
PO Box 180  
Kinder, LA 70648  
800-256-2591 (phone)  
www.lrwa.org (Website)

Signature & Title \_\_\_\_\_ Date \_\_\_\_\_



Updated: Jan 18, 2011

The Louisiana Rural Water Association (LRWA) would like to extend a special invitation to your company. LRWA is offering companies an opportunity to place an advertisement in the LRWA Magazine. In the chart below are the available sizes.

Business Card (Standard size)
1/4 Size (3 1/2" wide x 4 3/4" high)
1/2 Size (7 1/2" wide x 4 3/4" high)
Full Page (7 1/2" wide x 10" high)

This magazine is mailed to members **three (3) times a year (March, June, and November)**. The Magazine has a circulation of approximately 1550. It is mailed to all LRWA members (water and wastewater systems, individual members, & associate members) other state associations, state & federal legislators, and water-related agencies. The size of the magazine is 8 1/2" wide x 11" high with approximately 64 pages.

LRWA does not typeset any advertisements. All advertisements must be camera-ready. Camera-Ready artwork is defined as composite film for four-color advertisements and black and white art for one and two-color advertisements. If LRWA does not receive the camera-ready artwork before the deadline, advertisement will be placed in next issue of magazine.

All advertisements should be correct size. PDF format, Tiff, EPS, Quark Express 4.0 (for MAC or PC) or other graphic format. They must include all associated graphics and fonts.

Advertisements can be emailed to ([ahlrwa@centurytel.net](mailto:ahlrwa@centurytel.net)) or if too large then mailed on a CD to the LRWA Office. If you mail your ad to the LRWA please include a printed copy. All artwork becomes the property of LRWA unless otherwise agreed upon by LRWA and advertiser.

If you should have any changes/corrections to your current ad, you must resubmit a new ad with the corrections; LRWA cannot make changes/corrections to advertisements.

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

**The advertiser acknowledges that a written cancellation letter must be received (by mail or fax) 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, and artwork must be received in the LRWA's office by the

advertising deadline (see chart below for dates).

Issue	Deadline
March Issue	January 15
June Issue	April 15
November Issue	September 15

Advertising received after the deadline is not guaranteed to print in current magazine issue unless pre-arranged with Angela Hargrave at the LRWA office.

See advertisement agreement form on the back side of this brochure for advertising rates for Non-Members of LRWA. For any questions, please contact the LRWA (800-256-2591) for non-member prices.

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

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

**Please send advertisements and payments to:**

Louisiana Rural Water Association  
 Attn: Magazine Advertising  
 PO Box 180  
 Kinder, LA 70648

You can email advertisements to:  
[ahlrwa@centurytel.net](mailto:ahlrwa@centurytel.net)