

On The Waterfront

Is an effective way to reach potential customers.

DRWA members represent a wide variety of professionals in the water and wastewater industry. This specialized membership allows you to target your products and services to those most likely to respond.

With advertising options running the spectrum from black and white business card size to color, full-page advertisements, you are sure to catch the attention of those who want what you have to offer.

For more information on advertising with the DRWA, please contact our office at 302-424-3792.

ADVERTISING DEADLINE DATES FOR 2007

Issue	Deadline
Winter.....	January 2
Spring.....	April 2
Summer.....	July 2
Fall.....	October 1

Deadline dates are subject to change without notice. To confirm, please contact the DRWA office.

Delaware Rural Water Association

210 Vickers Drive
Milford, DE 19963

Phone: 302-424-3792
Fax: 302-424-3790
Website: www.drwa.org



On The Waterfront

2007 Advertising Rate Card

**Delaware Rural Water
Association**

The following rules and guidelines apply to all advertisers in *On The Waterfront*. Advertisements are subject to DRWA approval before printing.

Publishing Information

On The Waterfront is published in-house quarterly. DRWA does not contract out any part of *On The Waterfront*. DRWA retains the right to delay publication under special circumstances.

Circulation Information

On The Waterfront is distributed to all members as well as certain non-members. Total circulation is 500. Complimentary copies are made available at DRWA sponsored training sessions and the DRWA annual conference.

Advertising Information

Payment in full and camera-ready art must be received in the DRWA office by the publication deadline (digital format is recommended for the best quality output). Advertising received after the deadline is not guaranteed to print unless pre-arranged.

Typesetting Charges

A one-time additional fee is charged for DRWA to typeset a new ad if it is not camera-ready or when changes are made to a previous ad. Any typesetting cost necessary to prepare an ad for publication is due with the initial payment.

- Business Card \$15
- Quarter Page \$30
- Half Page \$60
- Full Page \$100

Ad Dimensions

Business Card (horizontal)	3-5/8 x 2-5/15
Quarter Page	3-5/8 x 4-7/8
Half Page (vertical)	3-5/8 x 10
Half Page (horizontal)	7-1/2 x 4-7/8
Back Cover (half page)	7-1/2 x 4-7/8
Full Page	8-1/2 x 11

Associate Member Rates Per Issue

<u>Size</u>	<u>B&W</u>	<u>Color</u>
Business Card	\$25	\$75
Quarter Page	\$40	\$90
Half Page	\$65	\$115
Back Cover (half page)	N/A	\$150
Full Page	\$100	\$150

Non-Associate & Non-Member Rates Per Issue

<u>Size</u>	<u>B&W</u>	<u>Color</u>
Business Card	\$50	\$150
Quarter Page	\$80	\$180
Half Page	\$130	\$230
Back Cover (half page)	N/A	\$300
Full Page	\$200	\$300

All rules and deadlines found in the *On The Waterfront* 2007 Advertising Rate Card apply to all paid advertisers in *On The Waterfront*. Advertiser signature on this agreement form indicates acceptance of the terms contained in the rate card.

Please mark each item that applies:

RUN MY AD IN THE FOLLOWING ISSUES:

_____ Jan. _____ May _____ Aug. _____ Nov.

COLOR OPTION:

_____ Black & White _____ Color

AD SIZE:

TYPESETTING:

_____ Business Card	_____ Business Card
_____ Quarter Page	_____ Quarter Page
_____ Half Page	_____ Half Page
_____ Back Cover	_____ Full Page
_____ Full Page	

DRWA MEMBER STATUS:

_____ Associate _____ Non-Associate _____ Non-Member

DISCOUNT:

_____ 10% Discount (for 4 consecutive B&W ads)
 _____ 15% Discount (for 4 consecutive color ads)

Enclosed is a check for \$_____ for all items indicated above.

Advertiser: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Authorized by: _____

(Signature)