



Mississippi Rural Water Association 2017 Magazine Advertising Rates

All ads will be printed as received, color or black/white ads will be the same price.

Member Prices Are Per Issue

AD SIZES	Diamond Member Rate 20% off Basic Rates	Platinum Member Rate 10% off Basic Rates	Gold Member Rate 5% off Basic Rates	Basic/Silver Member Rate	Non- Member Rate Double Basic Rates
<u>BUSINESS CARD</u> Standard Size (2"x3.5")	\$100.00	\$112.50	\$118.75	\$125.00	\$250.00
<u>1/4 PAGE AD</u> 3½" x 4¾"	\$160.00	\$180.00	\$190.00	\$200.00	\$400.00
<u>1/2 PAGE AD</u> 7½" x 4¾"	\$240.00	\$270.00	\$285.00	\$300.00	\$600.00
<u>FULL PAGE AD</u> 7½" x 9½"	\$400.00	\$450.00	\$475.00	\$500.00	\$1,000.00
INSIDE COVERS <u>Front/Back</u> 7½" x 9½"	\$1,040.00	\$1,170.00	\$1,235.00	\$1,300.00	\$2,600.00
OUTSIDE <u>BACKCOVER</u> 7½" x 9½"	\$1,200.00	\$1,350.00	\$1,425.00	\$1,500.00	\$3,000.00

Please Submit Camera Ready Artwork in the following file types (JPG, PDF, TIFF, & EPS)

We require CAMERA READY ARTWORK. Any changes to your ad that you request to be made by our office will incur a typesetting charge. Minimum fee \$75.00. If changes require extensive work, the minimum charge will be \$125. We will contact your office with the cost for approval before making any corrections. If you are emailing or sending your ad on a CD/disk, please send in JPEG, EPS, PDF, and High-res TIFF files application format.

2017 Advertising Deadlines

Spring Issue

December 30, 2016

Summer Issue

February 28, 2017

Fall Issue

May 1, 2017

Winter Issue

July 28, 2017

We look forward to you advertising with us. Please contact us if you need more information.

Mississippi Rural Water Association, 5400 N. Midway Road, Raymond, MS 39154
(601) 857-2433 Fax: (601) 857-2434 Watts: (800) 343-2520 Email: madcock@msrwa.org

Mississippi Rural Water Association

2017 Advertising Insertion Order

Please fill out then mail or fax this form to MsRWA, 5400 N Midway Rd, Raymond, MS 39154 or Fax: 601.857.2434, if you need additional info call 601.857.2433.

Company: _____

Address: _____

City/St/Zip: _____

Phone: _____ Fax: _____ E-Mail: _____

Contact Person: _____ Phone: _____

Please include my ad in your quarterly magazine, the details of the ad are indicated below. Please check all that relate to your ad.

Size:
____ Business Card
____ ¼ Page
____ ½ Page
____ Full Page

Color: (Ad prices are the same.)
____ Black & White
____ Color

Insertion Order:

____ All 4 Issues of 2017.

____ These Issues Only:
____ Spring ____ Summer ____ Fall ____ Winter

____ Same ad as 2016. Copy attached.

____ New ad will be at your office before deadline. (Email ads to: madcock@mssrwa.org)
(Spring Issue–December 30, 2016; Summer Issue–February 28, 2017; Fall Issue–May 1, 2017; Winter Issue–July 28, 2017)

____ Please discontinue my ad for this issue, contact me for future issues.

Payment:

____ Enclosed for issues checked above.

____ Bill for full year for issues checked above.

____ Bill per issue as checked above.

*All advertising should be paid for by advertising deadline dates.

Signature for approving advertising: _____ Date: _____