



# WATER INSIGHT QUARTERLY ADVERTISING ORDER FORM 2018

Date: \_\_\_\_\_

## BILLING INFORMATION

PLEASE INVOICE

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Files for publication must be High Resolution (jpeg or pdf)**

**Doc or Publisher Files will not be accepted**

## AD SIZE

- Full Page
- Half Page
- Quarter Page
- Business Card

**Bleed Size-Add 1/8 of an inch**

## ART

- PUBLISH PREVIOUS ART
- Black and White
- One Color (Other than Black)
- Black and Second Color
- 4-Color Process (Full Color)

## RUN TIME

- 1 Issue
  - Spring
  - Summer
  - Fall
  - Winter
- One Year (4 Issues)

## ADVERTISING

### CLOSING DATES:

Spring Issue....February 5<sup>th</sup>  
 Summer Issue.....April 2<sup>nd</sup>  
 Fall Issue.....July 2<sup>nd</sup>  
 Winter Issue.....October 1<sup>st</sup>

## ADVERTISING RATES

		1 TIME	4 TIMES
<b>Full Page</b> Size 7-1/2"x10"	Black & White	\$212.00	\$175.00 ea.
	One color ad (other than black)	\$262.00	\$215.00 ea.
	Black and second color	\$282.00	\$231.00 ea.
	4-Color Process	\$968.00	\$780.00 ea.
<b>Half Page</b> Size 7-1/2" x 4-1/2" Or 3-5/8" x 10"	Black & White	\$137.00	\$115.00 ea.
	One color ad (other than black)	\$187.00	\$155.00 ea.
	Black and second color	\$207.00	\$171.00 ea.
	4-Color Process	\$893.00	\$570.00 ea.
<b>Quarter Page</b> Size: 3-5/8" x 4-1/2"	Black & White	\$100.00	\$ 85.00 ea.
	One color ad (other than black)	\$150.00	\$125.00 ea.
	Black and second color	\$170.00	\$141.00 ea.
	4-Color Process	\$856.00	\$445.00 ea.
<b>Business Card</b> Size: 3-5/8" x 2-1/8"	Black & White	\$ 62.00	\$ 55.00 ea.
	One color ad (other than black)	\$112.00	\$ 95.00 ea.
	Black and second color	\$132.00	\$111.00 ea.
	4-Color Process	\$375.00	\$350.00 ea.

BACK COVER OF MAGAZINE – YEARLY RATE ONLY \$3,500.00

**Total Amount Enclosed: \$ \_\_\_\_\_**

**Make checks payable to: Arkansas Rural Water Association**

**Enclose form with payment and mail to:**

**Arkansas Rural Water Association**

**P.O. Box 860, Lonoke, AR 72086**

**Phone: 501-676-2255 Fax: 501-676-2266**

**Please E-mail artwork to: [arkrwa@sbcglobal.net](mailto:arkrwa@sbcglobal.net) or**

**[arkrwa@arwa.net](mailto:arkrwa@arwa.net)**

\_\_\_\_\_  
Authorized Signature