

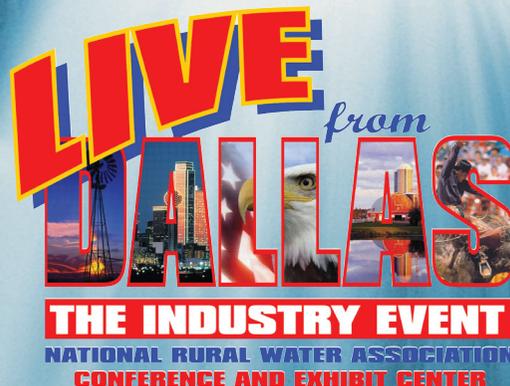
THE INDUSTRY EVENT

2006 Conference & Resource Guide

OFFICIAL PUBLICATION OF THE NATIONAL RURAL WATER ASSOCIATION



The National Rural Water Association is a non-profit federation of state rural water associations. Our mission is to provide support services to our state associations who have more than 24,500 water and wastewater systems as members.



to the nation's Rural Water industry.

Don't miss out on the opportunity to showcase your company in the National Rural Water Association's *The Industry Event 2006 Conference & Resource Guide*. This is your chance to target the more than 3,000 industry leaders, technicians, executive directors, operators, utility board members, state association staff and other key personnel expected to attend. In fact, 65% of conference attendees are directly involved in making purchasing decisions on behalf of their company, and 86% are considering upgrades or new construction projects.

Since the guide will contain information on state rural water associations and conference exhibitors, recipients will save and reference the *2006 Conference & Resource Guide* throughout the year. Deliver your message to the clients you want to do business with...contact Naylor Publications today for more information on advertising opportunities.

Kathleen Gardner, Publisher

Naylor Publications • 800-369-6220, Ext. 3412 • Kathleen@naylor.com



Targeted Access



We are the industry.

Advertising Rates*

Size	B/W Rates	Color Rates	Width	Height
Full Page	\$1,299.50	\$2,129.50	7"	9.5"
2/3 Page Hz.	1,129.50	1,959.50	7"	6.333"
2/3 Page Vt.	1,129.50	1,959.50	4.583"	9.5"
1/2 Page Island	989.50	1,819.50	4.583"	7"
1/2 Page Hz.	859.50	1,689.50	7"	4.583"
1/2 Page Vt.	859.50	1,689.50	4.583"	7"
1/3 Page Hz.	669.50	1,499.50	7"	3"
1/3 Page Vt.	669.50	1,499.50	2.166"	9.5"
1/4 Page Hz.	539.50	1,369.50	4.583"	3.333"
1/4 Page Vt.	539.50	1,369.50	3.333"	4.583"
1/8 Page Hz.	409.50	1,239.50	3.333"	2.166"
1/8 Page Vt.	409.50	1,239.50	2.166"	3.333"
Double Page Spread	N/A	2,939.50	15.33"	9.5"
Inside Front or Inside Back Cv.	N/A	2,499.50	8.58"	11.16"

* Members receive a 10% discount on B/W rates only.

B/W Logo: \$129.50 Color Logo: \$159.50

Mechanical Requirements

Page Requirements:

Type Size: 7" x 9.5"

Trim Size: 8.33" x 10.825"

Bleed Size: 8.58" x 11.16"

Halftone Screen: 133 lines up to 150 lines

DPS Requirements:

Type Size: 15.33" x 9.5"

Trim Size: 16.75" x 10.825"

Bleed Size: 17" x 11.16"

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

Advertiser indemnifies Naylor Publications and the Association against losses or liabilities arising from this advertising. Naylor Publications assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor Publications any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). E 2/9/2005

For more information on how *The Industry Event 2006 Conference & Resource Guide* can help you reach your target market, contact

Kathleen Gardner, Naylor Publications, at (800) 369-6220, ext. 3412.

