



MEDIA PLANNER 09

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 26,696 water and wastewater systems as members.



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"NRWA is THE advocate for rural America. We help insure that more than \$1 billion is available each year for equipment, construction and expansion. Could your company use some of that? Join the most exciting growth area in the U.S., Team Rural Water!"

-Michael Harris
Director, Association Services



WHO WE ARE

NRWA is the largest, most powerful water and wastewater membership organization in the nation representing, through its state affiliates, 26,696 utility members. Through its lobbying efforts, NRWA ensures more than \$1 billion annually for rural and small water and wastewater construction upgrades and equipment.

NRWA and our state associations were responsible for the following in 2008:

- Total on-site contacts: **93,260+**
- Water and wastewater professionals receiving training: **65,000+**
- Communities receiving USDA water funding: **7,862**
- On-site compliance assistance: **6,209**
- Communities adopting groundwater protection plans: **2,896**
- Communities adopting source water protection plans: **825**

WHY PARTNER WITH NRWA?

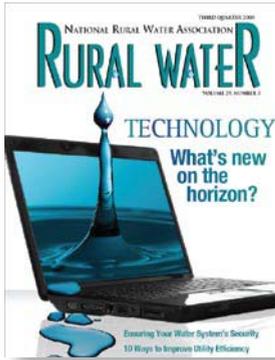
- **94%**: Water utilities nationwide that are rural or small municipal systems.
- **\$1.5 billion**: The buying power of the rural water industry.
- **50%+**: Utility members providing both water and wastewater services.
- **86%**: Member utilities considering upgrades or new construction in 2009.
- **\$1.5 million**: The average annual budget per utility system.



NRWA, through its state rural water association affiliates, historically serves rural and small communities with populations of less than 10,000.

However, more than 38% of water systems in America with populations of more than 10,000 are also served by NRWA and its member affiliates, including:

- ◆ Atlanta, GA
- ◆ Bexar, TX Metropolitan WD (serving 85,000)
- ◆ Bloomington, MN
- ◆ Bowling Green, KY Municipal Utilities
- ◆ Emporia, KS
- ◆ Garden City, KS
- ◆ Klamath Falls, OR
- ◆ Lafayette, IN
- ◆ Lafayette, LA Utilities System
- ◆ Lebanon, NH Utility Operations Group
- ◆ Louisville, KY Water Company
- ◆ Madison, WI
- ◆ Manhattan, KS
- ◆ Memphis, TN Light, Gas & Water Division
- ◆ Monroe, LA
- ◆ Murfreesboro, TN Water & Sewer
- ◆ Natchitoches, LA
- ◆ North Alamo, TX WSO (serving 26,000)
- ◆ Owensboro, KY Regional Water Resource
- ◆ Panama City, FL
- ◆ Phoenix, AZ
- ◆ Provo City Water (serving 105,166)
- ◆ Salt Lake City, UT Public Utilities (serving 312,000)
- ◆ Shreveport, LA Water & Sewerage
- ◆ South Burlington, VT
- ◆ South Salt Lake, UT (serving 22,038)
- ◆ St. Cloud, FL
- ◆ Thibodaux, LA Water Plant
- ◆ Wausau, WI



READERSHIP INFORMATION

Published four times a year, *Rural Water* magazine is the only national publication targeted to the operators and board members of rural and small municipal water and wastewater utilities. Additional copies are distributed throughout the year at industry shows and to every member of Congress.

According to a recent readership survey:

150,000+ Estimated pass-along readership

90% Respondents who reported that the *Rural Water* is important to them as a corporate partner

78% Respondents who save *Rural Water* for reference, copy/clip articles of interest, pass along copies to co-workers or place in a library/waiting room

70% Respondents who have taken action on an advertisement featured in *Rural Water*

91% Readers who perceive companies who advertise in *Rural Water* as more supportive of their association and/or profession than those who don't advertise

3 out of 4 readers are responsible for making purchasing decisions on behalf of their organization

4 out of 5 readers are more likely to purchase products/services from companies who advertise in *Rural Water*

Readers are interested in products and services for:

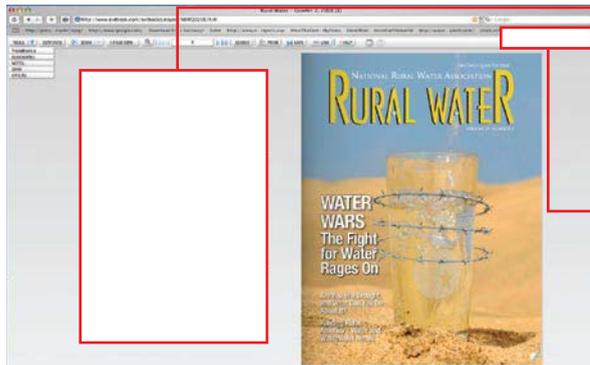
- New construction
- Training
- Education
- Facility upgrades
- Security measures

DIGITAL EDITION

In addition to print format, *Rural Water* is available in a fully interactive digital version. Members and readers receive each issue via e-mail, and each new issue is posted to NRWA's Web site. A full archive of past issues will be available for a 12-month period, ensuring longevity for your online presence.



Brand Your Business



eSponsorship

When you sponsor *Rural Water's* digital edition, your company's ad is the first that readers see when they open their copy. This is an EXCLUSIVE advertising opportunity, as only one company can sponsor the digital edition.

Rate: \$2,500 per issue

eToolbar Sponsorship

The eToolbar sponsorship allows your company to be in front of readers the entire time they are browsing the digital edition of *Rural Water*. This is an EXCLUSIVE advertising opportunity, as only one company can purchase the eToolbar.

Rate: \$1,500 per issue

With the digital edition, readers can:

- View each page of *Rural Water* exactly as it appears in print
- Download the issue for offline viewing
- Forward articles of interest to friends and colleagues or link from a Web site
- Click on advertisements of interest to go directly to the advertiser's Web site

78% of readers view the digital edition of *Rural Water*

80% of readers have taken action on an advertisement in the digital edition



2009 EDITORIAL CALENDAR*

FIRST QUARTER 2009

Issue Focus:
Regulatory Requirements Today & Tomorrow

Are you complying with all of today's regulations? Are you knowledgeable of the ones coming tomorrow?

Event Coverage:
Rural Water Rally 2009 Preview

Space Reservation Start:
Sept. 25, 2008

Space Reservation Deadline:
Dec. 9, 2008

Materials Deadline:
Dec. 16, 2008

Ships:
February 2009

SECOND QUARTER 2009

Issue Focus:
Energy Conservation

As the cost of operations increases, it requires an in-depth look at energy conservation measures that impact usage. The cost is impacted by operational procedures, staffing, scheduling and water loss. Learn how systems are reducing cost and increasing efficiencies.

Event Coverage:
H2O-XPO: The Industry Event 2009 Preview

Space Reservation Start:
Dec. 24, 2008

Space Reservation Deadline:
March 10, 2009

Materials Deadline:
March 17, 2009

Ships:
May 2009

THIRD QUARTER 2009

Issue Focus:
Emergency Response is More Than a Plan

In a natural disaster such as a hurricane, flood, tornado, ice storm or earthquake, there is more to being prepared than having a plan. Take these steps to ensure that your customers have clean, drinkable water and operational waste water systems.

Event Coverage:
Wrap-Up of Rural Water Rally 2009

Bonus Distribution:
H2O-XPO: The Industry Event 2009

Space Reservation Start:
April 2, 2009

Space Reservation Deadline:
June 15, 2009

Materials Deadline:
June 22, 2009

Ships:
August 2009

FOURTH QUARTER 2009

Issue Focus:
Customer Relations, Keep Aunt Mildred Happy

We'll give ways to increase your utility's marketing/PR efforts while insuring sustainability and an appreciative customer base.

Event Coverage:
Wrap-Up of H2O-XPO: The Industry Event 2009

Space Reservation Start:
June 29, 2009

Space Reservation Deadline:
Sept. 9, 2009

Materials Deadline:
Sept. 16, 2009

Ships:
November 2009

**2010 CORPORATE
PARTNER DIRECTORY**

**H2O-XPO: THE INDUSTRY
EVENT 2009 SHOW GUIDE**

Space Reservation Start:
March 18, 2009

Space Reservation Deadline:
May 29, 2009

Materials Deadline:
June 5, 2009

Ships:
August 2009

Space Reservation Start:
June 16, 2009

Space Reservation Deadline:
July 22, 2009

Materials Deadline:
July 29, 2009

Ships:
September 2009



In Every Issue:

- From the President
- From the CEO
- Products & Services Section:

This marketplace highlights your product or service in full color at discounted rates.

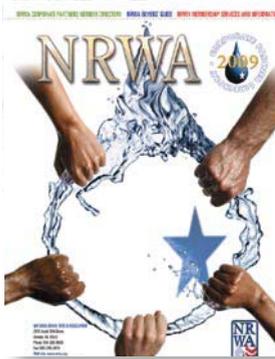
- Index to Advertisers:

All advertisers receive a customized listing for maximum exposure. Your company will be listed alphabetically by product/service category with the page number of your ad.

- Advertiser.com:

All advertisers receive a complimentary listing in our Advertiser.com section. Our cross reference highlights your company's Web address to help increase your online traffic.

**Editorial content and dates are subject to change without notice.*



CORPORATE PARTNER DIRECTORY

The 2010 Corporate Partner Directory is a comprehensive resource used by members throughout the year. Key decision makers rely on this guide to find the products and services they use on a day-to-day basis.

2010 BUYERS' GUIDE

NRWA members receive five complimentary listings in our Buyers' Guide section, and each additional category costs only \$25. For increased exposure, your Buyers' Guide listing will be duplicated on NRWA's Online Buyers' Guide at no additional cost.

Advertising in the 2010 Corporate Partner Directory is limited to members only. If necessary, your Naylor account executive can assist you in joining the National Rural Water Association.

Maximize the visibility of your Buyers' Guide listing*:

50-word company profile	\$169.50
Black and white logo	\$209.50
Company profile with black and white logo	\$319.50
Full-color logo	\$419.50
Company profile with full-color logo	\$509.50

**Non-members: Please add a mandatory \$748 annual membership fee to your total order.*

If you would like your profile/logo to appear under multiple categories, you may run the identical profile/logo at 50% of the full price for each additional category. If you wish to run different profiles/logos, you will be charged full price for each listing.

Display ad rates and specs are located on pages 12 and 13.



H2O-XPO: THE INDUSTRY EVENT

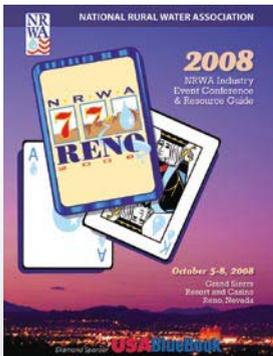
NRWA's new H2O-XPO is co-locating with ICUEE 2009. The H2O-XPO is an annual conference that brings together the top officials, decision makers, buyers and new technology in the water and wastewater industry.

H2O-XPO: THE INDUSTRY EVENT 2009 WILL BE HELD OCTOBER 6-8 IN LOUISVILLE, KY AT THE KENTUCKY EXPOSITION CENTER.

Don't miss out on the opportunity to showcase your company in NRWA's *H2O-XPO: The Industry Event 2009 Conference & Resource Guide*.

2009 Conference & Resource Guide Rates

Net Black & White Rates	Members	Non-Members
Double Page Spread	\$2,099.50	\$2,339.50
Outside Back Cover	\$1,889.50	\$2,029.50
Inside Front or Inside Back Cover	\$1,679.50	\$1,819.50
Full Page	\$1,299.50	\$1,439.50
2/3 Page	\$1,119.50	\$1,249.50
1/2 Page	\$849.50	\$959.50
1/3 Page	\$669.50	\$739.50
1/4 Page	\$539.50	\$599.50
1/8 Page	\$399.50	\$449.50



Color Rates	
Process Color:	\$400
Match Color:	\$550
Full Color:	\$830
PMS Color:	\$830

2009

ONLINE BUYERS GUIDE

Online **BUYERS' GUIDE**
NRWA.OfficialBuyersGuide.net

Located at NRWA.OfficialBuyersGuide.net, visitors come to the *Online Buyers' Guide* because they are ready to purchase. For only pennies a day, your company can secure a year's worth of exposure. From banner ads and tiles ads to listing enhancements, a number of packages are available to give your company the greatest visibility and make the most of your online advertising presence.



HOME PAGE ADVERTISING –
FOR COMPANIES THAT WANT
MAXIMUM EXPOSURE!

■ TOP BANNER

(468 X 60)

■ HOME PAGE VERTICAL BANNERS

(120 X 240)

■ SPOTLIGHT TILE BANNERS

(125 X 125)

ADVERTISING IN NRWA'S BUYERS' GUIDE IS...

- **TARGETED.** Visitors are NRWA members and include the operators, board members, lab technicians, managers, scientists and researchers for more than 26,292 rural water systems and government agencies.
- **EFFICIENT.** Visitors come to the Online Buyers' Guide because they are ready to purchase. Reach the people you want to do business with at the moment they are making their purchasing decisions.
- **COST-EFFECTIVE.** A year's worth of exposure is available for pennies per day.

RURAL WATERSEARCH.COM/ RURAL WATER WIRE

Ruralwatersearch.com is a comprehensive, industry-specific search engine created to help rural water professionals find relevant information faster. By simply typing in a search term, visitors are directed to thousands of sites related to exactly what they are exploring.

Our options deliver maximum exposure for your business:



BANNER

Located at the top of the search page, your banner will gain run-of-site (ROS, except entry page) coverage and catch the eye of professionals searching for the products and services your business offers.

KEYWORD SPONSOR

Your company will be listed as the Sponsored Link under specific keyword searches. Only four sponsored links will be available for each keyword search term in order to provide the most visibility for your business.

RuralWaterSearch.com

Rural Water Wire: The official eNewsletter from the National Rural Water Association. Rural Water Wire will be an industry-wide resource for members in every affiliated association and will serve as a helpful source of information to individuals in the rural water industry.



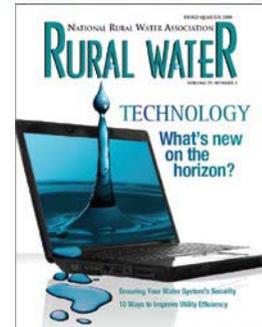
BANNER (EXCLUSIVE)

SPONSORSHIP

Delivered directly to your inbox weekly, *Rural Water Wire* will provide your members with state and national news and updates, regulatory issues and new products and technology information — the issues that matter most to your members.

Placing your company's message in *Rural Water Wire* maximizes exposure and visibility for your business — your logo will be linked directly to your company's Web site.

RURAL WATER ADVERTISING RATES



- All rates include a direct link from your company's ad to your Web site in the digital version of *Rural Water*.
- All advertisers receive a free custom listing in our Index of Advertisers. Your company will be listed under the category of your choice along with the page number of your ad. Also, increase the number of visitors to your Web site with a free listing in our Advertiser.com cross-reference feature.

Net Black & White Rates – Members	1x	2-3x	4-5x
Double Page Spread	\$6,009.50	\$5,469.50	\$4,929.50
Outside Back Cover	\$5,229.50	\$4,909.50	\$4,579.50
Inside Front or Inside Back Cover	\$4,699.50	\$4,379.50	\$4,049.50
Full Page	\$3,599.50	\$3,279.50	\$2,949.50
2/3 Page	\$3,149.50	\$2,869.50	\$2,579.50
1/2 Page Island	\$2,359.50	\$2,149.50	\$1,929.50
1/2 Page	\$2,299.50	\$2,089.50	\$1,889.50
1/3 Page	\$1,769.50	\$1,609.50	\$1,449.50
1/4 Page	\$1,309.50	\$1,189.50	\$1,069.50
1/6 Page	\$1,069.50	\$969.50	\$879.50
1/8 Page	\$849.50	\$769.50	\$699.50

Net Black & White Rates – Non-Members	1x	2-3x	4x
DPS	\$6,619.50	\$6,019.50	\$5,429.50
OBC	\$5,589.50	\$5,229.50	\$4,879.50
IFC/IBC	\$5,059.50	\$4,699.50	\$4,349.50
Full Page	\$3,959.50	\$3,599.50	\$3,249.50
2/3 Page	\$3,459.50	\$3,149.50	\$2,839.50
1/2 Page Island	\$2,709.50	\$2,469.50	\$2,219.50
1/2 Page	\$2,529.50	\$2,299.50	\$2,069.50
1/3 Page	\$1,939.50	\$1,759.50	\$1,589.50
1/4 Page	\$1,449.50	\$1,319.50	\$1,189.50
1/6 Page	\$1,269.50	\$1,159.50	\$1,039.50
1/8 Page	\$909.50	\$829.50	\$749.50

Color Rates	
Process Color:	\$400
Match Color:	\$550
Full Color:	\$900
PMS Color:	\$900

RURAL WATER

CORPORATE PARTNERSHIP DIRECTORY ADVERTISING RATES



Member Rates	Black & White	Full Color
Double Page Spread	\$6,009.50	\$6,909.50
Outside Back Cover	\$5,229.50	\$6,129.50
Inside Front or Inside Back Cover	\$4,699.50	\$5,599.50
Full Page	\$3,599.50	\$4,499.50
2/3 Page	\$3,149.50	\$4,049.50
1/2 Page Island	\$2,359.50	\$3,259.50
1/2 Page	\$2,299.50	\$3,199.50
1/3 Page	\$1,769.50	\$2,669.50
1/4 Page	\$1,309.50	\$2,209.50
1/6 Page	\$1,069.50	\$1,969.50
1/8 Page	\$849.50	\$1,749.50

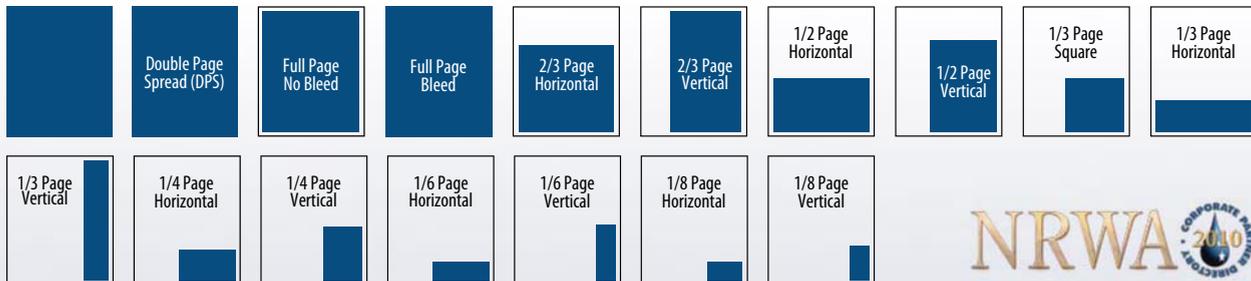
Products and Services Marketplace

Available in both the 2010 Corporate Partner Directory and *Rural Water*, this special section prominently features those companies that provide products and services to NRWA members. Surrounded by a colorful background, this marketplace attracts readers' attention and prominently displays your ad to the CEOs, operators, board members, managers, lab technicians and other utility staff with purchasing power.

Member Rates	
1/2 Page Horizontal, Full-Color	\$2,639.50
1/4 Page Vertical, Full-Color	\$1,699.50
Non-Member Rates	
1/2 Page Horizontal, Full-Color	\$3,387.50
1/4 Page Vertical, Full-Color	\$2,447.50

Non-member rates include a one-year membership to NRWA, valued at \$748

Depictions



ONLINE RATES

ONLINE BUYERS' GUIDE:

SPOTLIGHT PACKAGE—SOLD OUT

- One of eight top banners appearing throughout the run of the site
- Spotlight tile ad appearing on every page of the site
- Complimentary premier listing

PRICE: \$6,560

MEMBER PRICE: \$5,248

TOP BANNER PACKAGE

- One of eight top banners appearing throughout the run of the site
- Complimentary premier listing

PRICE: \$4,590

MEMBER PRICE: \$3,672

HOME PAGE VERTICAL BANNER

- Vertical banner on the home page (maximum four rotating per position)
- Complimentary premier listing

PRICE: \$4,590

MEMBER PRICE: \$3,672



RURAL WATER SEARCH:

PACKAGE OPTIONS:

1 year: \$3,000 6 months: \$1,750 3 months: \$1,000

PACKAGE INCLUDES:

- Horizontal Banner Ad
 - Appears when keyword is entered (in rotation)
 - Run-of-site on non-purchased keywords
- Five keyword sponsorships
- Text ad
 - Appears on right-hand side of screen when keyword is entered.

Limit four advertisers per keyword. Additional keywords are available at \$50 each. All advertisers receive a 10% discount for participating in at least two NRWA projects. If participating in more than two projects, advertisers receive a 20% discount. Members receive an additional 10% discount.

RURAL WATER WIRE:

BANNER:

1 year: \$6,000 6 months: \$4,000 3 months: \$2,500

SPECIFICATIONS:

468 x 60 pixels, JPG or GIF, 30kb or less

SPONSORSHIP:

1 year: \$3,000 6 months: \$2,000 3 months: \$1,250

SPECIFICATIONS:

120 x 60 pixels, JPG or GIF, 15kb or less

AD DIMENSIONS AND SPECIFICATIONS

Print Advertising Specs	Width	Height
Double Page Spread Bleed	17"	11.125"
Double Page Spread Trim	16.75"	10.875"
Double Page Spread Live Area	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	4.583"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

Non-member rates include a one-year membership to NRWA, valued at \$748.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay Naylor, LLC 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).

Proofs

Proofs of ads produced by Naylor are available upon request at a charge of \$50.

Cancellations

In the event of cancellation of a contract, the client agrees to repay Naylor, LLC any discounts granted for multiple insertions less discount applicable for the number of insertions completed in the contract period. All premium positions and direct mailer pieces are non-cancelable. All cancellations must be received in writing prior to the advertising sales deadline. A charge of \$30 will be levied for returned checks.

Revisions

Revisions are rework for Naylor, LLC and are subject to a \$50 surcharge.

Production Services

Naylor provides basic ad assembly and layout to non-agency clients at no charge to the client.

Digital Ad Copy Submission

Go to the Naylor Web site at www.naylor.com and click on Ad Upload. Locate your publication code, advertising order number and advertising code in the box at the top, right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click submit. Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Terms

Payment due upon receipt of invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts.

Ad Agency Commissions

All prices are net. Ad agency commissions are not included in quoted price.

Shipping Instructions

Ship all advertising materials to the attention of your account executive at:
Naylor, LLC • 5950 NW 1st Place • Gainesville, FL 32607
Fax: 352-331-3525 • Toll Free: 800-369-6220