

# CONNECT WITH 4 OUT OF 5 RURAL WATER PROFESSIONALS IN LOUISIANA.

LRWA.ORG

## MEDIA KIT



FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS

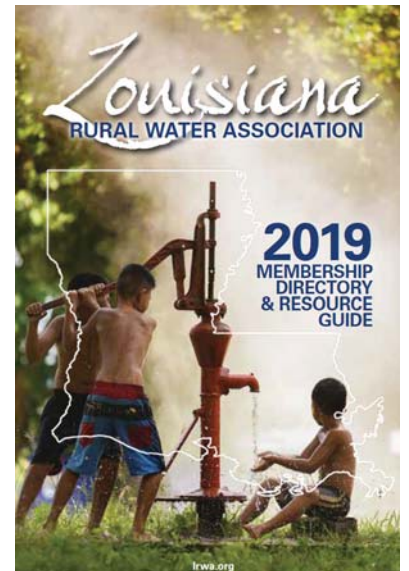


# LOUISIANA RURAL WATER ASSOCIATION

## THE LRWA ADVANTAGE

- LRWA members represent the rural water industry throughout Louisiana.
- LRWA is responsible for more than 2,700 water and wastewater systems annually. Our group of professional technical assistance providers moves over 7,700 on-site visits annually.
- The rural water industry has a purchasing power of \$81.3 billion annually.
- LRWA has been providing education about the industry statewide while ensuring the public continues to have safe drinking water to enjoy for over 40 years.
- Our members are constantly in need of new products and services for the operation & maintenance of their water and wastewater systems, including:

- |   |                               |
|---|-------------------------------|
| - Aerators                                | - Hydrogeology                |
| - Analysis instrumentation                | - Meters                      |
| - Asset management                        | - Operator certification exam |
| - Certification & training protection     | - Pipes                       |
| - Chlorination processes & Chemicals      | - Pumps                       |
| - Cross connection & back flow prevention | - SCADA                       |
| - Emergency response planning             | - Source Water                |
|   | - Tanks                       |
|   | - Valves                      |



Membership Directory & Resource Guide

Contact your Naylor representative today to connect with key professionals in Louisiana's rural water industry!

# Membership Directory & Resource Guide



## Net Advertising Rates

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Ad Sizes	Full-Color Rates
Double Page Spread	\$3,429.50
Outside Back Cover	\$3,149.50
Inside Front or Inside Back Cover	\$2,919.50
Full Page	\$2,549.50
2/3 Page	\$2,169.50
1/2 Page	\$1,619.50
1/3 Page	\$1,199.50
1/4 Page	\$989.50
1/6 Page	\$729.50
1/8 Page	\$579.50

Premium Advertising Options - Ask your representative for specifications.

**Belly Band:** \$3,659.50

Ad Sizes	Black-and-White Rates*
Full Page	\$1,569.50
2/3 Page	\$1,359.50
1/2 Page	\$999.50
1/3 Page	\$799.50
1/4 Page	\$629.50
1/6 Page	\$469.50
1/8 Page	\$389.50

\*Members receive a 5% discount on black-and-white rates.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

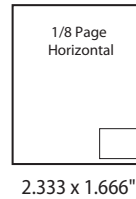
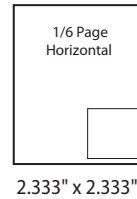
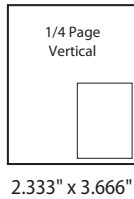
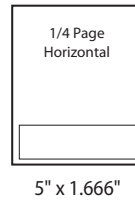
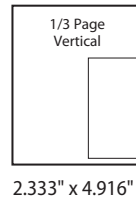
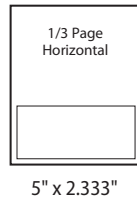
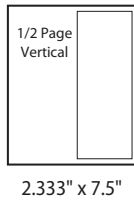
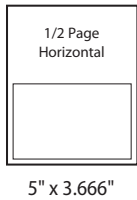
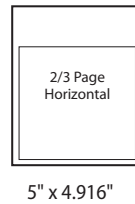
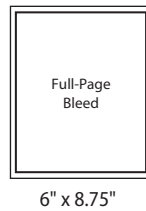
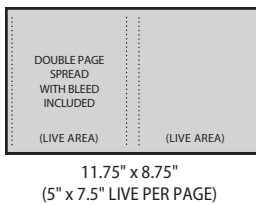
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

# Membership Directory & Resource Guide



## Print Advertising Specifications

**Roster Trim Size: 5.75" x 8.5"**



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area: 10.75" x 7.5"**

**Full Page Live Area: 5" x 7.5"**

## Specs for Outsert/Inserts

### Roster

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyersheets 5.75" x 8.5"

## Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

## Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

## Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# Membership Directory & Resource Guide



## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Accountants                                       | <input type="checkbox"/> Engineering Firms                     | <input type="checkbox"/> SCADA/Telemetry                    |
| <input type="checkbox"/> Analytical Tools                                  | <input type="checkbox"/> Environmental Consultants             | <input type="checkbox"/> Scales                             |
| <input type="checkbox"/> Automatic Control Valves                          | <input type="checkbox"/> Environmental Laboratories            | <input type="checkbox"/> Security Devices                   |
| <input type="checkbox"/> Boring Equipment - Horizontal                     | <input type="checkbox"/> Environmental Testing                 | <input type="checkbox"/> Sewage Lift Stations               |
| <input type="checkbox"/> Castings  | <input type="checkbox"/> Financing/Financial Services          | <input type="checkbox"/> Sewer Treatment Plants             |
| <input type="checkbox"/> Chemical Feed Equipment                           | <input type="checkbox"/> Flow Meters                           | <input type="checkbox"/> Solids/Phosphorous Removal         |
| <input type="checkbox"/> Chemical Monitoring Systems                       | <input type="checkbox"/> Insurance                             | <input type="checkbox"/> Storage Tank Systems, Bolted       |
| <input type="checkbox"/> Chemical Sales                                    | <input type="checkbox"/> Laboratories                          | <input type="checkbox"/> Storage Tanks, Welded              |
| <input type="checkbox"/> Chlorination Systems Sales                        | <input type="checkbox"/> Lead Copper Corrosion Control         | <input type="checkbox"/> Tank Inspection, Cleaning & Repair |
| <input type="checkbox"/> Construction Equipment Sales,<br>Rental & Leasing | <input type="checkbox"/> Leak Detection Equipment              | <input type="checkbox"/> Tapping Products                   |
| <input type="checkbox"/> Consultants                                       | <input type="checkbox"/> Linestops                             | <input type="checkbox"/> Telephone Dialers                  |
| <input type="checkbox"/> Consulting Engineers                              | <input type="checkbox"/> Members                               | <input type="checkbox"/> Tower Demolition                   |
| <input type="checkbox"/> Control Panels                                    | <input type="checkbox"/> Meters & Meter Systems                | <input type="checkbox"/> Ultraviolet Disinfection           |
| <input type="checkbox"/> Corrosion Control                                 | <input type="checkbox"/> Odor & Corrosion Control              | <input type="checkbox"/> Underground Facilities Protection  |
| <input type="checkbox"/> Cross Connection/Backflow<br>Prevention           | <input type="checkbox"/> On-Line Analyzers                     | <input type="checkbox"/> Utility Billing Software           |
| <input type="checkbox"/> Data Loggers                                      | <input type="checkbox"/> Pipe                                  | <input type="checkbox"/> Utility Management                 |
| <input type="checkbox"/> Dechlorination                                    | <input type="checkbox"/> Pipe Cleaning Services                | <input type="checkbox"/> Valve Bones                        |
| <input type="checkbox"/> Diesel Generators                                 | <input type="checkbox"/> Plastic Storage Tanks                 | <input type="checkbox"/> Water Tank Maintenance             |
| <input type="checkbox"/> Disinfection Systems                              | <input type="checkbox"/> Pumps                                 | <input type="checkbox"/> Water Tower Demolition             |
| <input type="checkbox"/> Diving Contractors                                | <input type="checkbox"/> Pumps, Submersible                    | <input type="checkbox"/> Water Treatment Plants             |
| <input type="checkbox"/> Downhole Video                                    | <input type="checkbox"/> Regulators, Pressure                  | <input type="checkbox"/> Water Treatment Products           |
| <input type="checkbox"/> Drilling  | <input type="checkbox"/> Reverse Osmosis                       | <input type="checkbox"/> Well-Cleaning Chemicals            |
|  | <input type="checkbox"/> Sanitary & Storm Sewer<br>Maintenance | <input type="checkbox"/> Other: _____                       |
|  |  | _____   |
|  |  | _____   |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

**Additional Categories X \$20 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# Membership Directory & Resource Guide



## Digital Edition – [www.naylor.com/frw-nxt](http://www.naylor.com/frw-nxt)

In addition to print, *Membership Directory and Resource Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the FRWA's website. An archive of issues is available, securing your ad a lasting online presence.*

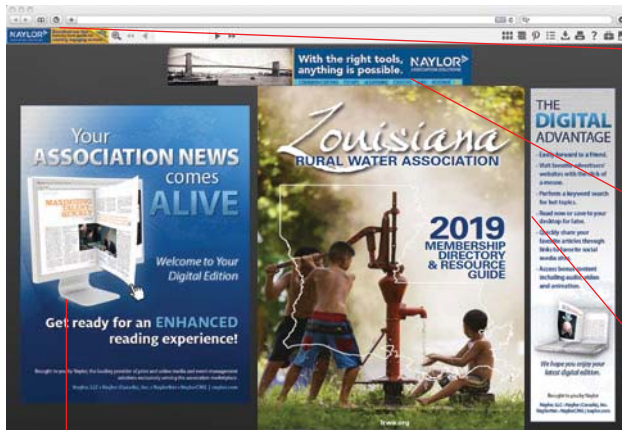
### Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later

### Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

## Ad Positions



### Digital Large Toolbar | \$360

Your company name is a button on the toolbar, found in the top of every page next to frequently used navigational icons.

### Digital Leaderboard | \$1,030

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

### Digital Skyscraper | \$880

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Digital Sponsorship | \$720

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Max.

### Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

### Bellyband | \$500

### Digital Outsert |

\$150 for Digital 1 Page  
\$200 for 2 Page 4 Surface Ad

Online Specifications - For more information, visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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# Membership Directory & Resource Guide



## Past Advertisers

We appreciate the investment that our advertisers make with the Louisiana Rural Water Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured in the annual *Membership Directory and Resource Guide*.

Airmaster Aerator, LLC  
Analytical Technology  
Better Pumps & Solutions, LL  
Bobcat of Lake Charles  
Coastal Corrosion Control, Inc.  
CoBank  
Coburn's Supply Co., Inc.  
Continental Drilling & Service, Inc.  
Covington Sales & Service  
Dethloff & Associates  
Ditch Witch of Louisiana  
Ditch Witch of South Louisiana  
Doggett Machinery Services  
Duhon Machinery  
Duhon Machinery of Lafayette, LLC  
Emery Equipment  
Environmental Technical Sales, Inc.  
Franklin Miller, Inc.  
Fromenthal Plumbing & Construction  
G.E.N.T.'s Enterprises, LLC  
GDS Associates, Inc.  
Gulf Coast Tank & Construction Co.  
Harmsco Filtration Products  
hoh - PAK Laboratory  
Hoot Systems, LLC  
I.C.E. Sales & Services, LLC  
JH Wright & Associates, Inc.  
Lafayette Winwater Works, Inc.  
LEC, Incorporated  
Live Oak Bank  
Louisiana Asset Management Pool, Inc.  
Louisiana One Call  
Louisiana Utilities Supply  
Meyers Water Well Drilling & Service, Inc.

Municipal & Industrial Chlorination  
Municipal Control Systems, LLC  
Neptune Technology Group, Inc.  
P.R.J. Contracting, Inc.  
Pipe Tech, Inc.  
Pittsburg Tank & Tower Maintenance  
Company, Inc.  
Power Seal Pipeline Products  
Quality Sitework Materials - QSM  
Rural Pipe and Supply, Inc.  
Southern Chlorination Services, LLC  
Southern Pipe & Supply Company, Inc.  
Special risk Insurance, Inc.  
Suez Water Advanced Solutions / Utility  
Service Co., Inc.  
Technical Coatings Services, Inc.  
Texian Geospatial and Asset Solutions  
(TexianGAS)  
The Spectrum Group  
Thomas Pump & Machinery, Inc.  
Thornton, Musso, & Bellemin  
United Systems & Software, Inc.  
Vacuum Truck Sales & Services  
WACO Products Inc  
Williams Equipment & Supply Co. -  
Shreveport  
Williams Equipment & Supply Co.- Monroe