

New York Rural Water Association

NYRWA's 2010 Membership Directory: Connecting you to industry leaders

The Industry

The state of New York will receive nearly **\$435 million** in State Revolving Funds from the EPA through the American Recovery and Reinvestment Act.

New York has **\$20.42 billion in wastewater infrastructure needs** and **\$13.15 billion in drinking water infrastructure** needs over the next 20 years.

The Association

Since 1979, the New York Rural Water Association has worked to assist communities and systems to comply with complex regulations and to protect the public health and environment.

With **1,200 water and wastewater systems as members**, we are the **7th largest state rural water association** in the United States and the **largest** association representing the industry in the state.



The Resource

Our annual **Membership Directory** is the premier resource for those in the New York rural water community and is referenced throughout the year as a purchasing guide.

Our directory is mailed directly to all NYRWA members, including:

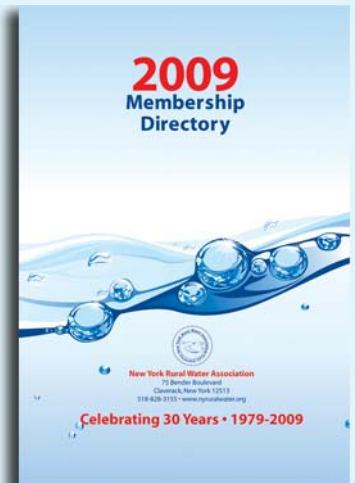
Public works superintendents	Plant managers
Certified operators and engineers	Legislative officials

System members include: villages, towns, municipal water and sewer districts, county authorities, state and federal institutions/facilities, schools and colleges, investor-owned water utilities and more.

Our members recognize the importance of doing business with the vendors that support their association. To make an impact with these decision makers, contact your Naylor account representative today.

CONTACT:

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Publication Director
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sholt@naylor.com



For more information, visit:
www.nyralwater.org

Advertising in the 2010 Membership Directory

ENHANCES EXPOSURE:

Premium positions and editorial adjacencies are available on a first-come, first-served basis for the best visibility to your target market. Ask your sales representative for details.

MAXIMIZES VISIBILITY:

All advertisers will receive a free customized listing in our **Index to Advertisers**. Your company name will be listed under the category of your choice along with the page number of your ad so readers can quickly and easily find your company's information.

2010 Membership Directory

Net Advertising Rates

DIRECT-MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

Full-Color Rates

Size	1x
Double-Page Spread	\$3,334.50
Outside Back Cover	\$2,864.50
Inside Front or Inside Back Cover	\$2,694.50
Full Page	\$2,254.50
2/3 Page	\$2,194.50
1/2 Page	\$1,744.50
1/3 Page	\$1,544.50
1/4 Page	\$1,364.50
1/6 Page	\$1,284.50
1/8 Page	\$1,184.50

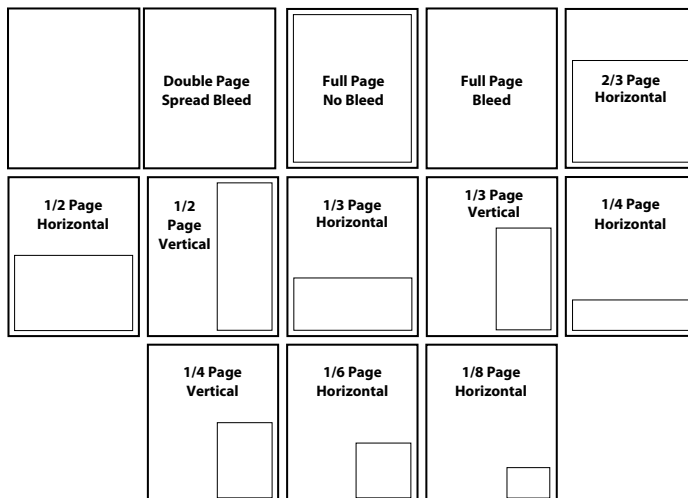
Premium Advertising Options – Ask your representative for specifications

Belly Band: \$3,289.50

Black-and-White Rates

Size	1x
Full Page	\$1,379.50
2/3 Page	\$1,319.50
1/2 Page	\$869.50
1/3 Page	\$669.50
1/4 Page	\$499.50
1/6 Page	\$409.50
1/8 Page	\$309.50

Ad Size Depictions



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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).
 NYW-R0009 (LR NYW-R0009 6/15/09)



2010 Membership Directory

Print Advertising Specs (Roster – 5.75" x 8.5")

The Publication

The **2010 Membership Directory** is a 5.75" x 8.5", spiral-bound, glossy-stock, full-color directory with margin tabs for easy reference.

Premium advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order to be received on or before the sales close date. Invoices are issued upon publication.

The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving more than 500 leading organizations from 85 industries across North America, is the official publisher of the **2010 Membership Directory**.

Roster Ad Dimensions

Size	Width	Height
DPS Bleed	11.75"	8.75"
DPS Trim	11.5"	8.5"
DPS Live Area	10.75"	7.5"
Full-Page Bleed	6"	8.75"
Full-Page Trim	5.75"	8.5"
Full-Page Live Area	5"	7.5"
2/3 Hz.	5"	4.916"
1/2 Hz.	5"	3.666"
1/2 Vt.	2.333"	7.5"
1/3 Hz.	5"	2.333"
1/3 Vt.	2.333"	4.916"
1/4 Hz.	5"	1.666"
1/4 Vt.	2.333"	3.666"
1/6 Hz.	2.333"	2.333"
1/8 Hz.	2.333"	1.666"

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.

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 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, attach your files and click "Submit."

Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge.



Categories

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



One free listing with any size ad. Additional listings at \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Index Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____