



October 25, 2023

TO: Iowa Rural Water Associate Members

RE: Advertising - *The Water Street Journal*

The Water Street Journal is published three times a year, March, July, and November. Each issue is mailed to approximately 1,600 people throughout the state of Iowa, which include water and wastewater professionals, community and rural water system decision makers, funding agencies, Iowa DNR professionals and industry professionals. It is the widest circulated publication devoted to water and wastewater professionals in Iowa. As an advertiser, that's 1,600 business cards placed in Iowa industry professional's hands three times per year! *The Water Street Journal* is a full color magazine, thus giving it a more professional look with more reader appeal.

Enclosed you will find our 2024 Advertising Insertion Order. If you would like to take advantage of this cost effective advertising opportunity, please complete the form and return it to our office no later than **Friday, January 19, 2024.**

Please feel free to contact me at 641-787-0330 with any questions you might have. And thank you for partnering with IRWA to provide great resources to our water and wastewater professionals. I look forward to working with you in 2024!

Sincerely,

A handwritten signature in black ink that reads "Cathy D Law". The signature is written in a cursive, flowing style.

Cathy D Law
Member Services and Event Coordinator

Enclosure

Iowa Rural Water Association

2024 *Water Street Journal* Advertising Insertion Order

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ E-mail: _____ Phone: _____

The *Water Street Journal* is a full color publication published three times a year. This publication has a circulation of approximately 1600, which includes mayors, clerks, water and wastewater operators, regional water systems and their board members, state legislators, county offices, and state rural water associations.

Copy and Advertising Deadlines: February 1st, June 1st, October 1st, 2024

Publication Dates: March – July - November

4-Color Ad Rates - Rates include all three issues.

Horizontal Business Card - 3.625W x 2.25T \$525

Horizontal 1/2 Page - 7.75W x 4.75T \$825

1/2 Page Outside-Back Cover
(7.75W x 4.75T) \$1330

Vertical 1/4 Page - 3.625W x 4.75T \$625

Vertical Full Page - 8.75W x 11.23T \$1255

Full Page Inside-Back Cover
(8.75W x 11.23T) \$1405

Please run the same ad as last year with no changes:

SUBMISSION REQUIREMENTS: All ads must be received camera-ready or electronically – **NO EXCEPTIONS.** Electronic ads must be sent as a .pdf or .tiff file with **HIGH RESOLUTION**. Electronic ads can be sent to: claw@iowaruralwater.org.

If you are an Active Member of IRWA, we will post a complimentary link on our web site to your web site. Please give us your web address: _____

Total Due for Advertising

\$ _____

By signing this agreement, you agree to prepay your advertising for one full year. IRWA will determine the exact location of each advertisement. **Ads must be received camera-ready or electronically – NO EXCEPTIONS.**

Advertising Contact Person _____

Date _____

Please return this signed agreement, camera-ready ad if applicable, and payment to: Iowa Rural Water Association, 4221 S. 22nd Avenue East, Newton, IA 50208. If you wish to pay via **credit card**, for security purposes, **please visit our website <https://iowaruralwater.org/about-irwa>** and apply online. **Please call Cathy Law at 641-787-0330 with any questions.**

***Advertising space is limited in the Water Street Journal.
IRWA reserves the right to limit the size of ads depending on availability.**