

# Iowa Rural Water Association

## 2025 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 1<sup>st</sup>, June 1<sup>st</sup>, October 1<sup>st</sup>, 2025

**Publication Dates:** March – July - November

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

Horizontal Business Card - 3.625W x 2.25T	\$525 <input type="checkbox"/>	Vertical 1/4 Page - 3.625W x 4.75T	\$625 <input type="checkbox"/>
Horizontal 1/2 Page - 7.75W x 4.75T	\$825 <input type="checkbox"/>	Vertical Full Page - 8.75W x 11.23T	\$1255 <input type="checkbox"/>
1/2 Page Outside-Back Cover (7.75W x 4.75T)	\$1330 <input type="checkbox"/>	Full Page Inside-Back Cover (8.75W x 11.23T)	\$1405 <input type="checkbox"/>

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

**SUBMISSION REQUIREMENTS:** All ads must be received 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](mailto:claw@iowaruralwater.org).

Please provide your website address for publication: \_\_\_\_\_

**Total Due for Advertising**

**\$\_\_\_\_\_**

Make payment to: Iowa Rural Water Association, 4221 S. 22<sup>nd</sup> 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.**