

# The Clarifier Quarterly Magazine



The **Michigan Rural Water Association (MRWA)** is dedicated to serving the state's rural water and wastewater systems. As leader in the water and wastewater industry, MRWA provides resources, training and education to members and non-member systems and their operators and serves as a source for networking.

## Connect with the Water and Wastewater Industry Decision Makers.

*The Clarifier*, our quarterly magazine is **mailed directly to 6,000 individuals** in Michigan including city managers, DPW superintendents, water and wastewater superintendents, and water and wastewater operators responsible for specifying, recommending and approving purchases on behalf of their systems. Their individuals hold the buying power and they rely on your company's products and services throughout the year.

## OUR OFFICIAL PUBLICATIONS ARE NETWORKING TOOLS FOR YOUR BUSINESS.

Water and Wastewater Utilities and their employees turn to *The Clarifier* as a source for industry news that includes updates compliance with regulations, operation, maintenance, financial and management issues that affect water and wastewater utilities and also to stay informed on the legislative front. Contact Michigan Rural Water today to secure your space within our magazine.

## ADVERTISING CONTACT:

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**PO Box 960**  
**Harrison, MI 48625**  
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**E-Mail: [mrwa@chartermi.net](mailto:mrwa@chartermi.net)**

## The Clarifier Quarterly Magazine Advertising Rates Full Color Rates

Size	1 Issue Member Rate	4 Issues Member Rate Per Issue	1 Issue Non-Member Rate	4 Issues Non-Member Rate Per Issue
Double Page Spread	\$2,900.00	\$2,600.00	\$3,100.00	\$2,800.00
Outside Back Cover	\$2,400.00	\$2,100.00	\$2,600.00	\$2,300.00
Inside Front or Inside Back Cover	\$2,200.00	\$1,900.00	\$2,400.00	\$2,100.00
Full Page	\$1,900.00	\$1,700.00	\$2,100.00	\$1,900.00
2/3 Page	\$1,700.00	\$1,500.00	\$1,900.00	\$1,700.00
1/2 Page Island	\$1,500.00	\$1,300.00	\$1,700.00	\$1,500.00
1/2 Page	\$1,300.00	\$1,100.00	\$1,500.00	\$1,300.00
1/3 Page	\$1,000.00	\$900.00	\$1,200.00	\$1,000.00
1/4 Page	\$800.00	\$725.00	\$900.00	\$800.00
1/6 Page	\$600.00	\$500.00	\$700.00	\$600.00
1/8 Page	\$450.00	\$400.00	\$550.00	\$450.00

**The Clarifier Quarterly Magazine Advertising Rates  
Black and White Rates**

Size	1 Issue Member Rate	4 Issues Member Rate Per Issue	1 Issue Non-Member Rate	4 Issues Non-Member Rate Per Issue
Double Page Spread	\$2,200.00	\$1,950.00	\$2,400.00	\$2,200.00
Outside Back Cover	\$1,700.00	\$1,500.00	\$1,900.00	\$1,700.00
Inside Front or Inside Back Cover	\$1,500.00	\$1,300.00	\$1,700.00	\$1,500.00
Full Page	\$1,300.00	\$1,100.00	\$1,500.00	\$1,300.00
2/3 Page	\$1,100.00	\$950.00	\$1,300.00	\$1,150.00
1/2 Page Island	\$900.00	\$800.00	\$1,100.00	\$950.00
1/2 Page	\$800.00	\$700.00	\$1,000.00	\$900.00
1/3 Page	\$600.00	\$525.00	\$700.00	\$625.00
1/4 Page	\$500.00	\$450.00	\$600.00	\$550.00
1/6 Page	\$400.00	\$350.00	\$450.00	\$400.00
1/8 Page	\$300.00	\$275.00	\$350.00	\$325.00

**Print Advertising Specs** (Magazine– 8.375" x 10.875")

**The Publication**

*The Clarifier* is a 8.375" x 10.875" full color, saddle-stitched magazine published four times per year.

**Magazine Ad Sizes**

Size	Width	Height
DPS Bleed	1 7"	11.125"
DPS Trim	16.5"	10.875"
DPS 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"
1/2 Long Vt.	3.333"	9.5"
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"

**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.**



**The Clarifier**

A Quarterly Publication of the Michigan Rural Water Association

**ADVERTISING CONTRACT**



**Publication Schedule:** Winter (January), Spring (April)  
Summer (July), October (Fall)

**Terms:** Payment is due upon receipt of  
Invoice and prior to publication

**Closing Dates:** **Space reservations~**  
60 days prior to the publication dates  
of: January 15, April 15, July 15,  
and October 15.

**ARTWORK~**  
Needs to be received By:  
December 1, March 1, June 1, and  
September 1.

**If the contract is Annual, you will be billed once at the beginning of your signed contract.**

\_\_\_\_\_ Annual Contract

**If contract is for single insertion, please indicate the one in which you wish ad to appear:**

\_\_\_\_\_ Winter \_\_\_\_\_ Spring \_\_\_\_\_ Summer \_\_\_\_\_ Fall

**Specifications:** \_\_\_\_\_ Black/White \_\_\_\_\_ Full-Color

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name  
(please print): \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail : \_\_\_\_\_

Please return signed contact to:

MICHIGAN RURAL WATER ASSOCIATION  
P.O. BOX 960  
HARRISON, MI 48625  
Fax: (989) 539-4055

Contact us at: (989) 539-4111 or [mrwa@chartermi.net](mailto:mrwa@chartermi.net)