

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 4,000 plus 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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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	17"	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 (February), Spring (May)
Summer (August), Fall (November)

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

Closing Dates: **Space reservations~**
15 days prior to the publication dates
of: February 15, May 15, August 15,
and November 15.

ARTWORK~
Needs to be received By:
15 days before publication dates

**If the contract is Annual, you can be billed quarterly or annually, also for annual please list which issue
you would like the contract to start with.**

_____ Annual Contract _____ Issue Start Date
_____ Quarterly Billing _____ Annual Billing

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

_____ Winter _____ Spring _____ Summer _____ Fall
_____ 2010 _____ 2011

Specifications: _____ Black/White _____ Full-Color _____ Ad Size

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