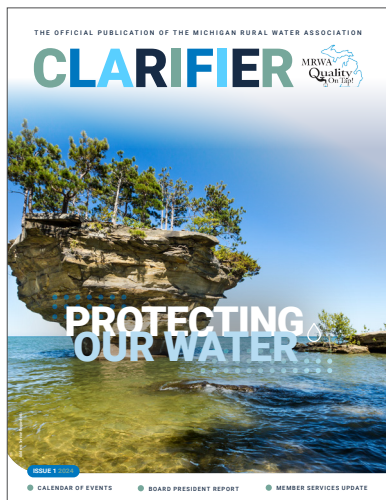


# REACH YOUR MICHIGAN TARGET MARKET AT KEY TIMES

*Clarifier* is circulated directly in print and digital to 4,000 plus water and wastewater professionals in Michigan and reaches key players in this multi-million-dollar market at four strategic times throughout the year, including the spring issue that will be distributed at the Conference.



## SPRING ISSUE

Space Closing: Mid February  
Distribution: Mid March  
• **Conference Issue**

## SUMMER ISSUE

Space Closing: Late May  
Distribution: Early July

## FALL ISSUE

Space Closing: Late August  
Distribution: Early October  
• **Buyers' Guide Issue**

## WINTER ISSUE

Space Closing: Mid/Late October  
Distribution: Late November

## FULL COLOR ADVERTISING RATES

**\*Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!**

As the official membership publication of the Michigan Rural Water Association, *Clarifier* is committed to providing a strong and informative voice in all matters pertaining to the exchange of water quality knowledge and experiences among its members and the public and to foster a greater awareness of water quality achievements and challenges throughout Michigan.

	1 Time Rate	4 Time Rate	Online Magazine*
<b>OBC</b>	\$1,400	\$1,200	<b>FREE with print booking!</b>
<b>IFC/IBC</b>	\$1,000	\$975	<b>FREE with print booking!</b>
<b>Full page</b>	\$975	\$900	<b>FREE with print booking!</b>
<b>1/2 page</b>	\$875	\$800	<b>FREE with print booking!</b>
<b>1/3 page</b>	\$825	\$775	<b>FREE with print booking!</b>
<b>1/4 page</b>	\$750	\$700	<b>FREE with print booking!</b>
<b>1/6 page</b>	\$600	\$500	<b>FREE with print booking!</b>
<b>1/8 page</b>	\$475	\$425	<b>FREE with print booking!</b>

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and polybagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- Rates are net of agency commission.

- The publisher and the MRWA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and MRWA cannot be held liable for any material used or claims made in advertising included in this publication.

Published for  
MRWA by:  


To reach Michigan's rural water industry professionals through *Clarifier* and its targeted readership, contact Al at your earliest convenience to discuss your company's promotional plans.

**Al Whalen, Marketing Manager**

**Phone:** 866-985-9782 **Email:** [awhalen@kelman.ca](mailto:awhalen@kelman.ca)



## PRODUCTION REQUIREMENTS:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

(earlier versions of the above programs are also acceptable)

- We accept tifs, jpegs, eps and pdf files at a resolution of at least 300 dpi
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- ALL FONTS used must be included
- ALL LINKS/IMAGES used must be included
- All pantone/spot colors MUST be converted to CMYK
- Include a hard copy (color or black proof) or email a pdf for proofing purposes

- We support CDs and DVDs
- All above requirements for sending electronic files apply to sending by email
- Use STUFFIT or WINZIP to compress large files
- Attach all related files (fonts, links, graphics)
- DO NOT embed files in your email or Word document
- Contact us for ftp site information for files that are too large to email
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:

SABRINA SIMMONDS

Ph: 866-985-9790

Fax: 866-985-9799

Email: [sabrina@kelman.ca](mailto:sabrina@kelman.ca)

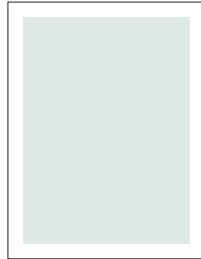


## AD DIMENSIONS

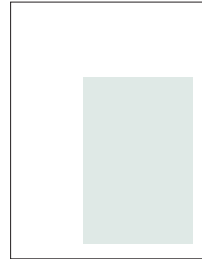
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

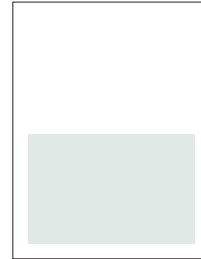
Full Page



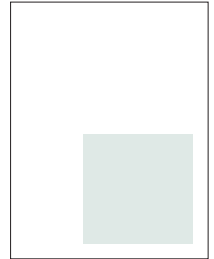
1/2 Island



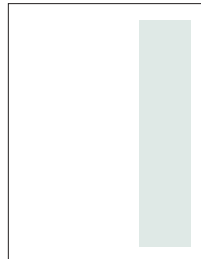
1/2 Horizontal



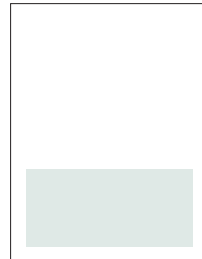
1/3 Square



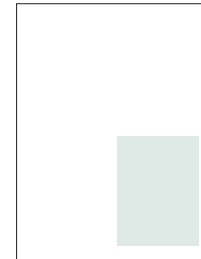
1/3 Vertical



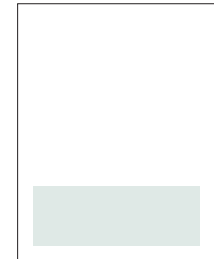
1/3 Banner



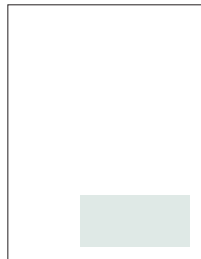
1/4 Vertical



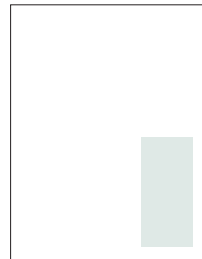
1/4 Banner



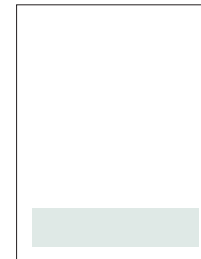
1/6 Horizontal



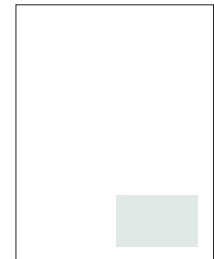
1/6 Vertical



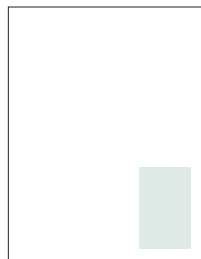
1/6 Banner

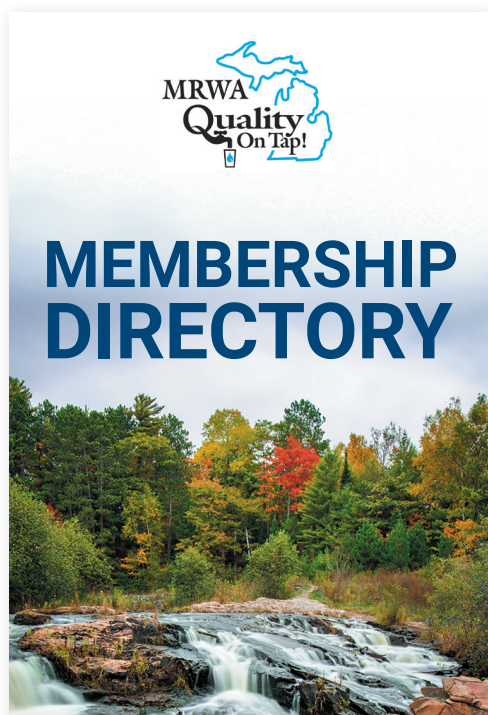


1/8 Horizontal



1/8 Vertical





## MICHIGAN RURAL WATER ASSOCIATION



# ANNUAL MEMBERSHIP DIRECTORY

All advertisers will receive a free alphabetical listing and choice of up to five categories to have their company name listed within the Buyers' Guide Section.

**Booking deadline:** Early February

**Distribution:** March

### DIRECTORY DIMENSIONS

AD SIZE	WIDTH	DEPTH
Full Page		
Bleed	6"	8.75"
Trim	5.75"	8.5"
Live Area	5"	7.5"
2/3 Page	5"	4.875"
1/2 Page	5"	3.625"
1/3 Page	2.25"	4.875"
1/4 Page	2.25"	3.625"
1/6 Page	2.25"	2.25"
1/8 Page	2.25"	1.625"

### AD SIZE

### FULL-COLOR

\*B&W rates available upon request

Outside Back Cover	\$2,000
Inside Front/Back Cover	\$1,850
Full Page	\$1,000
2/3 Page	\$895
1/2 Page	\$725
1/3 Page	\$650
1/4 Page	\$500
1/8 Page	\$425

- Net Advertising Rates
- MRWA members receive 5% discount on rates
- 10% premium for position guarantees (not including covers)



To reach water professionals through *MRWA Annual Membership Directory*, contact Al at your earliest convenience to discuss your company's promotional plans.

**Al Whalen, Marketing Manager**

**Phone:** 866-985-9782 **Fax:** 866-985-9799 **Email:** [awhalen@kelman.ca](mailto:awhalen@kelman.ca)

Published for MRWA by:

