

# South Dakota Association of Rural Water Systems

## 2020-2021 Advertising Contract

### SERVICELINE MAGAZINE | 6 issues/year

- Every Issue
- December 2020 - 10/16/2020 ad deadline
- February 2021 - 12/18/2020 ad deadline
- April 2021 - 2/19/2021 ad deadline
- June 2021 - 4/16/2021 ad deadline
- August 2021 - 6/18/2021 ad deadline
- October 2021 - 8/20/2021 ad deadline

### AD SIZE

- Back Page Full Color | \$2,700/year or \$450/issue  
ad specs: 8.375" W x 9.0145" H, 1/8" bleed
- Full Page Full Color | \$2,400/year or \$400/issue
- Full Page Grayscale | \$2,100/year or \$350/issue  
ad specs: 8.375" W x 10.813" H, 1/8" bleed  
or 7.375" W x 9.8125" H, no bleed
- Half Page Full Color | \$1,650/year or \$275/issue
- Half Page Grayscale | \$1,500/year or \$250/issue  
ad specs: 7.375" W x 4.845" H with no bleed
- One Column Color | \$1,200/year or \$200/issue
- One Column Grayscale | \$1,050/year or \$175/issue  
ad specs: 2.58" W x 9.813" H, no bleed
- Half Column Color | \$900/year or \$150/issue
- Half Column Grayscale | \$750/year or \$125/issue  
ad specs: 2.3472" W x 4.844" H, no bleed

### PRINTED DIRECTORY

- Cover | \$2,000
- Back Cover | \$1,500
- Inside Front Cover | \$800
- Inside Back Cover | \$800
- Supplier Ad Color | \$450
- Supplier Ad Grayscale | \$400  
ad specs: 5" W x 8" H, no bleed. Call for cover specs.

Each ad also includes a highlighted listing in the supplier section.

Cover and Tab ads include a bonus ad in the supplier section.

Advertisers receive a complimentary copy of the directory

**AD DEADLINE:** April 1, 2021.

### eNEWS | 24 issues/year

- eNews Logo Ad | \$300/year  
Your company's logo with a direct link to your website

### WEBSITE

- Scrolling Header Ad | \$600/year  
ad specs: 700px W x 80px H, 150 dpi, RGB. JPG or PNG files preferred.

### TRAILER AD

- Trailer Ad | \$500/year - 3 year commitment  
ad specs: 24" W x 12" tall, vector artwork (.ai or .eps)

### BILLING INFORMATION

Company

Mailing Address

Address, Cont.

City

State

Zip Code

Phone

Email

Name of Person Filling out this form

Signature of Person Filling out this form

Date

### PLEASE SUBMIT CONTRACTS VIA EMAIL TO:

[jbame@sdarws.com](mailto:jbame@sdarws.com)

### OR MAIL:

South Dakota Rural Water  
PO Box 287  
Madison, SD 57042  
Attn: Jennifer

### FOR MORE INFORMATION, PLEASE CONTACT:

Jennifer Bame,  
Communications & Marketing Coordinator  
phone: 605-556-7219  
email: [jbame@sdarws.com](mailto:jbame@sdarws.com)

### NOTE:

**SDARWS WILL NOT RUN YOUR AD UNTIL WE HAVE A SIGNED COPY OF THIS CONTRACT.  
ADS WILL BE BILLED FOR AFTER THEY PUBLISH**

**A PDF version of this ad contract can be found online  
at: [sdarws.com/ad-rates.html](http://sdarws.com/ad-rates.html)**