

South Dakota Association of Rural Water Systems

2022-2023 Advertising Contract

SERVICELINE MAGAZINE | 6 issues/year

- Every Issue
- April Issue - February 15th ad deadline
- June Issue - April 15th ad deadline
- August Issue - June 15th ad deadline
- October Issue - August 15th ad deadline
- December Issue - October 15th ad deadline
- February Issue - December 15th 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 | \$2,550/year or \$425/issue
- Full Page Grayscale | \$2,250/year or \$375/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 | \$1,800/year or \$300/issue
- Half Page Grayscale | \$1,650/year or \$275/issue
ad specs: 7.375" W x 4.845" H with no bleed
- One Column Color | \$1,350/year or \$225/issue
- One Column Grayscale | \$1,200/year or \$200/issue
ad specs: 2.58" W x 9.813" H, no bleed
- Half Column Color | \$1,050/year or \$175/issue
- Half Column Grayscale | \$900/year or \$150/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: June 1

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

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

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**