

# 'TAP' your resources as a PRWA Associate Member: Advertise in the Keystone Tap Magazine!

**Reasonable Rates!  
Reach Over 1600 Industry Professionals each quarter!**

The Keystone Tap is the official magazine of the Pennsylvania Rural Water Association and is distributed to all **PRWA members**, state agencies and federal agencies, and every state Rural Water Association. **OVER 1,600 COPIES OF THE KEYSTONE TAP ARE SENT OUT TO WATER AND WASTEWATER PROFESSIONALS EACH QUARTER!** The KTap can also be viewed online 24/7 at [www.prwa.com](http://www.prwa.com)! We look forward to placing YOUR ad in our next issue! **Please Respond by January 6, 2012 to place your ad in our Spring Issue.**

**15% Discount when you advertise for a full year!**  
You can change your ad every quarter!

**\*Advertising Benefits are for PRWA Members Only!**  
If you wish to advertise, but are not yet a member, please add the \$328 membership fee to the price of the advertisement and submit this form along with payment to Pennsylvania Rural Water Association.

### Please Check the Ad Size of Your Choice

Standard Black & White Ads	One Issue	Four Issues (One Year) <i>These prices include a 15% discount.</i>
<input type="checkbox"/> Business Card	\$ 176	\$ 598
<input type="checkbox"/> 1/4 Page	\$ 204	\$ 694
<input type="checkbox"/> 1/2 Page	\$ 259	\$ 881
<input type="checkbox"/> Full Page	\$ 370	\$ 1258

FULL COLOR ADS	One Issue	Four Issues (One Year) <i>These prices include a 15% discount.</i>
<input type="checkbox"/> Business Card	\$231	\$785
<input type="checkbox"/> 1/4 Page	\$287	\$976
<input type="checkbox"/> 1/2 Page	\$370	\$1,258
<input type="checkbox"/> Full Page	\$562	\$1,911
<input type="checkbox"/> Full Page (Inside Front Cover or Inside Back Cover)	\$617	\$2,098
<input type="checkbox"/> Back Cover (1/2 Page)	\$782	\$2,659

**Payment:** All advertising must be accompanied by full payment.  
**Artwork:** PDF, TIFF and EPS are preferred file formats. More information on back. Please e-mail work to Andrea Murrell: [amurrell@prwa.com](mailto:amurrell@prwa.com).

**Did you know** you can *purchase advertising online* at [www.prwa.com](http://www.prwa.com)? Click on Store from the menu bar and select "Advertising" from the category drop down menu!

### Publication Schedule:

Publication Dates:	March (Spring)	June (Summer)	September (Fall)	December (Winter)
SUBMISSION DEADLINE:	January 6th	April 6th	July 6th	October 5th

Please indicate the Month(s) you would like to advertise:

March 2012     
  June 2012     
  September 2012     
  December 2012

### Payment Information

Contact Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Company: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_ PRWA member?  Yes  No

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ If No, please add \$328.00 for the cost of Membership Dues

Payment:  Check (Payable to PRWA)  Invoice Me Charge:  American Express  Discover  Visa  MasterCard

Card Number: \_\_\_\_\_ X \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Card Verification Code \_\_\_\_\_ Amount Due \$ \_\_\_\_\_ Signature as shown on card  
3 or 4 Digit Number on Card

# Advertising & Artwork Requirements for Keystone Tap Magazine

*We would prefer to receive electronic files whenever possible. Of course we will work to accommodate all advertisers, so please call our office if you have any questions.*

We work on a Windows platform.

- PDF files with fonts embedded.
- Adobe Pagemaker 6.5 or 7.0 layout file
- Adobe Photoshop 7.0 compatible image file
- Adobe Illustrator 10.0 compatible image file
- Freehand artwork file
- Tiff or EPS files
- Please also include copies of all placed graphics (logos, photos, etc.) in the file.
- Please also include copies of all the fonts used in the Advertisement

**All Formats** 

**All advertisements submitted electronically must have a resolution of at least 300 dpi at 100% size and use CMYK color format.**

\*We accept files on CD or via e-mail. Please be sure to include all of your contact information, in the event that we have questions regarding the supplied materials. If you choose to submit via e-mail, please compress (zipping) all necessary files for the advertisements. Smaller files have transmitted well via e-mail.

\*Please submit ads by the deadlines below in order to review files to make certain that we have all the necessary information prior to accepting the ad for print.

<u>Magazine</u>	<u>Deadline for submission</u>
March	January 6th
June	April 6th
September	July 6th
December	October 5th

\*Our measurements for all ads are as follows:

Full Page Bleed	8.375" w x 10.875" h	Plus 0.125 Border
Full Page	7.375" w x 9.875" h	
Half Page Vertical	3.625" w x 9.875" h	
Half Page Horizontal	7.375" w x 4.875" h	
Quarter Page	3.625" w x 4.875" h	
Business Card	3.5" w x 2" h	also accept 2" w x 3.5" h
Back Cover	7.375" w x 6.5" h	<i>*This is Currently Reserved for USA Bluebook</i>

**If you have any further questions, we are always available for questions. We will help you as much as possible with all of your advertising needs. Thank you for your interest in advertising in the Keystone Tap Magazine!**

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Membership & Publications Coordinator  
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