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Montana Rural Water Systems H₂O-4-YOU NEWS

2011 Updated Advertising Price List

Dear Advertisers,

MRWS has published the last two newsletters with color advertising as a trial to see how our members liked it. The response has been very positive, as we thought it would be, but the cost has been much higher than anticipated. *(As an example, we would have to charge almost \$900 for a full page color ad, \$450 for a 1/2 page ad, etc, just to break even on the printing costs)* Because the newsletter is an educational publication, we can absorb some of the costs, but not to the extent that we have with these last two issues. Due to these increased costs we are forced to update our advertising price list for the color advertising. Please note that black/white ad prices have remained the same. Advertising prices will be as follows:

Full Color Advertising	Member Prices	Non-Member Prices
Full Page Ad	\$400	\$600
1/2 Page Ad (Ad must be landscape orientation)	\$250	\$400
1/4 Page Ad (Ad must be portrait orientation)	\$125	\$250
Business Card Size Ad	\$50	<i>Not Available</i>
Black/White Advertising		
Full Page Ad	\$200	\$400
1/2 Page Ad (Ad must be landscape orientation)	\$150	\$300
1/4 Page Ad (Ad must be portrait orientation)	\$75	\$150
Business Card Size Ad	\$30	<i>Not Available</i>

Special Pricing for Choice Locations – Full Color Advertising Only		
Outside Back Cover* (1/2 page Ad)	\$450	<i>Not Available</i>
Inside Back Cover*	\$500	\$750
Inside Front Cover*	\$500	\$750

*Call for availability of choice ad locations (ie; back cover, inside front & back covers). Advertiser's that have had these locations in previous issue have the option to renew.

The procedures to advertise in the newsletter are as follows:

- 1) FAX a letter to main office (406-454-3116) requesting to advertise in the next issue. Please include size of ad, color or black/white, and point of contact/billing address for your company. *(MR WS will contact you at time of layout & editing to verify your request)*
- 2) E-MAIL the actual ad to kdurocher@3riversdbs.net or jcamden50@bresnan.net (Preferably in .jpeg or .pdf format)
(MR WS will send you a bill accompanied by a copy of ad after the newsletter has been published)

Note: In previous years we have published 3-4 issues of the newsletter per year. Due to these increased costs, the H₂O-4-You Newsletter will only be published two times per year, a Spring/Summer issue & a Fall/Winter issue.