



# Looking to reach **four** out of **five** **Rural Water Professionals** in **Louisiana?**

The *Membership Directory & Resource Guide* is an invaluable source of information for those in the water and wastewater industry. It is a year-round reference manual for association members – helping them make buying decisions about the products and services they need for their business. The controlled circulation of 1,800+ includes all members of LRWA. This targeted and qualified audience is made up of key decision-makers with buying authority and influence.

## THE LRWA ADVANTAGE

- LRWA members represent the rural water industry throughout Louisiana.
- Our members handle over 2,700 water systems and make multiple trips to each system per year.
- The rural water industry has a purchasing power of \$81.3 billion annually.
- LRWA has been providing education about the industry statewide while ensuring the public continues to have safe drinking water to enjoy for over 40 years.
- Our members are constantly in need of new products and services for the operation and maintenance of their water and wastewater systems, including:
  - Aerators
  - Analysis instrumentation
  - Asset management
  - Certification & training protection
  - Chlorination processes & chemicals
  - Cross connection & back flow prevention
  - Emergency response planning
  - Hydrogeology
  - Meters
  - Operator certification exam
  - Pipes
  - Pumps
  - SCADA
  - Source water
  - Tanks
  - Valves

To reach water professionals through LRWA's *Membership Directory & Resource Guide*, contact Chad at your earliest convenience to discuss your company's promotional plans.

**Chad Morrison**, Marketing Manager  
[chad@kelman.ca](mailto:chad@kelman.ca) | 866-985-9788





# An Exciting New Era Has Begun!

## To members and supporters of the Louisiana Rural Water Association

LRWA is pleased to announce a significant and exciting evolution in our industry-wide communication efforts.

Beginning in 2020, we have made the decision to have Craig Kelman & Associates provide their professional publishing services to produce our important and valuable – *Membership Directory*.

Like LRWA, Kelman places a great deal of importance and pride in using environmentally conscious practices and materials, which was an important part of our decision making process.

We know that transitions can have their own sets of challenges, but believe Kelman will significantly improve our directory through their years of experience in producing high-quality industry magazines and directories for professional associations in a wide variety of industries, including our own. From an industry knowledge perspective, Kelman is the proud publishing partner of more than 40 water industry organizations throughout North America.

For more information on our new publisher, please check out their video at:  
[www.youtube.com/watch?v=JpVPWWN4ENU](http://www.youtube.com/watch?v=JpVPWWN4ENU)

For those of you wanting to use the directory to promote your products and services to our membership and beyond, you can view our media kit by connecting, with our marketing manager:

Chad Morrison, [chad@kelman.ca](mailto:chad@kelman.ca) | 866-985-9788

From the LRWA Board of Directors and membership, we hope that you take advantage of our enhanced directory and use its pages to reach our members.

Sincerely,

**Patrick Credeur**  
Executive Director



# Advertising Rates

	Full-Color Rates	Black and White Rates
Outside Back Cover	\$1,800	
Inside Front/Inside Back	\$1,700	
Full Page	\$1,500	\$1,200
1/2 Page	\$1,050	\$750
1/3 Page	\$1,000	\$700
1/4 Page	\$800	\$500
1/6 Page	\$650	\$350
1/8 Page	\$500	\$250

**Tabs are available  
for Full Page or 1/2 Page  
advertisers for a**

**15%  
PREMIUM**

## LRWA Directory

Space closing: ..... Late October

Distribution: ..... Mid-December



LOUISIANA RURAL WATER ASSOCIATION

# MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

## BUYERS' GUIDE

### URGENT

For your **FREE LISTING** in the Buyers' Guide featured in the LRWA Membership Directory and Resource Guide, please fill in the following information and e-mail to Chad Morrison by clicking on the "Submit Form" button.

*List your company information as you would like it to appear*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Social Media (Please fill in URL): \_\_\_\_\_ Website: \_\_\_\_\_

Check off which category(s) (maximum 10) you would like to be listed under:

- |   |   |
|---|---|
| <input type="checkbox"/> Accountants                                    | <input type="checkbox"/> Meters & Meter Systems             |
| <input type="checkbox"/> Analytical Tools                               | <input type="checkbox"/> Odor & Corrosion Control           |
| <input type="checkbox"/> Automatic Control Valves                       | <input type="checkbox"/> On-Line Analyzers                  |
| <input type="checkbox"/> Boring Equipment - Horizontal                  | <input type="checkbox"/> Pipe                               |
| <input type="checkbox"/> Castings                                       | <input type="checkbox"/> Pipe Cleaning Services             |
| <input type="checkbox"/> Chemical Feed Equipment                        | <input type="checkbox"/> Plastic Storage Tanks              |
| <input type="checkbox"/> Chemical Monitoring Systems                    | <input type="checkbox"/> Pumps                              |
| <input type="checkbox"/> Chemical Sales                                 | <input type="checkbox"/> Pumps, Submersible                 |
| <input type="checkbox"/> Chlorination Systems Sales                     | <input type="checkbox"/> Regulators, Pressure               |
| <input type="checkbox"/> Construction Equipment Sales, Rental & Leasing | <input type="checkbox"/> Reverse Osmosis                    |
| <input type="checkbox"/> Consultants                                    | <input type="checkbox"/> Sanitary & Storm Sewer Maintenance |
| <input type="checkbox"/> Consulting Engineers                           | <input type="checkbox"/> SCADA/Telemetry                    |
| <input type="checkbox"/> Control Panels                                 | <input type="checkbox"/> Scales                             |
| <input type="checkbox"/> Corrosion Control                              | <input type="checkbox"/> Security Devices                   |
| <input type="checkbox"/> Cross Connection/Backflow Prevention           | <input type="checkbox"/> Sewage Lift Stations               |
| <input type="checkbox"/> Data Loggers                                   | <input type="checkbox"/> Sewer Treatment Plants             |
| <input type="checkbox"/> Dechlorination                                 | <input type="checkbox"/> Solids/Phosphorous Removal         |
| <input type="checkbox"/> Diesel Generators                              | <input type="checkbox"/> Storage Tank Systems, Bolted       |
| <input type="checkbox"/> Disinfection Systems                           | <input type="checkbox"/> Storage Tanks, Welded              |
| <input type="checkbox"/> Diving Contractors                             | <input type="checkbox"/> Tank Inspection, Cleaning & Repair |
| <input type="checkbox"/> Downhole Video                                 | <input type="checkbox"/> Tapping Products                   |
| <input type="checkbox"/> Drilling                                       | <input type="checkbox"/> Telephone Dialers                  |
| <input type="checkbox"/> Engineering Firms                              | <input type="checkbox"/> Tower Demolition                   |
| <input type="checkbox"/> Environmental Consultants                      | <input type="checkbox"/> Ultraviolet Disinfection           |
| <input type="checkbox"/> Environmental Laboratories                     | <input type="checkbox"/> Underground Facilities Protection  |
| <input type="checkbox"/> Environmental Testing                          | <input type="checkbox"/> Utility Billing Software           |
| <input type="checkbox"/> Financing/Financial Services                   | <input type="checkbox"/> Utility Management                 |
| <input type="checkbox"/> Flow Meters                                    | <input type="checkbox"/> Valve Bones                        |
| <input type="checkbox"/> Insurance                                      | <input type="checkbox"/> Water Tank Maintenance             |
| <input type="checkbox"/> Laboratories                                   | <input type="checkbox"/> Water Tower Demolition             |
| <input type="checkbox"/> Lead Copper Corrosion Control                  | <input type="checkbox"/> Water Treatment Plants             |
| <input type="checkbox"/> Leak Detection Equipment                       | <input type="checkbox"/> Water Treatment Products           |
| <input type="checkbox"/> Linestops                                      | <input type="checkbox"/> Well-Cleaning Chemicals            |
| <input type="checkbox"/> Members  | <input type="checkbox"/> Other: _____                       |

Click on 'Submit Form' button to send by e-mail to Chad.

**Submit Form**





# Ad Submission Information

**Roster Trim Size: 5.75" x 8.5"**

**NOTE:** Text placed outside the live area within any full page ad may be cut off.  
Please keep text within the full page live area (5" x 7.5") at all times.

<p>Full Page Bleed</p> <p>6" x 8.75"</p>	<p>Full Page No Bleed</p> <p>5.75" x 8.5"</p>	<p>1/2 Page Horizontal</p> <p>5" x 3.625"</p>	<p>1/2 Page Vertical</p> <p>2.25" x 7.375"</p>	<p>1/3 Page</p> <p>2.25" x 4.875"</p>
<p>1/3 Page Banner</p> <p>5" x 2.25"</p>	<p>1/4 Page</p> <p>2.25" x 3.625"</p>	<p>1/4 Page Banner</p> <p>5" x 1.625"</p>	<p>1/6 Page</p> <p>2.25" x 2.25"</p>	<p>1/8 Page</p> <p>2.25" x 1.625"</p>

## Production Requirements

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

*(earlier versions of the above programs are also acceptable)*

Please submit ad material to:  
STEFANIE HAGIDIAKOW  
Ph: 866-985-9790  
Fax: 866-985-9799  
Email: [stefanie@kelman.ca](mailto:stefanie@kelman.ca)



- 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