

THE TARHEEL PIPELINE

A PUBLICATION OF THE NORTH CAROLINA RURAL WATER ASSOCIATION

The Tarheel Pipeline magazine has undergone a few changes and we are happy to present some new advertising opportunities. The following rules and guidelines contained herein apply to all advertisers in *The Tarheel Pipeline* magazine. Advertisements may be subject to the approval of NCRWA before printing. Please look over the enclosed information and let us know if you have any questions.

CIRCULATION

The Tarheel Pipeline is published quarterly and has a yearly distribution of almost 5,000. It is distributed to all members and associate members as well as selected non-members. Complimentary copies are also made available at the NCRWA sponsored conferences, seminars, and workshops.

PUBLICATION INFORMATION

The magazine is published quarterly and at the beginning of each seasonal quarter. NCRWA retains the right to delay publication under special circumstances.

Camera-ready copy or other approved formats (see list) must be received in the NCRWA office no later than 30 days prior to the schedule for publication, unless other arrangements are made with the magazine editor. Advertising received after the deadline is not guaranteed to print unless pre-arranged with the magazine editor. A graphic design fee will be charged for any additional services needed to prepare an ad for publication (the graphic design fee will be determined on a case by case basis). If changes require extensive work, we will contact your office with the cost for approval before making any corrections.

PAYMENT INFORMATION

Payment in full must be received in the NCRWA office by the publication deadline, with the camera-ready (or other approved formats) copy of the first ad. Consecutive ads must also be paid in advance - before going to press - unless other arrangements are made with the magazine editor. Any additional costs (graphic design fee) will be due and payable with the initial payment. A 10% discount is subtracted from the total bill when four ads run consecutively and full payment is submitted.

DEADLINES TO SUBMIT ADVERTISEMENTS:

Winter - November 22, Spring - February 21, Summer - May 23, Fall - August 15

PLEASE SEND PAYMENT ALONG WITH INSERTION ORDER AND COPY OF ADVERTISEMENT

(in one of the approved formats) to:

NC Rural Water Association

Attention: Heather Gray

P.O. Box 540

Welcome, NC 27374

*or if using a credit card please fill out the credit card information
on the insertion order and fax to 336-731-8589*

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Preferred Layout Programs for advertisements:

Programs

Quark Express, Adobe InDesign, Adobe Illustrator, Adobe Acrobat, Adobe PageMaker, Adobe Photoshop, and Macromedia Freehand

Helpful Tips

- Please indicate the software type and version used to create your ad
- Be sure to include all fonts and supporting graphic files along with your page layout

Preferred Placeable Art Formats:

Format Extension

Helpful Tips

EPS	Include all fonts used in file
TIFF	Indicate whether saved as 'PC' or 'Mac'
PDF	Save as High-res with all fonts and graphic files embedded to insure quality
JPEG	Save at high resolution - 300 dpi is usually acceptable. Web graphics are generally saved at low resolution (72 dpi) and will not print clearly. If four color save as 'CMYK'

Other formats are acceptable but may incur additional design charges.

Special Note about Word, Publisher, Excel, etc.

MS Word and other desktop publishing applications are not generally intended to be used for preparing documents for postscript imaging devices and/or offset printing. The printer will accept job files built in these applications; but if the time they must spend fixing the problems that are common in such files (such as correction, text-reflow, and poor image resolution) significantly exceeds the standard typesetting time built into the set fees, there will be an additional graphic design charge.

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Black & White	2-Color	Full Color
<p>Yearly Cost (with 10% discount)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full Page.....\$1260 <input type="checkbox"/> 1/2 Page.....\$720 <input type="checkbox"/> 1/4 Page.....\$450 <input type="checkbox"/> Business Card.....\$216 <p style="text-align: center;">Single Issue</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full Page.....\$350 <input type="checkbox"/> 1/2 Page.....\$200 <input type="checkbox"/> 1/4 Page.....\$125 <input type="checkbox"/> Business Card.....\$60 <p>Ad Dimensions Business Card - 3.5" X 2" 1/4 Page - 3 1/8" X 4 3/8" 1/2 Page (horizontal) - 7 1/2" X 4 3/8" 1/2 Page (vertical) - 3 1/8" X 9 1/8" Full Page - 7 1/2" X 9 1/8"</p>	<p>Yearly Cost (with 10% discount)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full Page.....\$1710 <input type="checkbox"/> 1/2 Page.....\$1080 <input type="checkbox"/> 1/4 Page.....\$720 <p style="text-align: center;">Single Issue</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full Page.....\$475 <input type="checkbox"/> 1/2 Page.....\$300 <input type="checkbox"/> 1/4 Page.....\$200 <p style="text-align: center;">** Inside & Outside Back Cover and Inside Front Cover ads will be placed on a first come first serve basis as space allows.</p>	<p>Yearly Cost (with 10% discount)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full Page (inside & outside back cover, inside front cover).....\$2790 <input type="checkbox"/> Full Page.....\$2250 <input type="checkbox"/> 1/2 Page (inside & outside back cover, inside front cover).....\$2070 <input type="checkbox"/> 1/2 Page.....\$1530 <input type="checkbox"/> 1/4 Page(inside & outside back cover, inside front cover).....\$1620 <input type="checkbox"/> 1/4 Page.....\$1080 <p style="text-align: center;">Single Issue</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full Page (inside & outside back cover, inside front cover).....\$775 <input type="checkbox"/> Full Page.....\$625 <input type="checkbox"/> 1/2 Page (inside & outside back cover, inside front cover).....\$575 <input type="checkbox"/> 1/2 Page.....\$425 <input type="checkbox"/> 1/4 Page (inside & outside back cover, inside front cover).....\$450 <input type="checkbox"/> 1/4 Page.....\$300

****Note: NON-MEMBERS will be charged a 25% advertising fee and will not receive the 10% yearly discount**

PLEASE FILL OUT AND RETURN THE FOLLOWING INSERTION ORDER WITH YOUR ADVERTISING LAYOUT.

Company _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ email _____

Ad Size/Color: _____ Ad Location: _____ Yearly One Time Only

Software Type and Version used to create Ad _____

Authorized by: _____ Date signed: _____

Enclosed is my check for \$ _____

Charge My Card \$ _____ Card No: _____ Exp Date: _____

VISA MASTERCARD Cardholder Name: _____ Signature: _____