

2025 Advertising & Sponsorship Guide

Vermont Rural Water is excited to offer new website and email advertising starting in 2025. See the table below for a quick breakdown of all our membership, advertising, and sponsorship opportunities and find more details on the following pages. Some of these have limited space available, and slots will be allotted on a first-come, first-served basis. To secure your spot, email info@vtruralwater.org.

Type	Cost	Deadline	More Information
<i>Membership</i>			
Associate Membership (12 months)	\$415	Rolling	p. 2
Sustaining Associate Membership (12 months)	\$1,235	Rolling	p. 2
<i>Advertising</i>			
Website Advertisement (12 months)	\$400 (member) \$600 (non-member)	Dec 15, 2024	p. 3
Email Advertisement (single)	\$100 (member) \$175 (non-member)	Dec 15, 2024	p. 3
1/8 page newsletter ad (4 per year)	Free (sustaining member) \$430 (member) \$555 (non-member)	Feb 1, 2025	p. 4
1/4 page newsletter ad (4 per year)	\$450 (sustaining member) \$900 (member) \$1,225 (non-member)	Feb 1, 2025	p. 4
1/2 page newsletter ad (4 per year)	\$825 (sustaining member) \$1,315 (member) \$1,665 (non-member)	Feb 1, 2025	p. 4
<i>Conference</i>			
Trade Show Booth	Free (sustaining member) \$600 (member) \$800 (non-member)	April 15, 2025	p. 5
Gold Conference Sponsor	\$1,000	April 15, 2025	p. 5
Silver Conference Sponsor	\$500	April 15, 2025	p. 5
Bronze Conference Sponsor	\$150	April 15, 2025	p. 5



Membership

Your membership helps support the work of Vermont Rural Water while providing promotional opportunities to your company. Memberships last for 12 months.

Associate Member – \$415

- Discounted booth space at our Annual Conference and Trade Show
- Discounted attendee registration at our Annual Conference and Trade Show
- Discounted advertising in our newsletter, website, and emails
- Company name and link on our website
- 50% discount on trainings for all employees

Sustaining Associate Member – \$1,235

- Free booth at our Annual Conference and Trade Show
- Discounted attendee registration at our Annual Conference and Trade Show
- Free eighth-page ad in our newsletter or discounted rate for larger ads
- Discounted advertising on our website and emails
- Logo, description, and link featured prominently on our website
- 50% discount on trainings for all employees

Registration

Join, renew, or upgrade your membership at <https://vtruralwater.org/product/associate-membership/> or email info@vtruralwater.org to request an invoice.

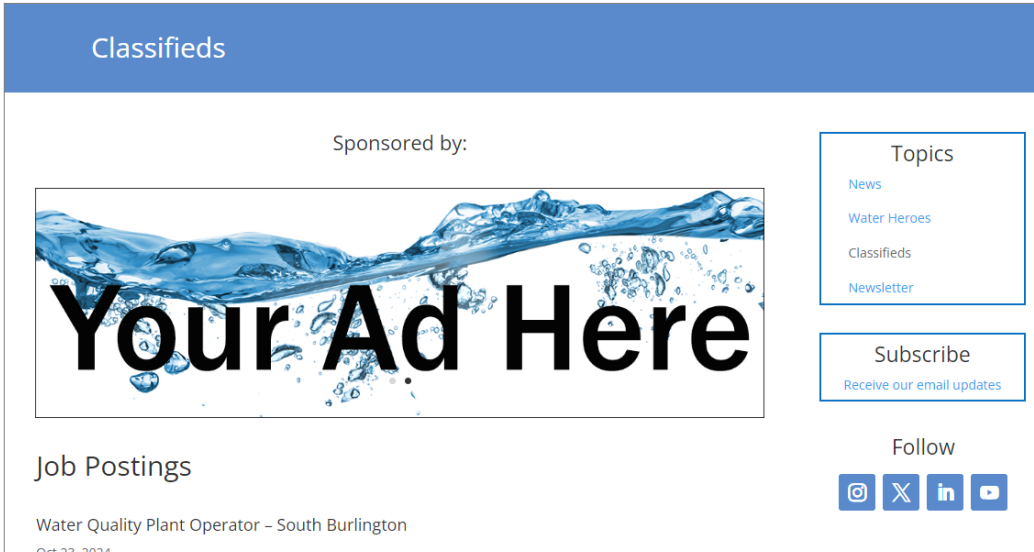
If you are currently a member with us, you do not need to do anything different this year. You will be invoiced when you are due for renewal, as usual.

Online Advertising



Website Advertisement – \$400 (member) / \$600 (non-member)

Rotating banner ad at the top of the [Classifieds page](#), which is one of the most viewed pages on our website (250-300 views per month). Your ad will be displayed from January 1 to December 31, 2025. Email a JPEG or PNG ad (1080 x 300 pixels) to kboyk@vtruralwater.org by December 15, 2024.



Email Advertisement – \$100 per ad (member) / \$175 (non-member)

Our emails are sent to over 1,500 recipients. Twelve ad spots (one per month) are available on a first-come, first-served basis. Send a JPEG or PNG ad (1080 x 300 pixels) to kboyk@vtruralwater.org.



Newsletter Advertising

NewsLeaks is the quarterly newsletter of the Vermont Rural Water Association. The publication contains articles written by our staff and guest authors, plus our quarterly training calendar. Ads are included in both the print and online publication. The print version is mailed to over 600 recipients. The online version is distributed as a PDF version and is available on our website and promoted through our email list.

To Advertise in *NewsLeaks*

1. Contact info@vtruralwater.org to reserve ad space
2. Mail payment to: 20 Susie Wilson Rd, Suite B
Essex Junction, VT 05452
3. Email a high-resolution image file of ad to info@vtruralwater.org by the deadline

Advertising Deadlines

- Spring Issue: February 1
- Summer Issue: May 1
- Fall Issue: August 1
- Winter Issue: November 1

Ad Rates

	Single Ad Non-Member	Single Ad Member	Annual Rate Non-Member	Annual Rate Member	Annual Rate Sustaining Associate Member
Back Cover 8" by 7.5"	Not Available	Not Available	\$2,575	\$1,950	\$1,450
Half Page 7" by 5" Horizontal only	\$580	\$465	\$1,665	\$1,315	\$825
Quarter Page 3.5" by 5" Vertical or Horizontal	\$415	\$325	\$1,225	\$900	\$450
Eighth Page 3.5" by 2.5" Vertical or Horizontal	\$185	\$150	\$555	\$430	Free with Membership

Most popular!

Ads will be printed in full color. There is no additional charge for color ads.

2025 Conference & Trade Show

Our conference will be May 15, 2025 at Lake Morey Resort in Fairlee, VT with a golf tournament on May 14. Find more information at vtruralwater.org/conference.

Trade Show

Exhibit spaces are 8' x 5' with a 6' table, two chairs, electricity, and Wi-Fi. Attendees include water/wastewater operators, municipal employees, board members, state regulators, and others connected with the water/wastewater industry.

	Sustaining Associate Member	Associate Member	Non-Member
Booth	Free	\$600	\$800
Attendee	\$85/person	\$85/person	\$100/person

Bronze Sponsor – \$150

- Sign posted on the golf course announcing your sponsorship of a Golf Tournament tee box
- Advertisement (2.5" x 3.5") in the conference program
- Sponsorship acknowledgment on the conference schedule

Silver Sponsor – \$500

- All benefits of Bronze Sponsorship
- Logo on conference page of our website
- Logo on sign posted by snack table
- Logo on sign posted at entrance to the trade show

Gold Sponsor – \$1,000

- All benefits of Silver Sponsorship
- Logo on conference email announcements
- Logo on sign posted in the dining room announcing your sponsorship of the luncheon
- Sponsorship announcement during the luncheon
- One-page flyer (provided by you) in all attendee packets

Registration

Registration for trade show booths and sponsors will open in early January at vtruralwater.org/conference. Reserve your spot by filling out the form on page 6.

Registration Form

Please fill out the form below and mail or email it to Vermont Rural Water to reserve your advertising space!

Company: _____

Contact Name: _____

Mailing Address: _____

Email: _____ **Phone:** _____

Website: _____

Item	Cost
Associate Membership (\$415)	
Sustaining Associate Membership (\$1,235)	
Website Advertisement (\$400 member/\$600 non-member)	
Email Advertisement (\$100 member/\$175 non-member per month) # months: _____	
Newsletter Ad (circle size, see rates on page 4) 1/8 page 1/4 page 1/2 page	
Trade Show Booth (\$600 member/\$800 non-member/Free for Sustaining Associate members)	
Conference Attendee (\$85 member/\$100 non-member) # attendees: _____	
Conference Sponsorship (circle one) Gold Silver Bronze \$1000 \$500 \$150	
Total Due	

Mail payment to:

Vermont Rural Water Association
20 Susie Wilson Rd, Suite B
Essex Junction, VT 05452

Email advertisements to kboyk@vtruralwater.org by the deadline listed on page 1.

We reserve the right to reject advertising deemed unsuitable for distribution.