



PHILIPPINE ASSOCIATION OF WATER DISTRICTS, INC.

2/F LWUA Bldg., Katipunan Road, Balara, Quezon City, Philippines 1101
Telefax (02) 9275032 Telephone (02) 9205453 Trunkline (02) 9205581 to 99 locs. 244 / 296
Email: pawd_office@yahoo.com

20 July 2010

To our colleagues in the water industry:

The Philippine Association of Water Districts (PAWD) will publish the **PAWD Directory 2010-2011** in the third quarter of this year. Published every two years, it is circulated to over 600 water districts nationwide and distributed to government agencies and private institution with water-related mandate and function.

The PAWD Directory is a very useful compilation of information about water districts; including their business addresses, contact numbers, email addresses, websites (if available) and the composition of their board of directors and management. Other helpful information and statistics include water district category, city/ies and municipality/ies covered, number of service connections and population, number of wells/systems, current and future water district projects, date of formation and regional water district associations.

Advertisers to the PAWD Directory 2010-2011 (suppliers, manufacturers, traders of water district material requirements, consultants, financing partners) will be listed in an easy-to-use catalogue format. The directory of the Local Water Utilities Administration (LWUA), other government agencies, hotels and embassies will also be a part of this publication. These features make the PAWD Directory 2010-2011 an indispensable communication tool in implementing marketing activities from identifying clients to introducing new products and services.

The PAWD Directory 2010-2011, therefore, is the right medium for your advertisement to reach out your niche market.

Attached is the contract form with advertisement rates. Should you have any queries, please do not hesitate to call us up at **(02) 920 5453 / (02) 927-5032** (telefax) or e-mail us at **pawd_office@yahoo.com**.

We look forward to having a fruitful business relationship with you soon.

Thank you.

Very truly yours,


ESTER T. VENGCO
Chair, PAWD Ways & Means Committee
(GM, Tarlac City WD)



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RATE CARD PAWD Directory 2010-2011

PAGE	DIMENSION (Inch)	AD RATES	
		BLACK & WHITE	COLORED
Inside Front Cover	10 x 7.5 (bordered) 11 x 8.5 (bleed)	-	18,000.00
Inside Back Cover	10 x 7.5 (bordered) 11 x 8.5 (bleed)	-	18,000.00
Outside Back Cover	10 x 7.5 (bordered) 11 x 8.5 (bleed)	-	25,000.00
Page 3 & 4	10 x 7.5 (bordered) 11 x 8.5 (bleed)	-	15,000.00
Last Page	10 x 7.5 (bordered) 11 x 8.5 (bleed)	-	15,000.00
Full Page	10 x 7.5 (bordered) 11 x 8.5 (bleed)	10,000.00	12,000.00
Half Page	4.875 x 7.5 (bordered)	5,000.00	8,000.00

TERMS & CONDITIONS

1. **RESERVATION** – Advertising positioning/ page reservation is on a *first-come, first-served basis* upon submission of signed contract.

2. **PAYMENT** – PAWD requires *50% down payment, fifteen (15) days after reservation* to confirm ad positioning/page reservation. *Full payment* shall be made upon the release of PAWD Directory 2010-2011 from the printing press. Payment may be deposited to these PAWD bank accounts:

- a. Landbank of the Philippines (LWUA Branch) – 1462101518
- b. Philippine National Bank (MWSS Branch) - 388338000013

3. **ADVERTISEMENT LAYOUTS** – All advertisement layouts must be submitted to the PAWD Office *not later than August 31, 2010* and must be written in the following graphic software: *PageMaker, Photoshop, and CorelDraw!* and saved in an accepted media (CD-R). Layouts may also be emailed to *pawd_office@yahoo.com*. *No layout, no advertisement policy shall be strictly enforced.*

4. **CANCELLATION & WITHDRAWAL** – Cancellation and/or withdrawal is allowed to a *50% refund if a written notification is received on or before September 7, 2010. (End)*