

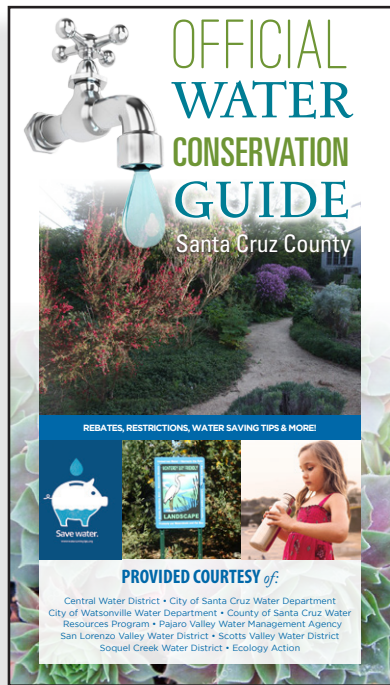
OFFICIAL WATER CONSERVATION GUIDE

for Santa Cruz County

THIS CONSERVATION GUIDE

The official guide to saving water in Santa Cruz County

The most recent drought is over but your local water districts are looking to the future, in anticipation of the next drought and water shortages - it's a matter of "when," not "if." And, groundwater levels in the region continue to be of great concern. The Mid-County Groundwater Basin is still in critical overdraft. The "new normal" is for everyone to do their part to use water wisely. Water Conservation is a Way of Life!



Times Publishing Group Inc. is partnering with the major water providers, government agencies, and conservation organizations in Santa Cruz County to help inform their customers, clients, and the public about water conservation techniques.

The Official Water Conservation Guide for Santa Cruz County is compiled by TPG and the Water Conservation Coalition of Santa Cruz County which includes: *County of Santa Cruz, Santa Cruz Water Department, Soquel Creek Water District, San Lorenzo Valley Water District, Scotts Valley Water District, City of Watsonville, Pajaro Valley Water Management Agency, Central Water District, and Ecology Action.*

Rebates are available from many of these water providers for landscaping, water saving appliances, and other technologies to encourage the public's participation.

The *Official Water Conservation Guide* will be a handy resource for all county residents... and your business can be part of it.

ADVERTISING INFORMATION

- Display ad rates are based on full-color ads

Participating Water Districts, Water Providers, Government Agencies & Conservation Organizations

- Central Water District
- City of Santa Cruz Water Department
- City of Watsonville Water Department
- County of Santa Cruz Water District
- Ecology Action
- Pajaro Valley Water Management Agency
- San Lorenzo Valley Water District
- Scotts Valley Water District
- Soquel Creek Water District

AD RATES & SIZES

NEW SIZE 6" x 10.875"

Special Placement	Ad Rates
Inside Front	\$1640
Inside Back	\$1640
Page 3	\$1520
Back Cover	\$2080
Ad Rates	Ad rates
Full Page	\$1400
1/2 Page	\$980
1/4 Page	\$630
1/8 Page	\$360

FULL PAGE
(5.5"x10.375")
(FULL BLEED*:
6.5"x11.375"
*.25" bleed on all sides)

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(5.5"x2.4")

1/8
(2.625"
x2.4")

1/2
(5.5"x5")



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