

# Captive *Rain*: The *Oldest* Water Supply

The American Rainwater Catchment Systems Association has joined forces with National Geographic Custom Publishing to announce the launch of *Captive Rain: The Oldest Water Supply*, an effective consumer magazine about the benefits of harvesting rainwater at your home and place of business. This publication gives homeowners valuable ideas and shows how easy to install and how beneficial these systems are in times of water supply concerns.



- Promote smart water choices
- Drive your customer outreach to work harder
- Capitalize on National Geographic’s appeal and credibility
- Increase customer awareness of their need to conserve water
- Build awareness among water consumers and create advocates for rainwater capture
- Highlight certified installers & design firms that are experts on Rainwater Catchment

## American Rainwater Catchment Systems Association Magazine: Captive Rain-The Oldest Water Supply

Spring Issue Order	Magazine CPU Cost	Issue Order Cost	4th Cover Cost	Total 4th Cover Ad + Order	Spring Magazine CPU
10,000	\$0.57	\$5,700	\$4,000	\$9,700	\$0.97
12,500	\$0.57	\$7,125	\$4,000	\$11,125	\$0.89
15,000	\$0.57	\$8,550	\$4,000	\$12,550	\$0.84
17,500	\$0.57	\$9,975	\$4,000	\$13,975	\$0.80
20,000	\$0.57	\$11,400	\$4,000	\$15,400	\$0.77

### Content Lineup

- The history of rainwater catchment-from the Middle East to America
- What’s being done regionally
- The technology behind Rainwater Catchment
- How to select an installer
- Types of systems that will work for your unique water use needs
- Water-wise Living: Focuses on living within your water-means with tips and solutions for homes and gardens

### Departments: (in every issue)

- Examples of systems
- Gardens that benefit
- One person’s impact
- Resources
- Letters from readers
- Q&A with Rainwater Catchment experts

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