

Connect with Canada's multi-billion dollar water and wastewater industry

The CWAA Advantage

- Member utilities represent an **annual buying power of \$7 billion** and are in the market for products and services such as new construction, employee training, facility upgrades and safety measures.
- CWAA members provide water and wastewater services to **seven out of 10 Canadians**.
- **Bonus distribution at key industry events:** Both publications are handed out to attendees at the Window on Ottawa and the Canadian National Conference and Policy Forum and Drinking Water events.
- Gain **valuable repeat exposure** to a core group of key water and wastewater decision-makers.

Member Profile

Target the **primary purchasing decision-makers** at CWAA member utilities. Readers and recipients control budgets and decide how and when funds are spent on products and services. Our members spend **\$7 billion** annually on products and services.

Additional copies are sent to senior employees at key non-member water and wastewater utilities as part of an information and recruitment campaign.

Who We Are

Canadian Water and Wastewater Association (CWAA) works to ensure that Canadians have a consistent supply of high-quality drinking water for businesses and residents. A non-profit national body, we represent the common interests of Canada's public-sector municipal water and wastewater services and their private-sector suppliers and partners.

Whether you're launching a new product, promoting time-sensitive offers or striving to maintain top-of-mind awareness when a purchasing decision is made, CWAA delivers your message to members' mailboxes and inboxes.

For more information, contact:

Trevor Perrault

Account Executive

Phone: (800) 665-2456, ext. 472

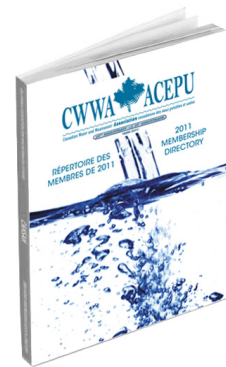
Fax: (800) 709-5551

Email: tperrault@naylor.com



IN PRINT AND ONLINE

Connect with CWAA members throughout the year



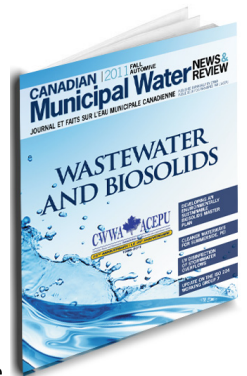
Membership Directory

Our "who's who guide" stays on the desks of top contacts at CWAA-member companies all year long. Our key networking tool puts recipients in touch with fellow members, as well as the vendors that provide product and service solutions.

Canadian Municipal Water News & Review

PRINT EDITION

Published twice a year, the magazine features coverage of the latest topics, trends and regulatory updates. Canada's water and wastewater leaders rely on the magazine to stay up-to-date about the newest products and services to hit the market.



Canadian Municipal Water News & Review

DIGITAL EDITION

In addition to print, the magazine is also available to readers in an interactive digital version. Extend your print advertising investment with the unique benefits of digital media.



To learn more about CWAA, visit:

www.cwaa.ca

Canadian Municipal Water News & Review Membership Directory



Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Colour Rates	1x	2x	3x
Double Page Spread	\$3,859.50	\$3,669.50	\$3,469.50
Outside Back Cover	\$3,689.50	\$3,549.50	\$4,059.50
Inside Front or Inside Back Cover	\$3,359.50	\$3,219.50	\$3,089.50
Full Page	\$2,719.50	\$2,579.50	\$2,449.50
2/3 Page	\$2,469.50	\$2,349.50	\$2,219.50
1/2-Page Island	\$2,239.50	\$2,129.50	\$2,019.50
1/2 Page	\$1,799.50	\$1,709.50	\$1,619.50
1/3 Page	\$1,529.50	\$1,449.50	\$1,379.50
1/4 Page	\$1,169.50	\$1,109.50	\$1,049.50
1/6 Page	\$1,009.50	\$959.50	\$909.50
1/8 Page	\$699.50	\$659.50	\$629.50

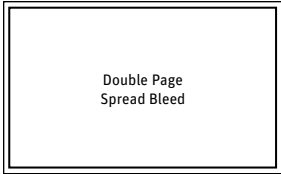


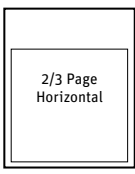
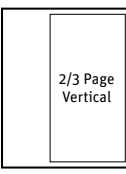
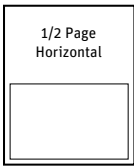
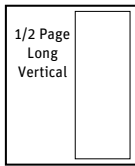
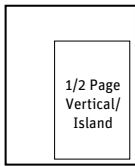
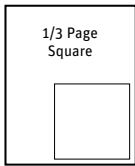
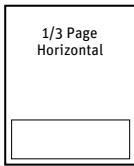
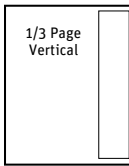
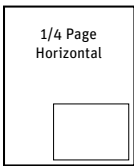
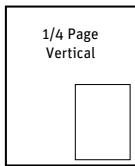
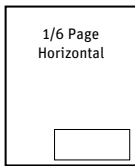
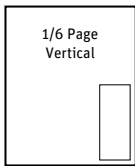
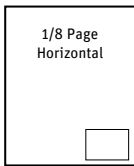
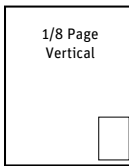
Black-and-White Rates	1x	2x	3x
Full Page	\$1,819.50	\$1,729.50	\$1,639.50
2/3 Page	\$1,569.50	\$1,489.50	\$1,409.50
1/2-Page Island	\$1,339.50	\$1,269.50	\$1,209.50
1/2 Page	\$1,149.50	\$1,089.50	\$1,029.50
1/3 Page	\$879.50	\$839.50	\$789.50
1/4 Page	\$669.50	\$639.50	\$599.50
1/6 Page	\$509.50	\$479.50	\$459.50
1/8 Page	\$419.50	\$399.50	\$379.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"

					
17" x 11.125"	8.625" x 11.125"	7" x 9.5"	7" x 6.333"	4.583" x 9.5"	
					
7" x 4.583"	3.333" x 9.5"	4.583" x 7"	4.583" x 4.583"	7" x 3"	2.166" x 9.5"
					
4.583" x 3.333"	3.333" x 4.583"	4.583" x 2.166"	2.166" x 4.583"	3.333" x 2.166"	2.166" x 3.333"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital colour and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All colour artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a colour shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Canadian Municipal Water News & Review – digital edition

Digital Edition

In addition to print, *Canadian Municipal Water News & Review* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via email and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eToolbar | \$759.50 per issue

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | Included with eSponsorship

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

eSponsorship | \$1,509.50 per issue

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Canadian Municipal Water News & Review

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.
- **Note: Do not add and Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

Please note: File size for static ad submissions must not exceed 100 kb.

*Flash Guidelines

Embed all fonts

- To avoid transparency issues with Web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage colour.
- Make sure there is no white space around the edge of the animation.
- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Colour Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {  
    getURL(url, "_blank");  
}
```

Note: Do not type the company URL but the word "URL". Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player and Action Script 2.0. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

http://www.adobe.com/resources/richmedia/tracking/designers_guide/

Canadian Municipal Water News & Review

Membership Directory



Index of Advertisers Categories

Our publications feature an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|--|---|--|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Groundwater Supply | <input type="checkbox"/> SCADA Systems |
| <input type="checkbox"/> Analyzers | <input type="checkbox"/> Hydrants | <input type="checkbox"/> Separations Equipment |
| <input type="checkbox"/> Backflow Prevention Devices | <input type="checkbox"/> Hydrants & Accessories | <input type="checkbox"/> Services |
| <input type="checkbox"/> Chemical Supplies | <input type="checkbox"/> Hydrogeology | <input type="checkbox"/> Software |
| <input type="checkbox"/> Coating & Linings | <input type="checkbox"/> Industrial Sands | <input type="checkbox"/> Systems Integration DSC |
| <input type="checkbox"/> Confined Space Entry Equipment | <input type="checkbox"/> Instrumentation & Controls | SCADA |
| <input type="checkbox"/> Confined Space Supplies | <input type="checkbox"/> Laboratory | <input type="checkbox"/> Tank Systems |
| <input type="checkbox"/> Construction Equipment | <input type="checkbox"/> Leak Detection Equipment | <input type="checkbox"/> Tanks, Prestressed Concrete |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Tanks, Steel |
| <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Management Services | <input type="checkbox"/> Valve Accessories |
| <input type="checkbox"/> Contract Operators | <input type="checkbox"/> Meter & Backflow Services | <input type="checkbox"/> Valve Repair |
| <input type="checkbox"/> Contractors | <input type="checkbox"/> Meter Accessories | <input type="checkbox"/> Valves |
| <input type="checkbox"/> Corrosion Control | <input type="checkbox"/> Meter Testers Operation & Maintenance Services | <input type="checkbox"/> Video Pipe Inspection |
| <input type="checkbox"/> Depreciation Studies/Valuations | <input type="checkbox"/> Meters | <input type="checkbox"/> Water Service Connections |
| <input type="checkbox"/> Design/Build Services | <input type="checkbox"/> Pipe Cleaning & Lining | <input type="checkbox"/> Water Storage |
| <input type="checkbox"/> Drilling/Pump Services | <input type="checkbox"/> Pipe Fittings | <input type="checkbox"/> Water Supply & Treatment |
| <input type="checkbox"/> Enclosures for Fluid Devices | <input type="checkbox"/> Pipe Joint Restraint | <input type="checkbox"/> Water Treatment Equipment |
| <input type="checkbox"/> Engineering Services | <input type="checkbox"/> Pipe, Ductile Iron | <input type="checkbox"/> Well Construction |
| <input type="checkbox"/> Environmental Permitting | <input type="checkbox"/> Pipeline Products & Services | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Pumps, Construction | _____ |
| <input type="checkbox"/> Geographic Information Systems | <input type="checkbox"/> Radio Telemetry Equipment | _____ |
| | <input type="checkbox"/> Rate Studies | |
| | <input type="checkbox"/> Safety Equipment | |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20 = \$** _____

Initial: _____ **Date:** _____



Canadian Municipal Water News & Review

Membership Directory



Past Advertisers

Our communications program is made possible through advertiser support. We appreciate the investment that our advertisers make with the Canadian Water and Wastewater Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CWAA.

Acme Engineering Products	Graham Group	Premier Plastics, Inc.
AECOM Canada Ltd.	H2O Innovation	Proco Products, Inc.
Amercoat Canada	Hach Company	Pure Technologies U.S., Inc.
Anthrafilter Media	Hanson Building Products	R.V. Anderson Associates Ltd.
Assiniboine Injections Ltd.	Hydro-Logic Environmental, Inc.	Ratech Electronics Ltd.
Associated Engineering Group Ltd.	Hydromantis, Inc.	Robinson Consultants, Inc.
Baker Water Systems - Monitor	Ideal Pipe	Sanitherm, Inc., a Subsidiary of Peak
BDP Industries	IPEX, Inc.	Energy Services
Biomaxx Wastewater Solutions	Itron Canada, Inc.	Schneider Electric, Telemetry & Remote
Black & Veatch	ITT Water & Wastewater	SCADA Solutions
Blue-White Industries	J L Richards & Associates Limited	Seepex, Inc.
Canadian Dewatering Ltd.	John Brooks Company Limited	Sensus
Canbar, Inc.	Kerr Wood Leidal Associates Limited	SEW-Eurodrive Co. of Canada Ltd.
Carbon Activated Corporation	KGS Group Consulting Engineers	SJE-Rhombus Controls
CBCL Ltd.	Mainline Backflow Products	StonCor Canada
CEDA International Corporation	MMM Group, Ltd.	T.F. Warren Group / Tansco Canada
Chemline Plastics Limited	MSU Mississauga Ltd.	Corp.
County of Grande PrairieNo.1	Myron L Company	Tetra Tech
CRANE Pumps & Systems	Nelson Environmental, Inc.	Urecon
Delcan Corporation	Neptune Technology Group	Vivax Canada
EMCO Waterworks Corporation	NETZSCH Canada, Inc.	Water Concepts
Emerald Flow Works	O.D.S. Marine	WaterCan/EauVive
FloTech Pump	Organic Resource Management, Inc. (ORMI)	Western Tank and Lining Ltd.
Footage Tools, Inc.	Pacific Coastline Flange, Inc.	Wilco Canada Inc.
Genivar	Pinnacle Environmental Technologies, Inc.	XCG Consultants Ltd.
Global Hydration	Power and Mine Supply Co. Ltd.	

Publication features:

Index of Advertisers

All advertisers receive a free custom listing in our *Index of Advertisers*. Your company will be listed under the category of your choice along with the page number of your ad.

Premium Positioning

Strategic placement within *Canadian Municipal Water News & Review* and the *Membership Directory* ensures high visibility and impact for your ad. Contact your Naylor account executive for a list of premium advertising positions.

Complimentary Ad Design

Don't have an ad created? With our complimentary production services, Naylor (Canada), Inc. provides professional ad assembly and layout services to non-agency clients at no charge.