

# New England Water Works Association



## The NEWWA Advantage

- Our members represent **nine out of 10 medium and large water suppliers** in the region. Target water utilities in:
  - Connecticut
  - New Hampshire
  - Maine
  - Rhode Island
  - Massachusetts
  - Vermont
- In New England alone, **17.2 million** people rely on ground and surface water sources.
- We represent the **region's largest association of water supply professionals**.

## Member Profile

Reach nearly **3,000 water professionals** who specify, recommend and approve purchases on behalf of their utilities.

**Each year, NEWWA utility members spend millions of dollars** on projects ranging from new construction, upgrades and training to the implementation of security measures and **green** infrastructure.

Our circulation includes:

- Water utility managers
- Public works departments
- Operators
- Service organizations
- Consulting engineers
- Contractors
- City and town managers
- Distributors and manufacturers
- Suppliers
- Educators

## Who We Are

Since 1882, the New England Water Works Association (NEWWA) has worked hard on behalf of our members and the industry to ensure the production and distribution of safe potable drinking water.

We are the leading authority on education, training and public outreach to protect and improve drinking water.

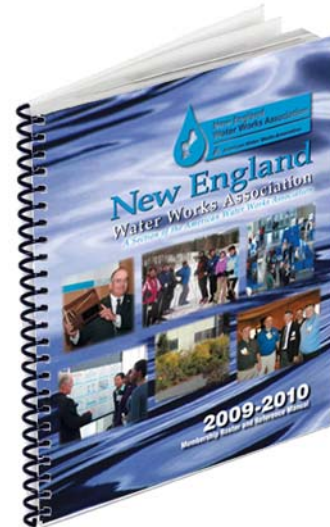
## For more information, please contact:

### Sarah Lyons

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Naylor, LLC  
Toll-free: (800) 796-2638, ext. 6968  
Direct: (770) 810-6968  
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## Connect with NEWWA members throughout the year



### Membership Roster and Reference Manual

Our "who's who guide" stays on the desks of top contacts at NEWWA member companies all year long.

This key networking tool puts recipients in touch with fellow members, as well as the vendors that provide product and service solutions.

## Capture a part of the recovery spending and related funding

With funds from the American Recovery and Reinvestment Act of 2009 (ARRA), NEWWA members are in the market for new products and services to upgrade their systems.

>> New England states received **more than \$51.9 million** in FY 2009 from the Clean Water State Revolving Fund.

>> The same states are poised to receive **more than \$100 million** in FY 2010 from the Drinking Water State Revolving Fund.

*(Source: U.S. EPA)*



To learn more about NEWWA, visit:

[www.newwa.org](http://www.newwa.org)



# Membership Roster & Reference Manual

## Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the New England Water Works 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 NEWWA.

AmTech Tank Lining

Anthrafilter (U.S.), Inc.

Boart Longyear

Borden & Remington Corp.

Brentwood Industries

C.N. Wood Co., Inc.

Canbar, Inc.

Cape Cod WinWater

Carlin Contracting Company

CDM

Coyne Environment Services

D.S.M. Solutions, Inc.

Degremont Technologies - Ozonia NA

Dewberry-Goodkind, Inc.

DYK Incorporated

Ecosystem Consulting Service, Inc.

Emery & Garrett Groundwater

Environmental Partners Group

Everett J. Prescott, Inc.

Fay , Spofford & Thorndike

Ferguson Waterworks

Flexi-Liner

G.E. Analytical Instruments

GAC Chemical Corporation

GHD, Inc.

Hatch Mott MacDonald

Hazen and Sawyer

Hews Company, LLC

Holliston Sand Company, Inc.

Hoyle,Tanner & Associates

J & S Valve, Inc.

King-Gage Engineering

Layne Christensen Co.

Leggette, Brashears & Graham, Inc.

Lowry Systems, Inc.

Maguire Group, Inc.

Malcolm Pirnie, Inc.

Master Meter, Inc.

Nasco

National Pipe & Plastics

Northeast Pump & Instrument Co.

Northern Data Systems

Pipe Plus, Inc.

Pittsburg Tank & Tower Maintenance  
Company, Inc.

Plast-O-Matic Valves, Inc.

Power Seal Pipeline Products

Preload, Inc.

Pureflow Filtration Division

Putnam Pipe Corp.

R.E. Chapman Company

R.H. White Construction

RB Industries

RCAP Solutions

Reed Manufacturing Co.

Ricci Bros. Sand Company, Inc.

Russell Corrosion Consultants, Inc.

Sanexen Environmental Services, Inc.

Sensus

Shannon Chemical

Small Water Systems Services

Stantec

Stiles Co., Inc.

Tata & Howard, Inc.

TD Banknorth

Team Industrial Services

Terracon Consultants, Inc.

Tetra Tech Rizzo

The Holland Company

The New England Rain Barrel Co.

The Roberts Filter Group

Tighe & Bond, Inc.

Ti-Sales

Troupe Water Services, LLC

Underwood Engineers, Inc.

Urecon

Veolia Water North America-North  
East, LLC

Water Remediation Technology

Water Specialties Company

Webb, Kentrol/SEVCO

Weston & Sampson

WhiteWater, Inc.

Wright-Pierce



# Membership Roster & Reference Manual

## Net Advertising Rates

Revisions and Proofs: \$50.00  
Position Guarantee: 15% Premium

Full-Color	Members	Non-Members
Double Page Spread	\$3,559.50	\$3,819.50
Outside Back Cover	\$3,209.50	\$3,359.50
Inside Front or Inside Back Cover	\$2,979.50	\$3,129.50
Full Page	\$2,399.50	\$2,549.50
2/3 Page	\$2,169.50	\$2,319.50
1/2 Page	\$1,589.50	\$1,679.50
1/3 Page	\$1,329.50	\$1,419.50
1/4 Page	\$999.50	\$1,069.50
1/6 Page	\$899.50	\$939.50
1/8 Page	\$609.50	\$639.50

Black-and-White	Members	Non-Members
Full Page	\$1,549.50	\$1,699.50
2/3 Page	\$1,319.50	\$1,469.50
1/2 Page	\$989.50	\$1,079.50
1/3 Page	\$729.50	\$819.50
1/4 Page	\$549.50	\$619.50
1/6 Page	\$449.50	\$489.50
1/8 Page	\$359.50	\$389.50

## New Product Spotlight



Do you have a new product you would like to introduce to NEWWA members? Use our New Product Spotlight to launch your newest, never-before-seen products into the market.

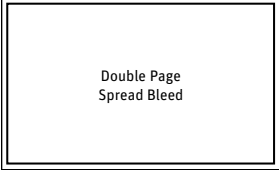
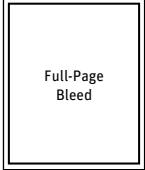

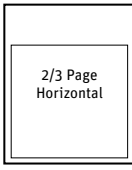
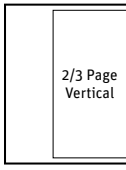
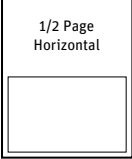
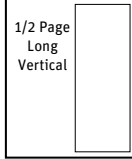
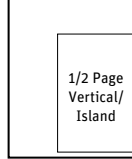
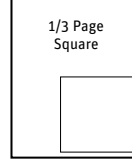
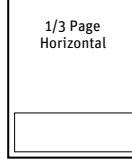
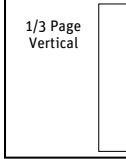
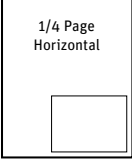
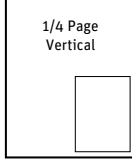
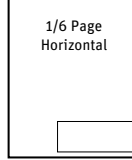
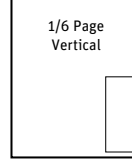
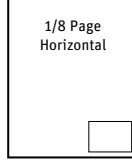
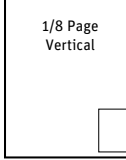
Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors 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).



# Membership Roster & Reference Manual

## Print Advertising Specifications

Directory 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 color and greyscale 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 color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color 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 Web site at [www.naylor.com](http://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.