



**American Water Works  
Association**

# Sourcebook

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Exclusive access to the largest organization  
of water professionals in the world

M E D I A   P L A N N E R

**NAYLOR**   
ASSOCIATION SOLUTIONS



American Water Works  
Association

# WHO WE ARE

## About the Association

Established in 1881, the American Water Works Association is the largest nonprofit, scientific and educational association dedicated to managing and treating water, the world's most important resource. With approximately 50,000 members, AWWA provides solutions to improve public health, protect the environment, strengthen the economy and enhance our quality of life. Dedicated to the world's most important resource, AWWA sets the standard for water knowledge, management and informed public policy.

**We are the world's largest organization of water supply professionals.**

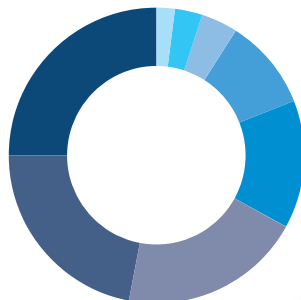


[www.awwa.org](http://www.awwa.org)

# WHY PARTNER WITH AWWA

- Our membership includes more than **50,000 individuals** at nearly **4,700 utilities**. Overall, AWWA members supply water to roughly **180 million people** in North America.
- Over the next **25 years**, over **\$1 trillion** will need to be spent restoring and expanding existing water systems.\*
- Your message **reaches key decision makers from across the water community** who hold genuine interest in water supply and public health including:

- 💧 Design and Engineering/Managerial and Non-Managerial **25%**
- 💧 Management/Non-Engineering **22%**
- 💧 Executive **20%**
- 💧 Operations **14%**



- 💧 Other **10%**
- 💧 Scientific/Non-Managerial **4%**
- 💧 Marketing and Sales/Non-Managerial **3%**
- 💧 Professorial **2%**

\*Source: AWWA Buried No Longer Report



## What our advertisers are saying:

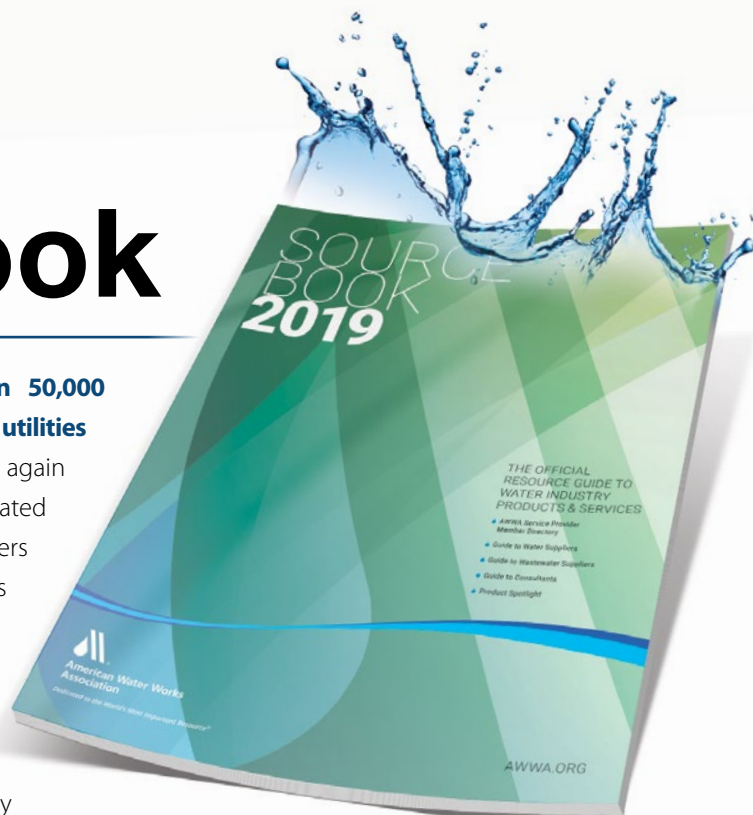
Olin Chlor Alkali's ad has been in the AWWA *Sourcebook* for several years now, and we've found it to be one of our most effective advertising placements. The *Sourcebook* reaches the audience we need –water industry consultants and managers and purchasing agents for water and wastewater treatment chemicals such as chlorine, caustic soda and bleach. We are delighted to be part of the print and online editions of the *Sourcebook*.

**Ken Morgan, Director-Bleach, Olin Chlor Alkali Products**

# Sourcebook

*Sourcebook* will be **distributed to more than 50,000 water professionals representing nearly 4,700 utilities throughout North America.** *Sourcebook* will again serve as the comprehensive guide to industry-related product and service providers. AWWA offers members categorized listings of suppliers and consultants whose areas of expertise include supply, treatment and administration processes.

Additional copies of *Sourcebook* will be distributed at several major water industry conferences sponsored by AWWA and displayed by AWWA staff attending international meetings, exhibits and conferences.



# ADVERTISING RATES

## Sourcebook NET RATES

SIZE	BLACK AND WHITE	FULL-COLOR
Double Page Spread (DPS)	\$9,009.50	\$10,069.50
Outside Back Cover	N/A	\$9,049.50
Inside Front or Inside Back Cover	N/A	\$8,339.50
Full Page	\$5,589.50	\$6,549.50
2/3 Page	\$4,219.50	\$5,029.50
1/2 Page Island	\$4,069.50	\$4,959.50
1/2 Page	\$2,829.50	\$3,899.50
1/3 Page	\$2,739.50	\$3,769.50
1/4 Page	\$2,149.50	\$3,129.50

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*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*



# ADVERTISING RATES



Product Spotlight: **\$1,029.50** per listing

**Product Spotlight listings are paid advertising and will appear in the Product Spotlight section in Sourcebook.**

Each listing will appear under the category of your choice and will include company name and full contact information, along with a photo and description of your product. You may also include a logo. Ask your Naylor account executive for more information.

## Guide to Suppliers/Guide to Consultants

**Listings will appear in the designated Water Supplier, Wastewater Supplier and Consultant sections in Sourcebook.** Each listing, placed under the category of your choice, will include company name and full contact information. Enhance your visibility by adding a full-color or black and white company logo along with a description of your products and/or services. For print, AWWA members receive a 5% discount off all net rates.

- 💧 50-word standard listing: **\$459.50**
- 💧 100-word standard listing: **\$649.50**
- 💧 50-word listing with black and white logo: **\$649.50**
- 💧 100-word listing with black and white logo: **\$819.50**
- 💧 50-word listing with full-color logo: **\$839.50**
- 💧 100-word listing with full-color logo: **\$1,029.50**

Additional listings purchased using the same logo will be **50% off** the normal price.

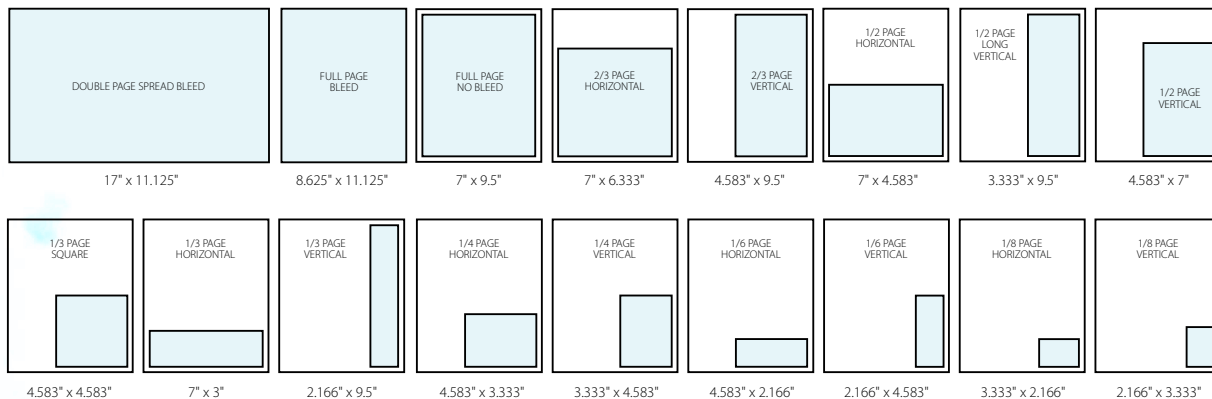


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# PRINT SPECIFICATIONS

## Sourcebook

Directory Trim Size: 8.375" x 10.875"



**DPS Live Area:** 15.417" x 9.5"

**Full-Page Live Area:** 7" x 9.5"

**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.

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Artwork Requirements

All digital color 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 color 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 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 website at [www.naylor.com](http://www.naylor.com) and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

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# SOURCEBOOK ONLINE

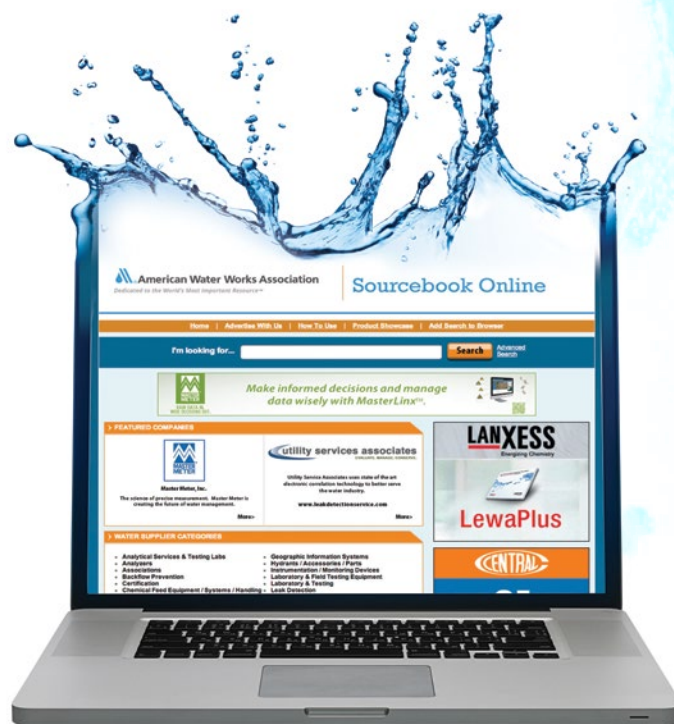
*Sourcebook Online* is a user-friendly forum designed to bring producers and end users together. Available 24 hours a day, 365 days a year, the interactive *Sourcebook Online* makes it easy to locate products and professional services geared to water supply professionals.

With hyperlinks, multiple search capabilities and rich search results, our *Sourcebook Online* is designed to drive the purchasing process and bring customers to your site with just a few clicks of the mouse.

## On average, *Sourcebook Online* receives:

- 856 visits/month
- 726 unique visitors/month
- 3,165 page views/month
- 3.69 page views/visit

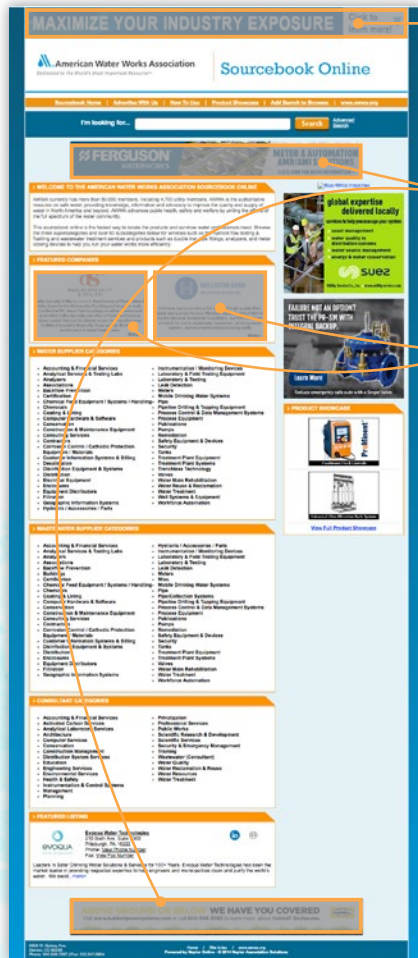
*Website statistics based from Jan 1, 2018 - Jan 1, 2019*





# ADVERTISING RATES

## SOURCEBOOK ONLINE



### Curtain Ad

**\$3,750** Includes a complimentary premier listing (\$700 value!)

#### EXCLUSIVE POSITION

Leaderboard: 954 x 75 pixels

Billboard: 954 X 75 pixels

### Leaderboard Package

**\$3,245** Includes a complimentary premier listing (\$700 value!)

8 total rotations (run of site)

728 x 90 pixels

### Featured Company

**\$1,630** Includes a complimentary premier listing (\$700 value!)

16 total rotations (run of site)

300 x 180 pixels

### Rectangle Banner Package

**\$3,245** Includes a complimentary premier listing (\$700 value!)

8 total rotations (run of site)

300 x 250 pixels

### Super Category Rectangle

**\$2,135** Includes a complimentary premier listing (\$700 value!)

2 rotations per super category

300 x 250 pixels



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# ADVERTISING RATES

## Premier Listing Package

Premier listings offer heightened visibility within the *Sourcebook Online*. Premier listings appear on a first-come, first-listed basis on top of all basic listings, ensuring they are seen first. Premier listings contain all basic information, including company name, address, phone and fax.

**Includes 10 product/service category listings of your choice. Additional category listings are \$50 each.**

### PREMIER LISTING FEATURES:

- Full-color company logo
- Active website, Facebook, Twitter and LinkedIn links, email address and up to five detailed contacts
- Extended company profile and products and services listing
- Full-color product image and description — can be hyperlinked to any Web page of your choice
- Google™ Map It! — displays a Google™ map of your business location
- Google™ custom search — allows users to search your company website directly from your Premier Listing
- Request for Information — generates a form through which users can contact a designated representative from your business directly

**PRICE: \$735**

### VIDEO UPGRADE

Bring your premier listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

**UPGRADE: \$200**

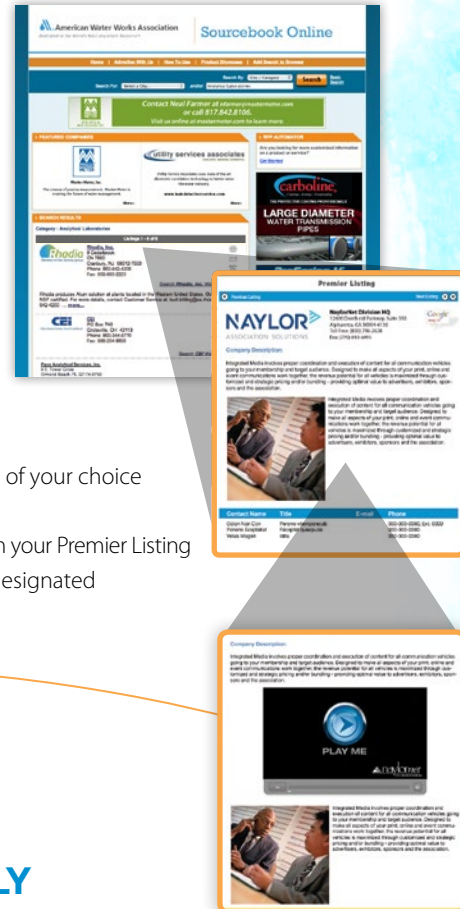
## Basic Listing Enhancement - MEMBERS ONLY

All AWWA members receive a free basic listing that includes company name, address, phone, website link and email. This listing appears under 10 product/service categories.

Our cost-effective Basic Listing Enhancement allows you to add a 100-word profile to your *Sourcebook Online* information. The profile will be included with all 10 product/service category listings.

**PRICE: \$515**

*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*



# ONLINE PRODUCT AND SERVICE GUIDE

## Premier Listings versus Basic Listings

**NAYLOR**  
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Naylor, LLC  
5950 NW 1st Place  
Gainesville, FL 32607  
United States

Phone: 800-369-6220  
Fax: 352-391-3126  
Website: [www.naylor.com](http://www.naylor.com)  
E-Mail: [information@naylor.com](mailto:information@naylor.com)

Region(s): US - Southeast, Canada - National  
*Forward to a Friend*

☐ Request For Information

[Search Naylor, LLC Website](#)

**Company Description:** Naylor, LLC, is the leading provider of print and online media and event management solutions exclusively serving the association marketplace. Founded in 1986, Naylor provides specialized turnkey services that build image and drive non-duplicate revenue for associations in the U.S. and Canada. We currently serve nearly 500 associations in more than 65 industries. Visit [www.naylor.com](http://www.naylor.com) today for more information.

**Product Information:**

Naylor's complete host of turnkey services are available free of any start-up costs, are often guaranteed to generate more non-duplicate revenue than is possible on your own and allows each association partner to maintain complete control - taking as much or as little help from Naylor as they need.

**Products/Services:** Accident Management  
Information/Research Services  
Maps  
Insurance - Auditing  
Internet Marketing

Contact Name	Title	E-mail	Phone
Pam Orsini	Project Manager		800-369-6220
Chris Caldwell	Executive Vice President, Sales & Marketing		800-369-6220
Charles Popper	Director, Association Services		800-369-6220

VS

**> LISTING**

**Naylor Association Solutions**

**Naylor Association Solutions**  
5950 NW 1st Place  
Gainesville, FL 32607

Phone: [View Phone Number](#)  
Fax: [View Fax Number](#)

**Products/Services:** Publisher

### PREMIER LISTING INCLUDES:

- ♦ Premium Placement Above Basic Listings
- ♦ Full-Color Company Logo
- ♦ Company Name
- ♦ Company Contacts
  - Up to five with separate title, email and phone number for each person
- ♦ Full Mailing Address
- ♦ Phone Number
- ♦ Fax Number
- ♦ Active Web link
- ♦ Active Email
- ♦ Active Facebook, Twitter and LinkedIn links
- ♦ "Forward to a Friend" Capability
- ♦ Product/Service Category Listings
  - Includes five categories of your choice
  - Additional categories available for \$50 each
- ♦ Extended Company Profile
- ♦ Full-Color Product/Service Image
- ♦ Extended Product/Service Description
- ♦ Google™ Map It!
- ♦ Google™ Site Search
- ♦ Request for Information Feature
- ♦ Request for Proposal Enabled

### Upgrade Opportunities:

- ♦ Category sponsorship
- ♦ Add a video to your listing

### BASIC LISTING INCLUDES:

- ♦ Company Name
- ♦ Full Mailing Address
- ♦ Phone Number
- ♦ Fax Number
- ♦ Product/Service Category Listing
  - Limited to two categories
  - Assigned by association

# ONLINE SPECIFICATIONS

## SOURCEBOOK ONLINE

**For more information, visit** [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

### Leaderboard

- 728 x 90 pixels
- JPG or GIF accepted
- File size must be no greater than 100 KB
- Animation no longer than 25 seconds (including multiple loops)

### Rectangle Banner/Super Category Rectangle

- 300 x 250 pixels
- JPG or GIF accepted
- File size must be no greater than 100 KB
- Animation no longer than 25 seconds (including multiple loops)

### Premier Listing

- **Logo:** 240 x 120 pixels. JPG only
- **Product Picture:** 240 x 240 pixels; JPG or GIF accepted; Animation no longer than 25 seconds (including multiple loops); File size must be no greater than 100 KB
- **Video File:** FLV (all movie formats accepted as long as they can be converted to Flash Video Files); Movie duration: up to 5 minutes in length; Max file size 50 MB

### Featured Companies (logo & text)

- 120 x 60 pixels for rectangular or wider logos
- 120 x 120 pixels for taller logos
- JPG or GIF accepted
- Max file size 100KB
- Max work count: 30 words

### Curtain Ad

- Two files required, collapsed leaderboard and expanded billboard image
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- **Leaderboard:** 954 x 75 pixels
- **Billboard:** 954 x 300 pixels
- **Creative accepted:** JPG only (no animation)
- **Third Party Tags:** Not Accepted. However URL click trackers are acceptable

### \*General Animation Guidelines:

- All fonts, images and support animation files should be embedded within the animation.
- Bitmaps should have "smoothing enabled" for best pixel quality
- To avoid transparency issues with web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the Flash animation.
- Infinite loop is not allowed. Please add a stop action after 3-4 loops. If animations are set to infinite loop, a stop action will be added.

## BUYERS' RESOURCE GUIDE IN PRINT & ONLINE!

### SHOWCASE YOUR PRODUCTS/SERVICES TO THOUSANDS OF BUYERS EVERY DAY

Buyers' Resource Guide is featured in each month's *Journal* - American Water Works Association print and online.

We promote the Buyers' Resource Guide:

- Bonus distribution at ACE19, WEFTEC and seven AWWA specialty conferences
- Social media posts featuring the Buyers' Resource Guide
- Dedicated quarterly emails to the AWWA database

## Act now to Secure your space!







# American Water Works Association

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