American Water Works Association

Sourcebook

Exclusive access to the largest organization of water professionals in the world
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.
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 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.
### Sourcebook

#### NET RATES

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<th>SIZE</th>
<th>BLACK AND WHITE</th>
<th>FULL-COLOR</th>
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Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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).

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.
Product Spotlight: $1,699.50 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: $1,149.50
- 100-word standard listing: $1,329.50
- 50-word listing with black and white logo: $1,329.50
- 100-word listing with black and white logo: $1,499.50
- 50-word listing with full-color logo: $1,519.50
- 100-word listing with full-color logo: $1,699.50

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.
PRINT SPECIFICATIONS

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 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."
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:

- 871 visits/month
- 705 unique visitors/month
- 3,430 page views/month
- 3.94 page views/visit
- 2:47 minutes average time spent browsing Sourcebook Online

Website statistics based from 9/1/2016 - 9/1/2017
ADVERTISING RATES

SOURCEBOOK ONLINE

Leaderboard Package
$3,090 Includes a complimentary premier listing ($700 value!)
8 total rotations (run of site)
728 x 90 pixels

Featured Company
$1,550 Includes a complimentary premier listing ($700 value!)
16 total rotations (run of site)
300 x 180 pixels

Rectangle Banner Package
$3,090 Includes a complimentary premier listing ($700 value!)
8 total rotations (run of site)
300 x 250 pixels

Super Category Rectangle
$2,035 Includes a complimentary premier listing ($700 value!)
4 rotations per super category
300 x 250 pixels

Product Showcase
$1,050 Includes a complimentary premier listing ($700 value!)
16 total rotations (runs on homepage & products showcase page)
175 x 120 pixels

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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: $700**

**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 SPECIFICATIONS

SOURCEBOOK ONLINE

For more information, visit 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)

Product Showcase
- 175 x 120 pixels
- Naylor will create
- Logos and contact information are prohibited
- No Animation
- Product Image: Advertiser supplies high quality image
- Summary Text: Advertiser supplies up to 4 words maximum (Depends on length of words) in a text document, Naylor will typeset
- Third Party Tags: Not accepted. However URL click trackers are acceptable

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

*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.
American Water Works Association

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