

MEDIA KIT



Canadian Water and Wastewater Association

Water Source bi-annual Magazine
Membership Directory
Canadian Municipal Water eBulletin
Website Sales



FOR MORE INFORMATION, PLEASE CONTACT:

www.cwwa.ca

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The water and wastewater sector in Canada is worth an estimated **\$13.8 billion*** and is growing every year.



CWWA members represent over **70%** of the municipal water and wastewater services provided in Canada.



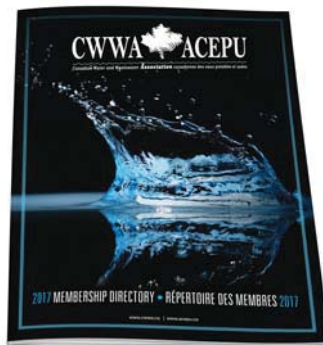
Our members spend over **\$10 billion** annually on products and services such as: **data management, treatment and technology products**, and more.

The CWWA Audience

We represent the common interests of Canada's municipal water and wastewater systems to federal and interprovincial bodies. Our members account for over **70%** of the municipal water and wastewater services in Canada and include: **directors of public works/environmental services, those who work in Canada's municipal utilities, middle to senior managers, town managers, city engineers, CEOs, CAOs, executive directors, and senior government policy makers.**



Water Source



CWWA Membership Directory



Website Sales
www.cwwa.ca



Canadian Municipal Water eBulletin

**Connect with Canada's \$13.8 billion water and wastewater industry!
 Contact your Naylor account executive today.**

Canadian Water and Wastewater Association

(Source: IBISWorld Industry Report 22131CA, IBISWorld Industry Report 22132)

WE RECENTLY SURVEYED CWWA MEMBERS ON OUR COMMUNICATIONS PROGRAM.

HERE'S WHAT WE FOUND:

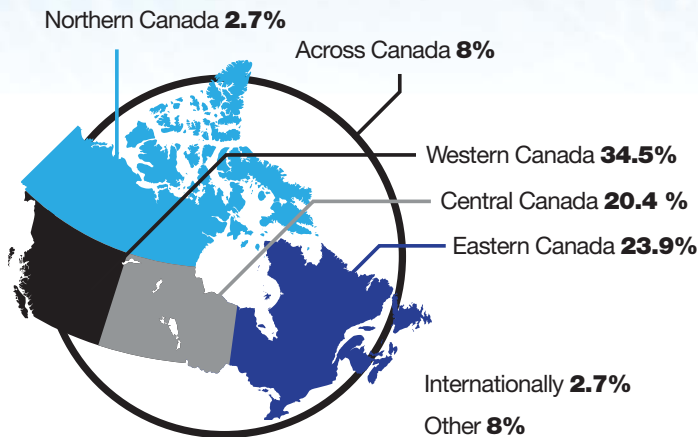
CWWA DEMOGRAPHICS

BUYING POWER

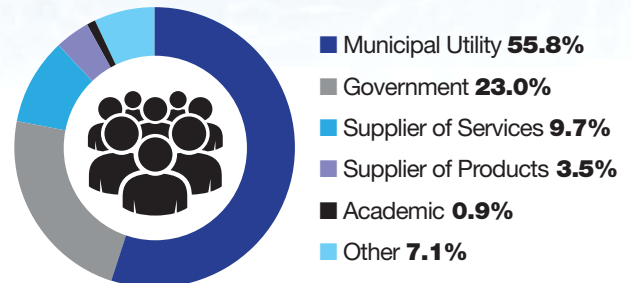
More than **40%** of CWWA members and supporters stated their company's annual revenue is over **\$5 million**, with nearly **30%** of these members having revenues of over **\$15 million**.



Our members work primarily in the following regions:



Our readership's company/ employer breakdown:



What our members are saying:

"Water Source magazine and the CWWA eBulletin newsletter are informative, comprehensive publications on the municipal water and wastewater industry in Canada."

"If you have information relevant to water and wastewater, advertising with CWWA just makes sense... our members are your customers."

"One advertiser got several years of work from us because they advertised in CWWA communications; other advertisers have led to product inquiries; ads that demonstrated new innovations have led to further inquiries and trials."



Over 80% of our members agree that the CWWA's communications, including *Water Source*, and the CWWA website are important to them and value them as part of their membership.



Over 50% of our members are reading every issue of *Water Source* magazine for 15 minutes or more and over 94% say the content is relevant to their job.



Over 96% of respondents said that the CWWA eBulletin keeps them in touch with the association and industry news!

Water Source

digital edition

Digital Edition: www.naylor.com/cww-nxt/

In addition to print, *Water Source* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the CWWA's website. An archive of issues is available, securing your ad a lasting online presence.*

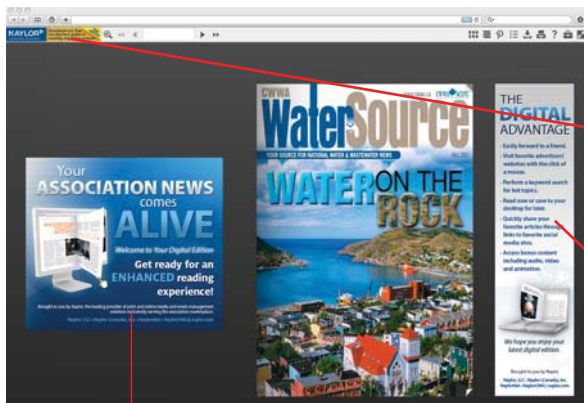
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

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

Ad Positions



Large Toolbar | \$300

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Digital Skyscraper | \$750

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad Link | *Included in display ad rates*

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

Online Specifications - For more information, visit: <http://www.naylor.com/digitalmagspecs/>

Digital Sponsorship | \$450

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

All 3 Digital Positions | \$1,100

Be the exclusive digital advertiser in the online version of the magazine and take advantage of our bundled discounted rate for all three digital positions.

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.

CWWA Website

Advertising on the CWWA Website – www.cwwa.ca

Advertising on the CWWA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to cwwa.ca to learn about upcoming association events, discover ways to maximize their CWWA membership, view the latest issues of *Water Source* digital edition and much more. Advertising on cwwa.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of water and wastewater professionals.

Features of CWWA website advertising:

- Cross-promoted in other CWWA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, cwwa.ca receives:

- Over 2,374 visits per month
- 4,726 page views per month
- More than 1,731 unique visitors per month

**Traffic numbers from July 2016 - January 2017*



A screenshot of the CWWA website's homepage. At the top, there is a navigation bar with links for 'About', 'News', 'Events', 'Policies', 'Membership', 'Publications', 'Awards', 'Careers', and 'Work Areas'. Below this is a prominent 'ADVERTISE HERE' banner with the text 'Get your message in front of the decision makers that count.' and a 'FIND OUT MORE' button. The main content area is divided into several sections: 'Canadian Energy and Water Efficiency Conference' (October 19-18, 2014), 'WINDOW ON OTTAWA' (November 27-28, 2014), 'WaterSense PARTNER', 'About Us', 'CWWA Updates' (listing various conferences and forums), 'Calendar of Events' (for July 2014), and a 'Job Board' listing several positions such as 'Executive Director', 'Director of Utilities, Engineering and Environmental Services', 'Senior Microbiologist, Water Lab', 'Water and Wastewater Manager', and 'President and Chief Executive Officer'. A red arrow points from the 'ADVERTISE HERE' banner to the 'Leaderboard' text on the right.

Leaderboard (780 x 90 pixels)

12 months | **\$2,225**

6 months | **\$1,225**

3 months | **\$675**

This opportunity gives you run-of-site exposure with a total of 5 rotations.

****CWWA members receive 5% off advertising rates**

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

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About the Canadian Municipal Water eBulletin – www.naylornetwork.com/cww-nwl

Now more than ever, professionals consume information on the go. Our *Canadian Municipal Water eBulletin* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 2,300 decision-makers 12 times a year
- In addition to CWWA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CWWA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Rectangle ads (180 x 150 pixels)

12 Months | \$2,225

- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Sponsored Content (180 x 150 pixels)

12 Months | \$2,475

- EXCLUSIVE POSITION - Only one spot available.
- Naylor will create the ad.
- Client supplies 3-5 words for the header and 30-50 words for the summary text.
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

Distributed every month in both French and English.

Sections include:

- Member News
- Industry News
- Upcoming Events

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Averages:

- **1,630** total opens per issue
 - **Over 450** unique opens per issue
- (Traffic numbers from 11/2016 - 4/2017)*