

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:

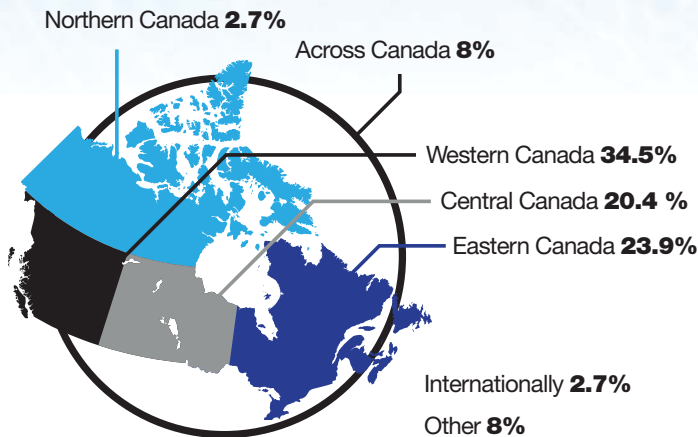
CWWA DEMOGRAPHICS

BUYING POWER

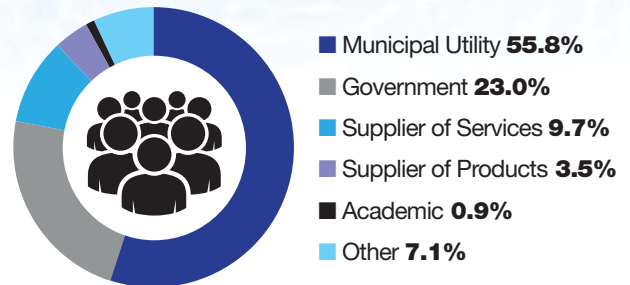
More than **40%** of CWWA members and supporters stated their company's annual revenue is over **\$5 million**, with nearly **30%** of these members having revenues of over **\$15 million**.



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!

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 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 'REGISTER HERE' button. The main content area is divided into several columns. On the left, there are event listings for 'Canadian Energy and Water Efficiency Conference' and 'WINDOW ON OTTAWA'. The middle column features 'CWWA Updates' with bullet points about various conferences and forums. On the right, there is a 'Job Board' listing several positions such as 'Executive Director' and 'Senior Manager'. At the bottom, there is a 'Calendar of Events' for July 2012 and an 'Internship Board' section.

Leaderboard (780 x 90 pixels)

12 months | **\$2,160**

6 months | **\$1,180**

3 months | **\$645**

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

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.

Canadian Municipal Water eBulletin

About the **Canadian Municipal Water eBulletin** – www.naylor.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 | \$2,160

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

Sponsored Content (180 x 150 pixels)

12 Months | \$2,400

- 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)