

## 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](http://www.cwwa.ca)

David Evans  
Naylor Association Solutions  
(800) 665-2456, ext. 2610  
[dsevens@naylor.com](mailto:dsevens@naylor.com)

**NAYLOR**   
ASSOCIATION SOLUTIONS



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.



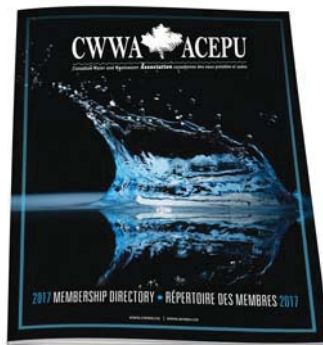
Our members spend over **\$10 billion** annually on products and services such as: **data management, treatment and technology products**, and more.

## 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](http://www.cwwa.ca)



*Canadian Municipal Water eBulletin*

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

# WE RECENTLY SURVEYED CWWA MEMBERS ON OUR COMMUNICATIONS PROGRAM.

HERE'S WHAT WE FOUND:

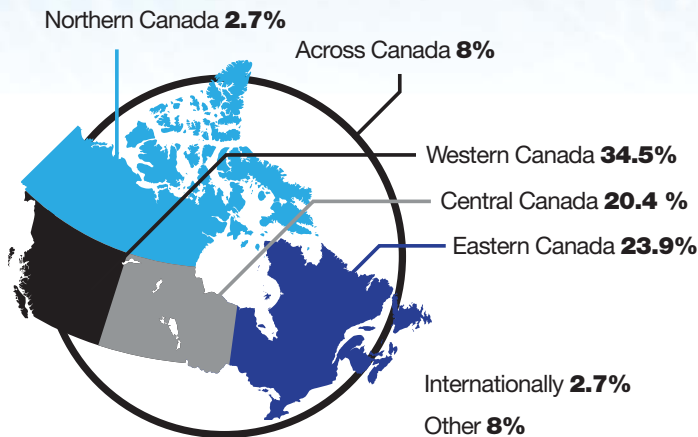
## CWWA DEMOGRAPHICS

### BUYING POWER

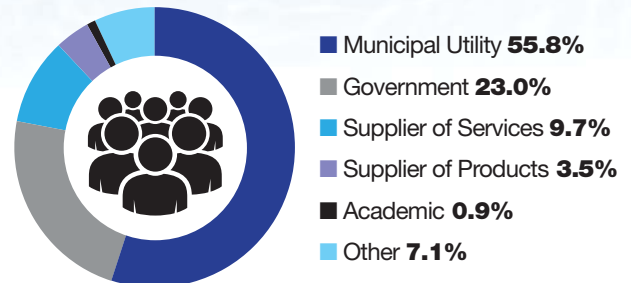
More than **40%** of CWWA members and supporters stated their company's annual revenue is over **\$5 million**, with nearly **30%** of these members having revenues of over **\$15 million**.



#### 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 Magazine Membership Directory

## Net Advertising Rates

All rates include an ad link in the digital edition of the publication.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium  
**Ad Creation:** \$50

Full-Colour Rates	1x	2x	3x
Double Page Spread	\$3,499.50	\$3,319.50	\$3,149.50
Outside Back Cover	\$2,929.50	\$2,809.50	\$2,699.50
Inside Front or Inside Back Cover	\$2,779.50	\$2,659.50	\$2,539.50
Full Page	\$2,379.50	\$2,259.50	\$2,139.50
1/2 Page	\$1,799.50	\$1,709.50	\$1,619.50
1/3 Page	\$1,529.50	\$1,449.50	\$1,379.50
1/4 Page	\$1,099.50	\$1,039.50	\$989.50
1/8 Page	\$699.50	\$659.50	\$629.50

Black-and-White Rates	1x	2x	3x
Full Page	\$1,729.50	\$1,639.50	\$1,559.50
1/2 Page	\$1,209.50	\$1,149.50	\$1,089.50
1/3 Page	\$939.50	\$889.50	\$849.50
1/4 Page	\$709.50	\$669.50	\$639.50
1/8 Page	\$439.50	\$419.50	\$399.50

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.

## Digital Edition Branding Opportunities

**Sponsorship** | \$450

**Skyscraper** | \$750

**Large Toolbar** | \$300

**All 3 Digital Positions** | \$1,100

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

## Member Listing Enhancement

### 2018 Membership Directory



Showcase your company's identity by including your full-colour or black-and-white logo and 30-word profile in the *Membership Directory*.

## Special Advertising Section:

### Water Source



Do you have a product you would like to highlight to CWWA members? Use our Product Showcase to launch your newest, never-before-seen products into the market.

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).

(Rates as of October 2017)

# Water Source

## digital edition

### Digital Edition: [www.naylor.com/cww-nxt/](http://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.*

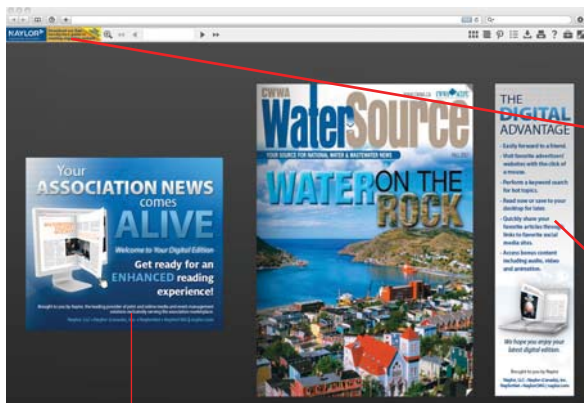
#### Readers can:

- 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

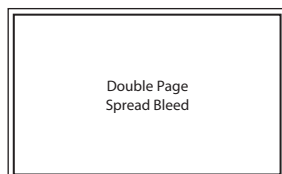
Be the exclusive digital advertiser in the online version of the magazine and take advantage of our bundled discounted rate for all three digital positions.

*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.*

# Water Source Magazine Membership Directory

## Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



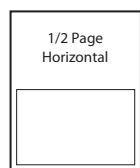
17" x 11.125"



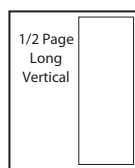
8.625" x 11.125"



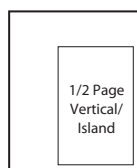
7" x 9.5"



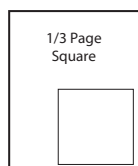
7" x 4.583"



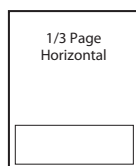
3.333" x 9.5"



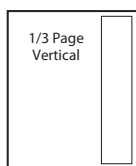
4.583" x 7"



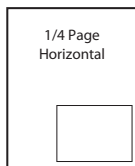
4.583" x 4.583"



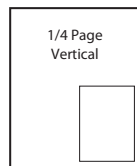
7" x 3"



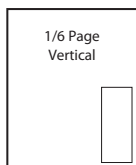
2.166" x 9.5"



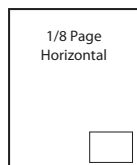
4.583" x 3.333"



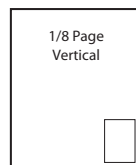
3.333" x 4.583"



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"

## Specs for Outsert/Inserts

Directory/Magazine

1 Pg / 2 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

## 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.

**Online Specifications** - For more information, visit:

<http://www.naylor.com/digitalmagspecs/>

## Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

## 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.

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).

# Water Source Magazine Membership Directory

## Past Advertisers

Our communications program is made possible through advertiser support. We appreciate the investment that our advertisers make with the Canadian Water and Wastewater 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 CWWA.

Amercoat Canada	Global Hydration	Power and Mine Supply Co. Ltd.
American Water Works Association	Gorman-Rupp Canada	Probe Research Inc.
Anthrafilter Media	Gowlings	R.V. Anderson Associates Ltd.
Aquatera Utilities Inc.	Grande Water Management Systems	Ratech Electronics Ltd.
Aqua Tox Testing & Consulting	H2O Innovation	Robinson Consultants Inc.
ASI Group Ltd.	Hatch Mott MacDonald	SANITHERM INC., a Subsidiary of Peak Energy Services
Assiniboine Injections Ltd.	Hydro International	Schneider Electric
BDP Industries	Hydro-Logic Environmental Inc.	Schneider Electric, Telemetry & Remote SCADA Solutions
Biomaxx Wastewater Solutions	Hydromantis Inc.	Seepex Inc.
Black & Veatch	IPEX Management Inc.	Sensus
Blue-White Industries	Itron Inc.	Service Filtration of Canada
Canada Pipe Company Ltd.	J L Richards & Associates Ltd.	SEW-Eurodrive Co. of Canada Ltd.
Carbon Activated Corporation	John Brooks Company Ltd.	SJE-Rhombus Controls
CBCL Ltd.	KGS Group Consulting Engineers	StonCor Canada
CEDA International Corporation	MAC & CO Environmental Solutions	T.F. Warren Group/Tarsco Canada Corp.
Chemline Plastics Ltd.	MSU Mississauga Ltd.	Total Piping Solutions Inc.
CRANE Pumps & Systems	Myron L Company	Trojan Technologies
Delcan Corporation	Nelson Environmental Inc.	Urecon
Dillon Consulting Ltd.	Neptune Technology Group	Vivax Canada
EMCO Waterworks Corporation	NETZSCH Canada Inc.	Walkerton Clean Water Centre
Emerald Flow Works	Organic Resource Management Inc. (ORMI)	WaterCan/EauVive
Fabco Plastics Ltd.	Pacific Coast Flange Inc.	Western Tank and Lining Ltd.
FloTech Pump	Pinnacle Environmental Technologies Inc.	XCG Consultants Ltd.
Footage Tools Inc.	Pittsburg Tank & Tower Maintenance Company Inc.	Xylem Inc.
G.E. Analytical Instruments		
Geneq Inc.		
Genivar		

# Water Source Magazine Membership Directory

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Accessories                        | <input type="checkbox"/> Groundwater Supply                                | <input type="checkbox"/> SCADA Systems                    |
| <input type="checkbox"/> Analyzers                          | <input type="checkbox"/> Hydrants  | <input type="checkbox"/> Separations Equipment            |
| <input type="checkbox"/> Backflow Prevention Devices        | <input type="checkbox"/> Hydrants & Accessories                            | <input type="checkbox"/> Services                         |
| <input type="checkbox"/> Chemical Supplies                  | <input type="checkbox"/> Hydrogeology                                      | <input type="checkbox"/> Software                         |
| <input type="checkbox"/> Coating & Linings                  | <input type="checkbox"/> Industrial Sands                                  | <input type="checkbox"/> Systems Integration DSC<br>SCADA |
| <input type="checkbox"/> Confined Space Entry<br>Equipment  | <input type="checkbox"/> Instrumentation & Controls                        | <input type="checkbox"/> Tank Systems                     |
| <input type="checkbox"/> Confined Space Supplies            | <input type="checkbox"/> Laboratory  | <input type="checkbox"/> Tanks, Prestressed Concrete      |
| <input type="checkbox"/> Construction Equipment             | <input type="checkbox"/> Leak-Detection Equipment                          | <input type="checkbox"/> Tanks, Steel                     |
| <input type="checkbox"/> Consulting                         | <input type="checkbox"/> Legal Services                                    | <input type="checkbox"/> Valve Accessories                |
| <input type="checkbox"/> Consulting Engineers               | <input type="checkbox"/> Management Services                               | <input type="checkbox"/> Valve Repair                     |
| <input type="checkbox"/> Contract Operators                 | <input type="checkbox"/> Meter & Backflow Services                         | <input type="checkbox"/> Valves                           |
| <input type="checkbox"/> Contractors                        | <input type="checkbox"/> Meter Accessories                                 | <input type="checkbox"/> Video Pipe Inspection            |
| <input type="checkbox"/> Contractors                        | <input type="checkbox"/> Meter Testers Operation &<br>Maintenance Services | <input type="checkbox"/> Water Service Connections        |
| <input type="checkbox"/> Corrosion Control                  | <input type="checkbox"/> Meters  | <input type="checkbox"/> Water Storage                    |
| <input type="checkbox"/> Depreciation<br>Studies/Valuations | <input type="checkbox"/> Pipe Cleaning & Lining                            | <input type="checkbox"/> Water Supply & Treatment         |
| <input type="checkbox"/> Design/Build Services              | <input type="checkbox"/> Pipe Fittings                                     | <input type="checkbox"/> Water Treatment Equipment        |
| <input type="checkbox"/> Drilling/Pump Services             | <input type="checkbox"/> Pipe Joint Restraint                              | <input type="checkbox"/> Well Construction                |
| <input type="checkbox"/> Enclosures for Fluid Devices       | <input type="checkbox"/> Pipe, Ductile Iron                                | <input type="checkbox"/> Other: _____                     |
| <input type="checkbox"/> Engineering Services               | <input type="checkbox"/> Pipeline Products & Services                      | _____   |
| <input type="checkbox"/> Environmental Permitting           | <input type="checkbox"/> Pumps, Construction                               | _____   |
| <input type="checkbox"/> Financial Services                 | <input type="checkbox"/> Radio Telemetry Equipment                         |   |
| <input type="checkbox"/> Geographic Information<br>Systems  | <input type="checkbox"/> Rate Studies                                      |   |
|   | <input type="checkbox"/> Safety Equipment                                  |   |

*One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **Additional Categories X \$20 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_