

Florida Water Environment Association  
MEDIA GUIDE



**YOUR CONNECTION TO THE  
DECISION-MAKERS IN FLORIDA'S  
WATER INDUSTRY**

*Annual Membership Directory*

FOR MORE INFORMATION, PLEASE CONTACT:

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## WHY ADVERTISE?

- Over **3,000 domestic** and **1,500 industrial** wastewater facilities are represented by FWEA.
- The water industry spends **over \$1 billion** every year on products and services nationally.
- Over **80% of the wastewater industry** in Florida is represented by FWEA and its committees.
- Over **7,000 drinking water facilities** are represented by FWEA.
- The **fourth largest population** in the U.S. with **over 16 million people**.
- Our members make up **more than 80%** of the Florida water industry.

## OUR MEMBERS ARE DECISION-MAKERS IN THE FLORIDA WATER INDUSTRY WITH TITLES LIKE:

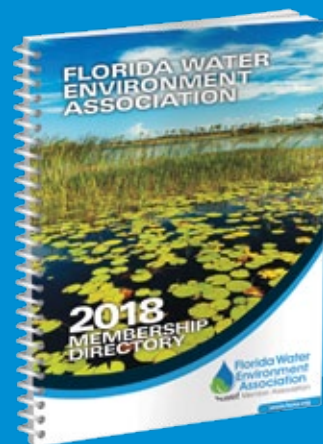
- Engineers
- Managers
- Consultants
- Equipment Operators
- Utility Directors
- And many more!

## WHO WE ARE?

The Florida Water Environment Association began in 1941. We have **9 local chapters, 10 student chapters, 20 committees** and the Utility Council to help unite Florida's water professionals responsible for protecting the environment through **education programs, professional development, and policy**. We strive to support and unite our members and the public through promoting sound public policy and promoting sound science-based public policy. Together we can achieve a clean and sustainable water environment for Florida's future generations.

**Get in front of key water industry decision makers in Florida today!**  
**Contact your Naylor representative to secure your placement!**

Source: [http://www.fwea.org/about\\_us.php](http://www.fwea.org/about_us.php)



### MEMBERSHIP DIRECTORY

FWEA's annual resource guide for staying up-to-date with industry information. Available in both print and digital versions.

# Membership Directory

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

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

Full-Color	Rates
Outside Back Cover	\$2,849.50
Inside Front or Inside Back Cover	\$2,749.50
Full Page	\$2,449.50
2/3 Page	\$1,829.50
1/2 Page	\$1,549.50
1/3 Page	\$1,049.50
1/4 Page	\$959.50
1/6 Page	\$649.50
1/8 Page	\$499.50

**Full-Color Tab: \$2,549.50**

Black-and-White	Rates
Full Page	\$1,519.50
2/3 Page	\$1,309.50
1/2 Page	\$969.50
1/3 Page	\$839.50
1/4 Page	\$639.50
1/6 Page	\$499.50
1/8 Page	\$379.50

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.  
Advertisers who book ad space in multiple Naylor Association Solutions publications are eligible for a 5% multi-book discount.

**FWEA members receive a 10% discount on all display advertisements!**

## Digital Edition Branding Opportunities

**Sponsorship** | \$360

**Skyscraper** | \$520

**Toolbar** | \$210

**Leaderboard** | \$770

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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 September 2018)

# Membership Directory

## Digital Edition

In addition to print, the *FWEA Membership Directory* 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 FWEA's website. An archive of the FWEA Membership Directory is available, securing your ad a lasting online presence.*

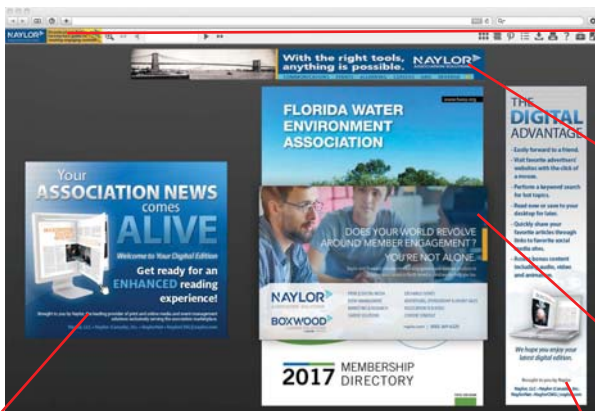
### Readers can:

- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
- View instantly from most smartphones and tablets
- View archives and find a list of sections for one-click access
- Read the directory online or download and print for later

### 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



### Digital Toolbar | \$210

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

### Digital Leaderboard | \$770

Located at the top of the digital edition, the leaderboard is displayed the entire time the publication is open, giving your message constant and lasting exposure.

### Digital Belly Band | \$500

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

### Digital Skyscraper | \$520

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

### Digital Sponsorship | \$350

Your message will be prominently displayed directly across from the cover of the directory.

### Ad Link | Included in display ad rates

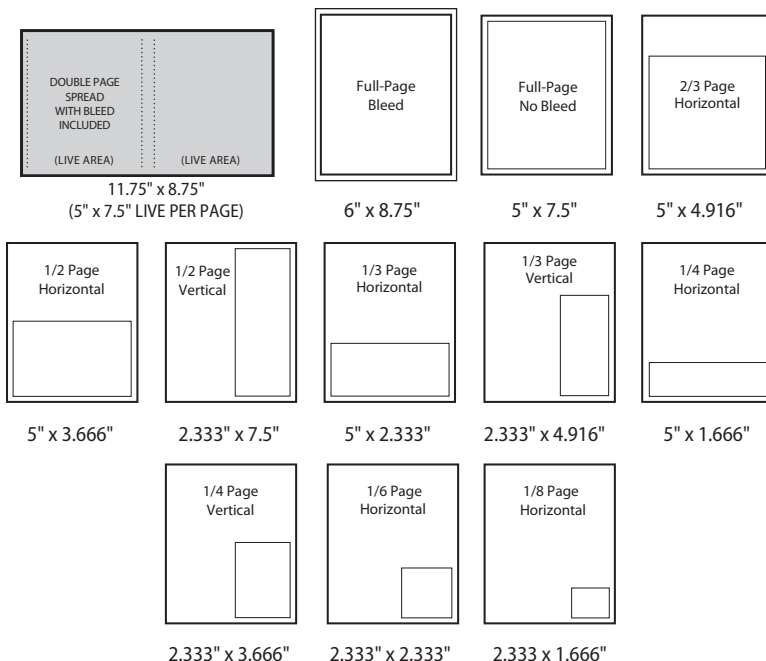
Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Online Specifications - For more information, visit:  
[www.naylor.com/linespecs](http://www.naylor.com/linespecs)

# Membership Directory

## Print Advertising Specifications

**Roster Trim Size: 5.75" x 8.5"**



### Artwork Requirements

All digital color and greyscale 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 greyscale 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)

### 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.

**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:** 10.75" x 7.5"

**Full Page Live Area:** 5" x 7.5"

## Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyersheets 5.75" x 8.5"

**Digital Edition - For more information, visit:** [www.naylor.com/onlinepecs](http://www.naylor.com/onlinepecs)