



**New England**

**Water Works Association**

a Section of the American Water Works Association

## **MEDIA KIT**

# **Make a splash in front of 9 out of 10 water suppliers in New England!**

- Membership Roster and Reference Manual
- NEWWA Website Advertising
- The Journal of the New England Water Works Association

FOR MORE INFORMATION, PLEASE CONTACT:

[www.newwa.org](http://www.newwa.org)

**Susan Maracle**

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352-333-3405

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# THE NEWWA ADVANTAGE

- NEWWA members **spend hundreds of millions of dollars** on products and services each year.
- Our members **represent nearly 100% of medium and large water suppliers** in New England.
- NEWWA is the region's **largest association of water supply professionals**.
- New England reports **\$23.76 billion** in drinking water and wastewater infrastructure needs during the next 20 years.

## OUR MEMBERS

NEWWA members are the **key personnel in New England's water and wastewater industry**, including:

- Water utility managers
- Consulting engineers
- City and town managers
- Public works departments
- Operators
- Service organizations
- Educators



**Contact your Naylor account executive today to connect with the regions largest association of water supply professionals!**

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

## Net Advertising Rates

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

The NEWWA Journal is delivered quarterly in both print and digital to every member. This publication focuses on technical information for utilities and presents legislative updates, case histories and articles of best practices in the water industry. It is a well-established, highly respected Journal and the publishing base for the organization. NEWWA has been publishing the Journal for 127 years.

Full-Color	2x	4x
Outside Back Cover	\$2,089.50	\$ 1,939.50
Inside Front Cover	\$1,939.50	\$ 1,789.50
Inside Back Cover	\$1,889.50	\$ 1,739.50
Full Page	\$1,489.50	\$ 1,339.50
1/2 Page	\$929.50	\$819.50
1/4 Page	\$599.50	\$569.50
1/8 Page	\$349.50	\$319.50

Black-and-White	2x	4x
Full Page	\$1,239.50	\$ 1,129.50
1/2 Page	\$719.50	\$639.50
1/4 Page	\$489.50	\$409.50
Business Card	\$279.50	\$ 279.50

### Direct Mail—Pieces Furnished by Advertiser

Surfaces	Print & Digital
1-Page (2 surfaces)	\$2,109.50
2-Page (4 surfaces)**	\$2,629.50
Postcard	\$2,109.50

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

**Leaderboard** | \$750

**Sponsorship** | \$500

**Skyscraper** | \$600

**Toolbar** | \$300

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

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 July 2017)

## Digital Edition - [www.naylornetwork.com/new-journal](http://www.naylornetwork.com/new-journal)

In addition to print, *The Journal of the New England Water Works Association* 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 NEWWA 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**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**
- **Read the issue 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 | \$300

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 | \$750

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

### Digital Skyscraper | \$600

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

### Digital Sponsorship | \$500

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

### 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.

### Digital Belly Band | \$495

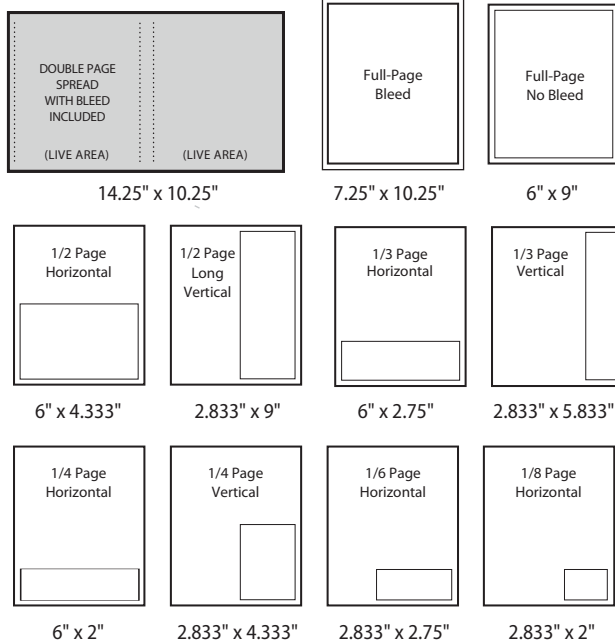
Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

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

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 Advertising Specifications

Magazine Trim Size: 7" x 10"



**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:** 13.167" x 9"  
**Full-Page Live Area:** 6" x 9"

## Specs for Outsert/Inserts

- 1 Pg / 1 Surface - 7" x 10", 0.125" bleeds on all sides
- Postcards - 6" x 4.25"
- 1 Pg / 2 Surface - 7" x 10", 0.125" bleeds on all sides
- Heavy Card Stock Insert - 7" x 10", 0.125" bleeds on all sides
- 2 Pg / 4 Surface - 7" x 10", 0.125" bleeds on all sides
- Postal flyersheets - 7" x 10", 0.125" bleeds on all sides

## 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.

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

## 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
Double Page Spread	\$ 4,019.50
Outside Back Cover	\$ 3,589.50
Inside Front or Inside Back Cover	\$ 3,359.50
Full Page Tab	\$ 2,939.50
Full Page	\$ 2,779.50
2/3 Page	\$ 2,439.50
1/2 Page	\$ 1,759.50
1/3 Page	\$ 1,609.50
1/4 Page	\$ 1,209.50
1/6 Page	\$ 1,059.50
1/8 Page	\$ 719.50

Black-and-White	Rates
Full Page	\$ 1,779.50
2/3 Page	\$ 1,539.50
1/2 Page	\$ 1,129.50
1/3 Page	\$ 929.50
1/4 Page	\$ 699.50
1/6 Page	\$ 559.50
1/8 Page	\$ 439.50

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## Digital Edition Rates

**Skyscraper** | \$750

**Sponsorship** | \$450

**Toolbar** | \$300

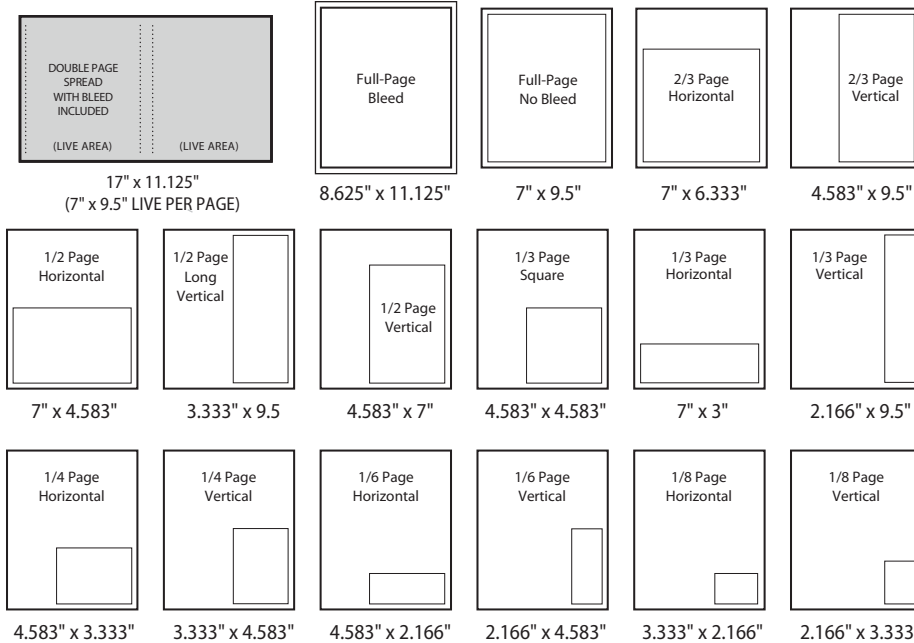
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(Rates as of July 2017)

## Print Advertising Specifications

Directory Trim Size: 8.375" x 10.875"



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## Digital Edition – [www.naylor.com/new-nxt](http://www.naylor.com/new-nxt)

In addition to print, the *Membership Roster and Reference Manual* is available in a digital version. Viewers can flip through the pages, forward sections to colleagues and click ads to be redirected to advertiser's websites. *The Membership Roster and Reference Manual is emailed to readers as well as posted on the NEWWA website. An archive of issues is available, securing your ad a lasting online presence.*

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### Ad Link | *Included in display ad rates*

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## Advertising on the NEWWA Website – [www.newwa.org](http://www.newwa.org)

Advertising on the NEWWA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [newwa.org](http://newwa.org) to learn about upcoming association events, discover ways to maximize their NEWWA membership, and view the digital edition of the *Membership Roster and Reference Manual*. Advertising on [newwa.org](http://newwa.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of water supply professionals.

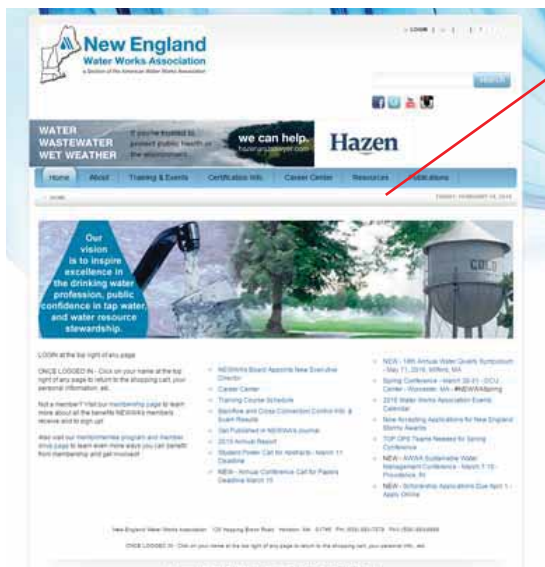
### Features of NEWWA website advertising:

- Cross-promoted in other NEWWA 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, [newwa.org](http://newwa.org) receives:

- More than 3,509 unique visitors per month
- 6,991 visits per month
- 24,221 page views per month
- Average session duration: 2:48

\*Traffic numbers from 12/1/2016-5/31/2017



**Leaderboard** (728 x 90 pixels)

**12-months | \$2,990    6-months | \$1,640**

- Run of site - on every page!
- Only 6 companies

**Ad Link | Included in display ad rates**

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# The Journal of the New England Water Works Association Membership Roster and Reference Manual

## Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the New England Water Works 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 NEWWA.

AdEdge Water Technologies, LLC  
Advanced Valve Technologies  
AECOM  
Amory Engineers  
AmTech Tank Lining  
Anthrafilter (U.S.), Inc.  
Atlas Tank a TF Warren Company  
BETA Group, Inc.  
Browns Hill Sand, Inc.  
Burke Environmental Products  
C.N. Wood Co., Inc.  
CDG Environmental, LLC  
CDM Smith  
Clow Valve Company  
Core & Main  
CorrTech, Inc.  
Coyne Environment Services  
Dewberry  
Dixon Engineering, Inc.  
DN Tanks  
Doering Equipment Co.  
Emery & Garrett Groundwater Investigations  
Environmental Partners Group, Inc.  
eRPortal Software, Inc.  
Everett J. Prescott, Inc.  
Ferguson Waterworks  
Flomatic Corporation  
Franklin Miller, Inc.  
GZA GeoEnvironmental, Inc.  
Haley and Ward, Inc.  
Harper Haines Fluid Control, Inc.  
Harrington Industrial Plastics, LLC  
Hazen and Sawyer  
Hews Company, LLC  
Hoyle, Tanner & Associates  
Hydra Tech, Inc.  
JDV Equipment Corp  
John Hoadley & Sons, Inc.  
Kleinfelder  
Krausz USA  
Leggette, Brashears & Graham, Inc.  
Lowry Engineering  
Methuen Construction Co., Inc.  
Michels Corporation  
Nasco  
National Wash Authority  
Neptune Technology Group, Inc.  
New England Environmental Equipment  
Nichem Company  
Northeast Pump & Instrument Co.  
Northern Data Systems  
Panton McLeod Americas  
Pipe Plus, Inc.  
Pittsburg Tank & Tower Maintenance Company, Inc.  
Putnam Pipe Corp.  
R.H. White Construction  
RCAP Solutions  
Reed Manufacturing Co.  
Ross Valve Mfg. Co., Inc.  
Sanexen Water, Inc.  
Shannon Chemical  
Small Water Systems Services, LLC  
Stantec Consulting Services, Inc.  
Statewide Aquastore, Inc.  
Stiles Co, Inc.  
Suez Water Advanced Solutions / Utility Service Co., Inc.  
Tata & Howard, Inc.  
The Holland Company  
The Maher Corporation  
Tighe & Bond, Inc.  
Ti-Sales  
U.S. Pipe  
Underwood Engineers, Inc.  
Water Environment Federation  
Well Domes, LLC  
Weston & Sampson  
Woodard & Curran  
Wright-Pierce



## 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.*

- Accessories
- Activated Carbon
- Air Strippers
- Analyzers
- Analyzers - TOC
- Analyzers: Ozone Instrumentation
- Arsenic Removal
- Asset Management Software
- Automatic Meter Reading
- AWWA Gate Valves
- AWWA Shut-Off Valve
- Backflow Prevention Devices
- Backflow Test Kit Calibration
- Backflow Test Kits
- Billing & Payment Processing Services
- Biosolids Management
- Books/Reference Material
- Casing Spacers
- Castings
- Chemical Feed Equipment
- Chemical Feed Equipment Controllers
- Chemical Manufacturer & Supplier
- Chemical Monitoring & Controls
- Chemical Supplies
- Chemical/Dechlorination
- Chlorination
- Coagulation & Flocculation
- Coating & Linings
- Concrete Pressure Pipe Condition Assessment & Rehabilitation Service
- Concrete Pressure Pipe Emergency Repair & Field Service
- Concrete Pressure Pipe Tapping Service
- Confined Space Entry Equipment
- Confined Space Supplies
- Construction Equipment
- Consulting
- Consulting Engineers
- Contaminate Removal
- Contract Operators
- Contractors
- Contractors Equipment
- Corrosion Control
- Corrosion Inhibitors
- Corrosion/Cathodic Protection
- Corrosion/Condensation Controls
- Data Processing
- Dechlorination
- Demolition
- Depreciation Studies/Valuations
- Design/Build Services
- Design/Building Services
- Disinfection Equipment & Systems: Ozone Equipment
- Distribution System Analysis
- Diving Services
- Drilling & Pump Services
- Drilling/Pump Services
- Ductile Iron Valve
- Electrical Contractors & Services
- Electrical Repair & Services
- Enclosures for Fluid Devices
- Engineering Services
- Environmental Permitting
- Filter Media
- Filter Media - Removal & Disposal
- Filter Media - Supply & Installation
- Filter Sands
- Filters
- Filtration Efficiency Studies
- Filtration Equipment
- Financial Services
- Fittings/Polyethylene
- Flow/Pressure Test Guages
- Flouride
- Gas Dispersion Systems
- Gate Valves
- Geographic Information Systems (GIS)
- Groundwater Supply
- Groundwater Supply - Hydrogeology
- Groundwater Treatment
- Hydrants
- Hydrants & Accessories
- Hydrogeology
- Hydrology
- In-Line Static & Channel Mixers
- Industrial Computers & Peripherals
- Industrial Sand & Gravel
- Industrial Sands
- Instrumentation & Controls
- Insurance
- Ion Exchange
- Iron & Manganese
- Laboratory
- Ladder Gate
- Lead - Free Brass Drinking Water Castings
- Leak Detection Equipment & Services
- Legal Services
- Level Measurement
- Lift Stations
- Line Stopping
- Line Tapping
- Locators & Detectors
- Management Services
- Manhole Covers
- Manhole Rehabilitation
- Metal Seated Valves
- Meter
- Meter & Backflow Services
- Meter Accessories
- Meter Installation & Service

## Index of Advertisers Categories Continued

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Meter Reading Systems                           | <input type="checkbox"/> Radium Removal                                   | <input type="checkbox"/> TV Inspection Equipment                |
| <input type="checkbox"/> Meter Testers                                   | <input type="checkbox"/> Rate Studies                                     | <input type="checkbox"/> Uranium Removal                        |
| <input type="checkbox"/> Meter Testers Operations & Maintenance Services | <input type="checkbox"/> Records Management/Mapping                       | <input type="checkbox"/> Valve & Actuator Overtorque Protection |
| <input type="checkbox"/> Metering  | <input type="checkbox"/> Resilient Seated Valves                          | <input type="checkbox"/> Valve Accessories                      |
| <input type="checkbox"/> Metering & AMR Specialists                      | <input type="checkbox"/> Safety Equipment                                 | <input type="checkbox"/> Valve Insertion                        |
| <input type="checkbox"/> Meters  | <input type="checkbox"/> Sanitary & Sewer Rehabilitation                  | <input type="checkbox"/> Valve Repair                           |
| <input type="checkbox"/> Meters & Automated Meter Reading Systems        | <input type="checkbox"/> Sanitary & Storm Sewer Maintenance               | <input type="checkbox"/> Valves                                 |
| <input type="checkbox"/> Meters & Meter Reading Systems                  | <input type="checkbox"/> SCADA Systems                                    | <input type="checkbox"/> Valves - Actuators                     |
| <input type="checkbox"/> Meters - Compound                               | <input type="checkbox"/> Security   | <input type="checkbox"/> Valves, Curb, Gate, Keys & Access      |
| <input type="checkbox"/> Meters - Fire Service                           | <input type="checkbox"/> Security Products, Water Specific                | <input type="checkbox"/> Variable Speed Drives                  |
| <input type="checkbox"/> Meters - Flow                                   | <input type="checkbox"/> Separations Equipment                            | <input type="checkbox"/> Video Pipe Inspection                  |
| <input type="checkbox"/> Meters - Water                                  | <input type="checkbox"/> Sewer and Drain Cleaning Equipment               | <input type="checkbox"/> Wastewater Operations & Maintenance    |
| <input type="checkbox"/> Meters - Water, Flow                            | <input type="checkbox"/> Sewer Cleaning                                   | <input type="checkbox"/> Water & Wastewater Engineering         |
| <input type="checkbox"/> Meters - Water, Magnetic                        | <input type="checkbox"/> Software   | <input type="checkbox"/> Water Audits                           |
| <input type="checkbox"/> Microbiology Testing                            | <input type="checkbox"/> Software Solutions                               | <input type="checkbox"/> Water Clarification                    |
| <input type="checkbox"/> Mobile Washers                                  | <input type="checkbox"/> Software/Scanning                                | <input type="checkbox"/> Water Conservation                     |
| <input type="checkbox"/> Operation & Maintenance Services                | <input type="checkbox"/> Solid Wedge Gate Valve                           | <input type="checkbox"/> Water Main Cleaning                    |
| <input type="checkbox"/> Packaged Pumping Systems                        | <input type="checkbox"/> Source Water Protection                          | <input type="checkbox"/> Water Main Rehabilitation              |
| <input type="checkbox"/> Perchloriate                                    | <input type="checkbox"/> Storage Tank Asset Management Programs           | <input type="checkbox"/> Water Main Tapping                     |
| <input type="checkbox"/> Pipe  | <input type="checkbox"/> Strainer   | <input type="checkbox"/> Water Meter Installation               |
| <input type="checkbox"/> Pipe Clamps                                     | <input type="checkbox"/> Submersible Waste Water Pumps                    | <input type="checkbox"/> Water Meters                           |
| <input type="checkbox"/> Pipe Cleaning & Lining                          | <input type="checkbox"/> Systems Integration - DSC & SCADA                | <input type="checkbox"/> Water Pipes & Fittings                 |
| <input type="checkbox"/> Pipe Fittings                                   | <input type="checkbox"/> Tank Inspection                                  | <input type="checkbox"/> Water Pressure Booster Pumps           |
| <input type="checkbox"/> Pipe Fittings/Products                          | <input type="checkbox"/> Tank Liners                                      | <input type="checkbox"/> Water Pressure Pipe                    |
| <input type="checkbox"/> Pipe Joint Restraint                            | <input type="checkbox"/> Tank Lining & Repair                             | <input type="checkbox"/> Water Quality Studies                  |
| <input type="checkbox"/> Pipe Products                                   | <input type="checkbox"/> Tank Systems                                     | <input type="checkbox"/> Water Service Connections              |
| <input type="checkbox"/> Pipe Supports                                   | <input type="checkbox"/> Tanks  | <input type="checkbox"/> Water Storage                          |
| <input type="checkbox"/> Pipe Tools & Vises                              | <input type="checkbox"/> Tanks - Chemical                                 | <input type="checkbox"/> Water Supply & Treatment               |
| <input type="checkbox"/> Pipe, Ductile Iron                              | <input type="checkbox"/> Tanks - Composite Elevated                       | <input type="checkbox"/> Water Tank Cleaning & Repair           |
| <input type="checkbox"/> Pipeline Products & Services                    | <input type="checkbox"/> Tanks - Elevated Steel Water Storage             | <input type="checkbox"/> Water Testing                          |
| <input type="checkbox"/> Pipeline Services                               | <input type="checkbox"/> Tanks - Glass-fused-to-steel                     | <input type="checkbox"/> Water Testing Equipment                |
| <input type="checkbox"/> Pre - Insulated Pipe                            | <input type="checkbox"/> Tanks - Mixing Systems                           | <input type="checkbox"/> Water Tower Demolition                 |
| <input type="checkbox"/> Precast Concrete Environmental Solutions        | <input type="checkbox"/> Tanks - Poly                                     | <input type="checkbox"/> Water Treatment Covers                 |
| <input type="checkbox"/> Prestressed Concrete                            | <input type="checkbox"/> Tanks - Pre-stressed Concrete                    | <input type="checkbox"/> Water Treatment Equipment/Membranes    |
| <input type="checkbox"/> Pump Stations                                   | <input type="checkbox"/> Tanks - Steel                                    | <input type="checkbox"/> Water Works Distributor                |
| <input type="checkbox"/> Pumps   | <input type="checkbox"/> Tanks - Underground                              | <input type="checkbox"/> Water, Sewer, Drain & Gas Products     |
| <input type="checkbox"/> Pumps & Drilling                                | <input type="checkbox"/> Tapping Sleeves                                  | <input type="checkbox"/> Waterworks Supplies                    |
| <input type="checkbox"/> Pumps, Construction                             | <input type="checkbox"/> Tools/Machinery                                  | <input type="checkbox"/> Well Construction                      |
| <input type="checkbox"/> PVC Pipe  | <input type="checkbox"/> Trenchless Pipe Installation Services & Mainline | <input type="checkbox"/> Well Design                            |
| <input type="checkbox"/> Radar Flow Meter                                | <input type="checkbox"/> Truck Bodies & Equipment                         | <input type="checkbox"/> Well Performance Assessment            |
| <input type="checkbox"/> Radio Telemetry Equipment                       |   | <input type="checkbox"/> Wellhead & Watershed Protection        |
| <input type="checkbox"/> Radium  |   | <input type="checkbox"/> Wet Tapping                            |
|  |   | <input type="checkbox"/> Other _____                            |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20.00 = \$ \_\_\_\_\_

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