NEWWA BY THE NUMBERS

$3.9 B
In the United States, roughly $3.9 billion is spent on structure and equipment for drinking water and wastewater.

90%
NEWWA members represent nearly 90% of medium and large water suppliers in New England.

17.2 M
In the New England area, approximately 17.2 million people rely on ground and surface water sources.

3,000+
NEWWA has the largest regional drinking water conference in the United States, attracting over 3,000 attendees!

PRODUCTS AND SERVICES PROFILE
NEWWA media provides the number one source of water industry news in New England, and our readers are constantly in the market for products and services such as:

• Water main rehabilitation
• Water tanks
• Security products
• Automatic meter reading systems
• SCADA equipment
• Water utility software
• And more!

CONNECT WITH OVER 2,500 DRINKING WATER AND WASTE WATER SUPPLY PROFESSIONALS!
CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!

NEWWA MEDIA MENU:
THE JOURNAL OF THE NEW ENGLAND WATER WORKS ASSOCIATION

Net Advertising Rates

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

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$2,129.50</td>
<td>$1,979.50</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,979.50</td>
<td>$1,829.50</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,929.50</td>
<td>$1,779.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,529.50</td>
<td>$1,379.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$959.50</td>
<td>$839.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$619.50</td>
<td>$589.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$359.50</td>
<td>$329.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black-and-White Rates</th>
<th>2x</th>
<th>4x</th>
</tr>
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<tbody>
<tr>
<td>Full Page</td>
<td>$1,279.50</td>
<td>$1,159.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$739.50</td>
<td>$659.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$499.50</td>
<td>$419.50</td>
</tr>
<tr>
<td>Business Card</td>
<td>$289.50</td>
<td>$259.50</td>
</tr>
</tbody>
</table>

Digital Edition Branding Opportunities

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>Skyscraper</th>
<th>Sponsorship</th>
<th>Belly Band</th>
<th>Toolbar</th>
</tr>
</thead>
<tbody>
<tr>
<td>$770</td>
<td>$620</td>
<td>$520</td>
<td>$510</td>
<td>$310</td>
</tr>
</tbody>
</table>

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

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.
**MEMBERSHIP ROSTER AND REFERENCE MANUAL**

**Net Advertising Rates**
All rates include an Ad Link in the digital edition of the magazine.

<table>
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<tbody>
<tr>
<td>Double Page Spread</td>
<td>$4,139.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,669.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$3,439.50</td>
</tr>
<tr>
<td>Full Page Tab</td>
<td>$3,019.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,859.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,509.50</td>
</tr>
<tr>
<td>1/2 Page</td>
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<td>$1,659.50</td>
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<tr>
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<td>$1,249.50</td>
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For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
# THE JOURNAL OF THE NEW ENGLAND WATER WORKS ASSOCIATION
## 2019 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>FEATURES</th>
<th>PAPER SUBMITTAL DEADLINE</th>
<th>ISSUE MAILED TO MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2019</td>
<td>Distribution &amp; Storage.</td>
<td>January 2, 2019</td>
<td>March 15, 2019</td>
</tr>
<tr>
<td>June 2019</td>
<td>Treatment</td>
<td>April 1, 2019</td>
<td>June 14, 2019</td>
</tr>
<tr>
<td>September 2019</td>
<td>Supply/Groundwater/Water Resources.</td>
<td>July 1, 2019</td>
<td>September 13, 2019</td>
</tr>
<tr>
<td>December 2019</td>
<td>Management/Technology</td>
<td>October 1, 2019</td>
<td>December 13, 2019</td>
</tr>
</tbody>
</table>

*Editorial Calendar is tentative and subject to change.*
THE JOURNAL OF THE NEW ENGLAND WATER WORKS ASSOCIATION - DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

The Journal of the New England Water Works Association is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices.

The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- Page view: The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

**HTML5 Ad | $850**

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

**Digital Video Sponsorship | $750**

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

**Digital Insert / Outsert**

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Large Insert | $650**
- **Medium Insert | $500**

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For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
MEMBERSHIP ROSTER AND REFERENCE MANUAL - DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

In addition to print, Membership Roster and Reference Manual is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser’s website.

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

www.naylornetwork.com/new-nxt/

1 Large Toolbar | $310
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.

2 Skyscraper | $770
The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3 Belly Band | $520
The Belly Band is included on the front cover of the digital edition, making your company’s ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition’s back cover, wrapping your company’s message around the entire digital edition.

4 Leaderboard | $770
Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

5 Sponsorship | $460
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.

THE DIGITAL EDITION OF THE MEMBERSHIP ROSTER AND REFERENCE MANUAL HAS OVER 10,700 PAGE VIEWS!

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PRINT ADVERTISING SPECIFICATIONS

THE JOURNAL OF THE NEW ENGLAND WATER WORKS ASSOCIATION

Trim Size: 7" x 10"

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.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

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.

Specs for Outsert/Inserts

1 page / 1 surface: 8.375" x 10.875"
1 page / 2 Surface: 8.375" x 10.875"
2 Pg / 4 Surface: 8.375" x 10.875"
Postcards: 6" x 4.25"
Heavy Card Stock Insert: 8.25" x 10.75"
Postal flysheets: 8.5" x 11"

Digital Edition

For the latest online specs, please visit www.naylor.com/onlinespecs

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.

MEMBERSHIP ROSTER AND REFERENCE MANUAL

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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 to learn about upcoming association events, discover ways to maximize their NEWWA membership, and view the digital editions of NEWWA publications. Advertising on 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, www.newwa.org receives:

- More than 3,000 unique visitors per month
- Roughly 6,500 visits per month
- Over 17,200 page views per month

*Traffic numbers from 02/2018 to 07/2018

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