



**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)

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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 profession**, 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 region's largest association of water supply professionals!**

## 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.

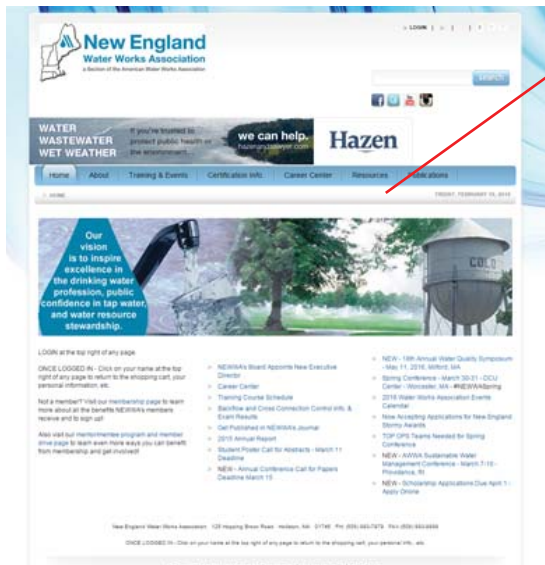
### Features of NEWWA website advertising:

- 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 2,690 unique visitors per month
- 5,400 visits per month
- 15,177 page views per month
- Average session duration: 2:38

\*Traffic numbers from 9/1/2017-1/31/2018



**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*

Your ad on NEWWA's Website will have a live link to your company's website or landing page. A great way to increase traffic to your site!

Online Specifications - For more information, visit:

[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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.

**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

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### 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

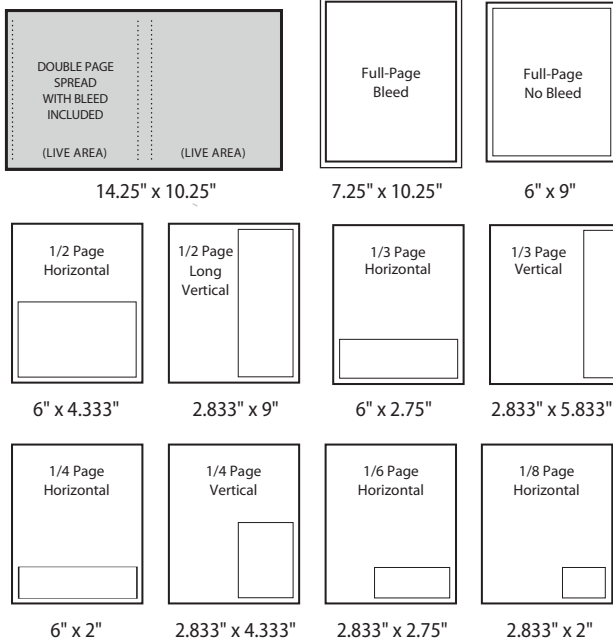
Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

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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

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**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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**Skyscraper** | \$750

**Sponsorship** | \$450

**Toolbar** | \$300

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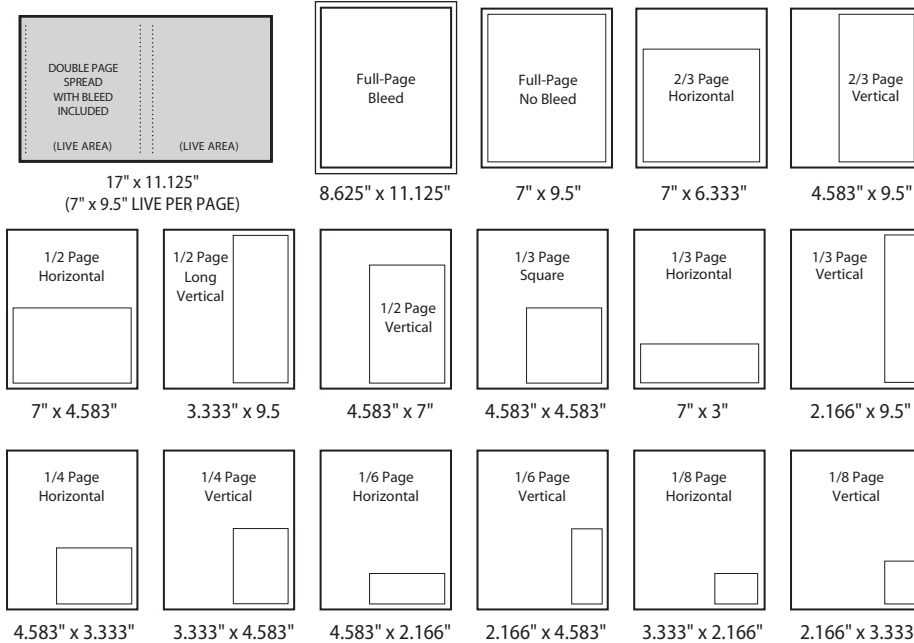
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## Print Advertising Specifications

**Directory Trim Size:** 8.375" x 10.875"



## Specs for Outsert/Inserts

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