



**Ontario**  
Water Works Association

a Section of the American Water Works Association

[www.owwa.com](http://www.owwa.com)

# OWWA & OWWEA

## 2018 Media Planner



CONTACT:

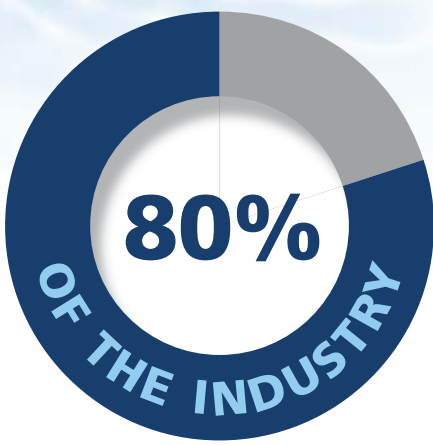
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A joint publication with



# Who We Are

The Ontario Water Works Association – a section of the AWWA – represents **80%** of the industry and is dedicated to protecting public health through the delivery of safe, sufficient and sustainable drinking water. We are a not-for-profit voluntary membership organization that is the voice of drinking water professionals in Ontario. OWWA has 1,400 members that represent research scientists, engineers, chemists, hydro geologists, managers, certified operators, and technicians employed by Ontario’s municipal water systems.



The Ontario Water Works Equipment Association consists of 125 member companies including manufacturers, suppliers, distributors, agents and contractors dedicated to serving the Ontario municipal water market.



**Ontario has some of the country’s strongest treatment, testing, operator training and public reporting standards.**

[ecojustice.ca/waterproof-3](http://ecojustice.ca/waterproof-3)



# Online Buyers' Guide



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## OWWA/OWWEA Online Buyer's Guide <http://owwa-owwea.officialbuyersguide.net>

The OWWA/OWWEA Online Buyers' Guide is a user-friendly forum designed to bring suppliers and purchasers together. Available whenever you need it, OWWA/OWWEA Online Buyer's Guide makes it easy to locate products and professional services geared to the water industry.

The purchase of any **Online Buyers' Guide** display ad comes with a **COMPLIMENTARY Premier Listing** – a minimum \$350 value!



### Curtain Ad– EXCLUSIVE POSITION

**Member \$2,500 | Non-Member \$3,000**

Exclusive position! Your ad will be showcased at the top of the website and when clicked on will expand for more content. Two files required: collapsed leaderboard and expanded billboard image. This position is run of site. (Leaderboard: 954 x 75 pixels, Billboard: 954 x 300 pixels)

### Banner Package

**Member \$2,250 | Non-Member \$2,700**

No matter what page of the *Online Buyers' Guide* visitors click on, your message will be prominently displayed! Your ad will rotate through both Leaderboards, as well as in the top two Rectangle Ad positions. Run-of-site. Only 5 banner packages are available. (Leaderboard: 728 x 90 pixels, Rectangle: 300 x 250 pixels)

### Category Rectangle (300 x 250 pixels)

**Member \$950 | Non-Member \$1,140**

The Category Rectangle appears in the third rectangle position on the right column of the category of your choice, as well as rotating through the home page, ensuring your message impacts those in the market for your specific products and services. Only 2 banners rotating per category.

### Product Showcase

**Member \$350 | Non-Member \$425**

The Product Showcase rotate through two positions on the home page, as well as on the Product Showcase page. This is the perfect opportunity to showcase your new product or service to our members.

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



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## Premier Listing Package

Member (includes unlimited categories) \$350

Non-Member (includes up to 5 free categories) \$425

Premier Listings are designed to offer heightened visibility within the *Online Buyers' Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. *Members receive unlimited free category listings. Non-Members receive five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

### Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- **Google site search:** to search your website from your Premier Listing



The purchase of any *Online Buyers' Guide* display ad comes with a **COMPLIMENTARY** Premier Listing – a minimum \$350 value!

## Maximize the impact of your Premier Listing with these upgrades!



### Guaranteed Position

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required—when visitors click on a product/service category on the home page of the *Online Buyers' Guide*, your company is the first that they see. *Includes Premier Listing upgrade.*

- Category Sponsor #1 | Member \$850 | Non-Member \$1,000
- Category Sponsor #2 | Member \$750 | Non-Member \$900
- Category Sponsor #3 | Member \$650 | Non-Member \$800



### Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

- Video | Member \$550 | Non-Member \$625

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.



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## Premier Listings versus Basic Listings



### Premier Listing includes:

- **Premium Placement Above Basic Listings**
- **Full-Color Company Logo**
- Company Name
- **Company Contacts**  
*-Up to five with separate title, email and phone number for each person*
- Full Mailing Address
- Phone Number
- Fax Number
- **Active Web link**
- Active Email
- **Active Facebook, Twitter and LinkedIn links**
- **"Forward to a Friend" Capability**
- **Product/Service Category Listings**  
*-Members receive unlimited categories*  
*-Non-Members receive five categories of your choice*  
*-Additional categories available for \$50 each*
- **Extended Company Profile**
- **Full-Color Product/Service Image**
- **Extended Product/Service Description**
- **Google™ Map It!**
- **Google™ Site Search**
- **Request for Information Feature**

### Upgrade Opportunities:

- **Category sponsorship**
- **Add a video to your listing**

### Basic Listing includes:

- Company Name
- Company Contact  
*-Limited to one person*
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing  
*-Assigned by association*



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## Premier Listings Checklist

Below is a checklist of all elements required in order to process your Premier Listing.

### Full-Color Company Logo

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

### Company Contacts - Up To Five

Please include **job title, phone number and email address**. All email addresses will be hyperlinked and active.

### Primary Contact for RFP Automator and Request for Information (OPTIONAL)

Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

### Company Description

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

### Website Activation

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

### Product/Service Categories

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. Non-members can purchase *additional category listings can be purchased for \$50 each.*

### Full-Color Product Image and Description

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

### Video Upgrade - Additional costs apply

Your video should run no longer than five minutes. We accept the following video formats: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), .mp4 (MPEG-4 Video File) .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File) and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.



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## Premier Listing Categories

Our *Online Buyers' Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

**Five free categories are included with your Premier Listing**, and additional categories are only \$50 each. *Bold terms are for grouping purposes only and are not available for selection.*

### Actuators

- Actuators - Electric
- Actuators - Manual
- Actuators - Pneumatic

### Arsenic

- Arsenic Removal
- Arsenic Treatment

### Automated Meter Reading Systems

- Automated Meter Reading Systems

### Automatic Flushing Devices

- Automatic Flushing Devices

### Backflow Prevention Devices

- Backflow Prevention Devices

### Castings

- Castings

### Chemicals & Products

- Chemical Feed Equipment
- Chemical feed Products
- Chemical Metering Pumps
- Chemicals
- Chlorine Dioxide
- Geospatial / Lidar Solution

### Coatings & Lining Systems

- Coatings & Lining Systems

### Communications

- Customer Information Systems / Utility Billing

### Conservation

- Conservation

### Construction Services

- Construction Services

### Consulting Engineers

- RTS Consulting - Automation

### Corrosion Control / Cathodic Protection

- Corrosion Control / Cathodic Protection

### Distribution & Distributors

- Distribution System Services
- PVC Fitting Distributor

### Engineering

- Engineering & Environmental Services
- Engineering Publications

### Equipment, Instruments, and Systems

- Analyzers
- Clarification Equipment
- Computer Hardware & Software
- Construction & Maintenance Equipment
- Control & Instrumentation
- Control Systems
- Disinfection Services & Equipment
- Equipment Distributors
- Fire Flow Testing & Flushing Equipment
- Gates
- Hot Taps
- Instrumentation & Calibration
- Instruments
- Laboratory & Field Testing Equipment
- Line Stops
- Mixing Systems
- Process Equipment
- Pumps
- Safety Equipment
- Scada Hardware

### Equipment, Instruments, and Systems (continued)

- Sealing
- System Integrators
- Treatment Plant Equipment
- Treatment Plant Systems
- Underground Support Systems
- UV & Solar Powered Equipment
- Well Systems & Equipment
- Wireless & Electronic Equipment

### Filter & Filtration

- Filter Media
- Filter Media Removal & Installation
- Filter Plant Equipment
- Filtration Systems

### Hydrant

- Hydrant Parts
- Hydrant Security
- Hydrants

### Manufacturers

- Manufacturers Sales Representatives
- PVC Fitting Manufacturer
- Truck Body Manufacturers

### Meters

- Meter Reading Systems
- Metering Systems - AMR/AMI
- Meters - Installation Services
- Meters - Water

*(Continued on next page)*

Five (5) free categories with any Premier Listing. Additional listings are \$50.00 each. No limit.

Additional Categories X \$50.00 = \$ \_\_\_\_\_

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



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## Premier Listing Categories (continued)

Our *Online Buyers' Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

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### Partner Agencies & Institutions

- Partner Agencies & Institutions

### Pipe

- Concrete Pressure
- Concrete Pressure Pipe & Fittings
- Copper
- Ductile Iron
- Fittings
- Freeze Protection
- Heat Tracing
- Insultated
- Joining Products
- Polyethylene
- Pre-Insulated
- PVC
- Repairs
- Steel
- Pipe & Cable Locating
- Pipe & Pipe Products
- Pipe & Valve Maintenance Tools
- Pipe Drilling & Tapping Equipment

### Precast Concrete

- Pipeline Inspection

### Remediation

- Remediation

### Services

- Hydro-Vac Services
- Intake Inspection
- Laboratory Analysis
- Lagoon Mixing & Aeration
- Leak Detection Services
- Locating - Watermain & Utilities
- Non-Destructive Excavating
- Process Controls & Automation
- Reservoir Inspection

### Tanks

- Tank Covers
- Tank Manufacturer
- Tanks - Bolted, Glass-Lined
- Tanks - Underground Storage
- Tanks - Wirewound Prestressed Concrete

### Training - Water Operations

- Training - Water Operations

### Tubing

- Tubing

### Water

- Distributor - Water / Waste Supplies
- Water & Waste Water Treatment Magazine
- Disinfection
- Sampling Stations
- Truck Fill Stations
- Watermain Fittings
- Watermain Renewal

### Utility

- Utility Buildings
- Utility Outsourcing

### Valves

- Air Release / Vacuum Break
- Butterfly
- Check
- Control
- Gate
- Live Inertions
- Plug
- Rehab Exercising

Five (5) free categories with any Premier Listing. Additional listings are \$50.00 each. No limit.

\_\_\_\_\_ **Additional Categories X \$50.00 = \$** \_\_\_\_\_

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