



Ontario
Water Works Association

a Section of the American Water Works Association

www.owwa.com

ONTARIO *pipeline* 2018 Media Planner



CONTACT:

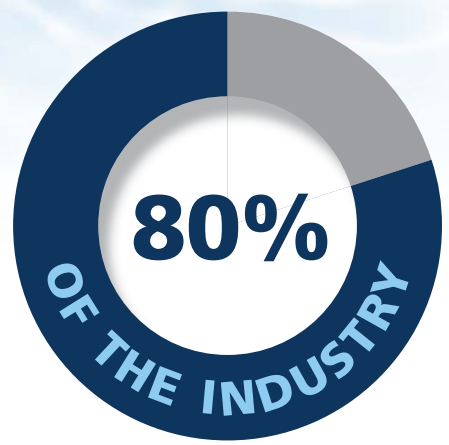
Angela Caroyannis
Project Manager
Naylor Association Solutions
(800) 665-2456 ext. 3625
acaroyannis@naylor.com

A joint publication with

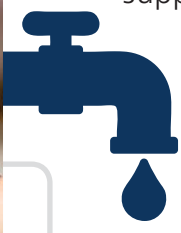


Who We Are

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 (OWWEA) consists of suppliers, manufacturers, distributors, agents, contractors and consultants that are dedicated to serving the Ontario municipal water market. Through the direction and strong support of its members, the OWWEA provides an important industry voice. Our members provide technical resources and procurement avenues for municipalities and providers of **SAFE DRINKING WATER.**



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

ONTARIO *pipeline*



Ontario Pipeline is the official joint publication of the Ontario Water Works Association (OWWA), Ontario Municipal Water Association (OMWA) and Ontario Water Works Equipment Association (OWWEA). The quarterly publication regularly features new technology, changes in regulatory standards, trends in the industry and activities of the associations and their members. Your message is delivered directly to 1,400 OWWA members and more than 2,500 engineering consultants, water system managers, hydrologists, government regulators, politicians and research scientists.

Unrivalled exposure

- Municipal spending in Ontario on water systems is approximately \$1 billion per year.
- We represent 80% of Ontario's drinking water industry.
- Our members are key decision-makers spending more than \$80 million annually on products and services.

Why partner with OWWA?

As a Section of the American Water Works Association (AWWA) – the world's largest organization of water supply professionals – OWWA conveys your message directly to those responsible for the delivery of safe, sustainable drinking water.

We represent
80% of the
drinking water
industry

ONTARIO *pipeline*

2018 OWWA Pipeline Schedule

| Edition | Edition | Feature Articles | Deadline |
|---------|---|--|------------------|
| Spring | Pre-Conference & Social Media | <ul style="list-style-type: none"> • PR & Communications in Drinking Water Industry • How to handle a social media crisis/best practices for social media in the workplace • Water Operations: Security of Supply – Monitoring Power Status of Remote Water Facilities • Managing Life Cycle Costs 1 of 4: Quality Control – money lost due to improper installation • Additional copies of this issue are made available at the 2018 Ontario's Water Conference & Trade Show | January 29, 2018 |
| Summer | Post-Conference | <ul style="list-style-type: none"> • Conference Recap • Award Winners • Managing Life Cycle Costs 2 of 4: Infrastructure Repair/ Replacement Costs | May 15, 2018 |
| Fall | Standards & How to Use Them | <ul style="list-style-type: none"> • Co-operation among municipalities to share standards • Making Standards Relevant • Managing Life Cycle Costs 3 of 4: Improving Inspections or Tendering Process Best Practices – who's doing it right? | August 15, 2018 |
| Winter | Water Reuse / Ontario Pipeline: Past & Future | <ul style="list-style-type: none"> • Water Reuse / Ontario Pipeline: Past & Future • AWWA's Water Reuse Standard • Grey water recycling - Industrial & Commercial • Managing Life Cycle Costs 4 of 4: Pro-active maintenance strategies | October 24, 2018 |

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Advertising Rates

Net Full Colour Rates

| Ad Size | 1x | 2x / 3x | 4x |
|--------------------------------------|------------|------------|------------|
| Double Page Spread | \$4,069.50 | \$3,869.50 | \$3,659.50 |
| Outside Back Cover | \$3,629.50 | \$3,489.50 | \$3,349.50 |
| Inside Front Cover/Inside Back Cover | \$3,389.50 | \$3,249.50 | \$3,109.50 |
| Full Page | \$2,829.50 | \$2,689.50 | \$2,549.50 |
| 1/2 Page | \$1,779.50 | \$1,689.50 | \$1,599.50 |
| 1/3 Page | \$1,459.50 | \$1,389.50 | \$1,309.50 |
| 1/4 Page | \$1,159.50 | \$1,099.50 | \$1,039.50 |
| 1/6 Page | \$849.50 | \$809.50 | \$759.50 |
| 1/8 Page | \$749.50 | \$709.50 | \$669.50 |

Net Black and White Rates

| Ad Size | 1x | 2x / 3x | 4x |
|----------|------------|------------|------------|
| 1/2 Page | \$1,369.50 | \$1,299.50 | \$1,229.50 |
| 1/3 Page | \$1,039.50 | \$989.50 | \$939.50 |
| 1/4 Page | \$789.50 | \$749.50 | \$709.50 |
| 1/6 Page | \$629.50 | \$599.50 | \$569.50 |
| 1/8 Page | \$479.50 | \$459.50 | \$429.50 |

Digital Rates

| Ad Size | |
|--------------------------|-------|
| Skyscraper | \$825 |
| Leaderboard | \$825 |
| Sponsorship with Toolbar | \$425 |
| Belly Band | \$425 |

Outsert Rates

| Ad Size | Print Only | Print & Digital |
|------------|------------|-----------------|
| 1pg/2sided | \$1,999.50 | \$2,149.50 |
| 2pg/4sided | \$2,499.50 | \$2,699.50 |
| Postcard | \$1,999.50 | \$2,149.50 |

All display advertising rates include a listing in the Advertiser.com section.

Online Specifications - For more information, visit: 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.

ONTARIO Pipeline digital edition

In addition to print, the *Ontario Pipeline* is 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 company's website.

Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice.
- Increase traffic to your website.
- Interact with viewers to facilitate the buying process.
- Generate an immediate response from customers.

With the digital edition, readers can:

- View each page as it appears in print.
- Bookmark and insert notes.
- Perform a keyword search of the entire directory.
- Navigate and turn pages with one click.
- Email articles of interest to colleagues.
- Read the directory online or download it for later.
- Click on ads to go directly to the advertiser's website.



The opportunities below are exclusive positions that will be awarded on a first-come, first-served basis.

Digital Edition Sponsorship and Toolbar Bundle

Your message will be prominently displayed directly across from the cover of the publication. Your company name is also displayed on the toolbar, found in the top of every page next to frequently used navigational icons.

\$425



Digital Edition Leaderboard

The Leaderboard ad is located at the top of our digital edition and displayed the entire time the magazine is viewed online.

\$825

Digital Edition Skyscraper

The Skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

\$825

Digital Edition Belly Band

Attach your direct-mail piece or belly band to the digital publication. Recipients have to click the ad to gain access to the digital edition.

\$425

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

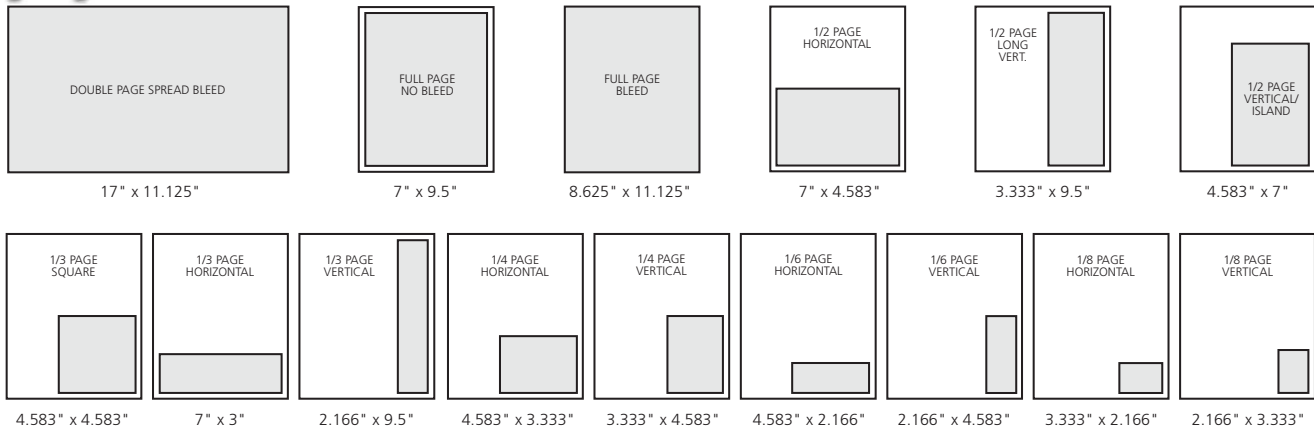
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Ontario's leading resource on safe drinking waterSM

Advertising Specs

ONTARIO
pipeline

Magazine Trim Size: 8.375" x 10.875"



DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

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.

Artwork Requirements

All digital colour 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 colour 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 colour 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 and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Advertiser indemnifies Naylor (Canada), Inc. and the Association against losses or liabilities arising from this advertising. Naylor (Canada), Inc. 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 (Canada), Inc. 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).



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Ontario Pipeline

Direct-Mail Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which the *OWWA Sourcebook* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

Net Rates

| Surfaces | Print Rates | Print & Digital Rates |
|------------------------|-------------------------------------|-------------------------------------|
| 1 page (2 surfaces) | <input type="checkbox"/> \$1,999.50 | <input type="checkbox"/> \$2,149.50 |
| 2 pages (4 surfaces)** | <input type="checkbox"/> \$2,499.50 | <input type="checkbox"/> \$2,699.50 |
| Postcard | <input type="checkbox"/> \$1,999.50 | <input type="checkbox"/> \$2,149.50 |

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

**3 pages (6 surfaces) or more available; quotes supplied upon request.

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.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

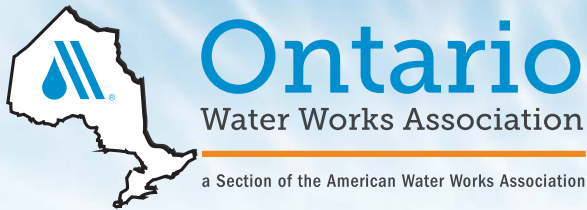
I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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). (OWW-Q0418)

Please sign and return to:





Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with OWWA 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 OWWA.

Aclarus Ozone Water Systems
 Advanced Valve Technologies
 AECOM Canada Ltd.
 Alberici Constructors Ltd.
 Anthrafilter Media
 Associated Engineering Group Ltd.
 AVIVE Water Treatment Solutions
 AWI
 B. M. Ross and Associates Ltd.
 Black & Veatch
 C&M Environmental Technologies Inc.
 Carson's Plumbing Supplies
 Carswell, a Thomson Reuters Business
 Chemline Plastics Ltd.
 Concord Supply
 Corix Water Products Limited Partnership
 Corrosion Service Co. Ltd.
 Denso North America Inc.
 Devine & Associates Ltd.
 Diamond Plastics Corporation
 DN Tanks
 Eagle Microsystems
 Easily Moved Equipment Inc.
 EMCO Waterworks Corporation
 Engineering Performance Solutions
 Eramosa Engineering
 Evans Utility & Municipal Products Supply Ltd.
 Fer-Pal Construction
 Fleming College - (Peterborough)
 Forterra
 Gamsby and Mannerow Ltd.
 GE Water & Process Technologies
 Greatario Engineered Storage Systems
 H2Flow Equipment Inc.
 Hach Company
 HM Pipe Products Inc.
 Hydra-Stop
 Indachem Inc.
 International Water Supply Ltd.
 Interprovincial Corrosion Control Co. Ltd.
 IPEX Inc.
 Itron
 J.L. Richards & Associates Ltd.
 Krausz USA
 KTI Limited
 Landmark Structures
 Lotowater Technical Services
 MSU Mississauga Ltd.
 Mueller Canada
 Neptune Technology Group
 Ontario Clean Water Agency
 Ontario Construction Secretariat
 Pacific Coast Flange Inc.
 Parsons Inc.
 PPG Architectural Coatings Canada
 Pro Aqua Inc.
 ProComSol Ltd.
 R.V. Anderson Associates Ltd.
 Rehau
 Robinson Consultants Inc.
 SAF-T-FLO Chemical Injection
 SanEcoTec Ltd.
 Schneider Electric
 Schwing Bioset Inc.
 Tarpon Contracting & Restoration
 Total Piping Solutions Inc.
 Total Piping Solutions Inc.
 Trenchless Utility Equipment
 Underground Specialties Inc.
 Wachs Canada Ltd.
 Walkerton Clean Water Centre
 Wilcox Bodies Ltd.
 Wolseley Waterworks Group
 XCG Consultants Ltd.
 Xylem Inc.
 York Region/Region of Peel and Landscape Ontario
 Zurn Industries

Advertisorial Opportunity

Advertisorials are paid advertising messages that allow you to include a heading and editorial that describes your products or service, and your company's contact information. Your advertorial will be placed next to your ad to draw attention to your company. Please send no more than 750 words of text, and submit the copy in a word file.

Net Rates:

1. Select from the following options:

- 1 x Rate:** Full-page, Full-Colour Advertiser: **\$2,829.50**
- 2 - 3 x Rate:** Full-page, Full-Colour Advertiser: **\$2,689.50**
- 4 x Rate:** Full-page, Full-Colour Advertiser: **\$2,549.50**



2. Choose the issue(s) in which you would like your ad to run:

- Winter 2018 (OWW-Q0418)
- Summer 2019 (OWW-Q0219)
- Spring 2019 (OWW-Q0119)
- Winter 2019 (OWW-Q0319)

3. Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ TOTAL PRICE

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.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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). (OWW-Q0418)

Please sign and return to: