



www.owwa.com
www.owwea.ca

OWWA & OWWEA

2018 Media Planner

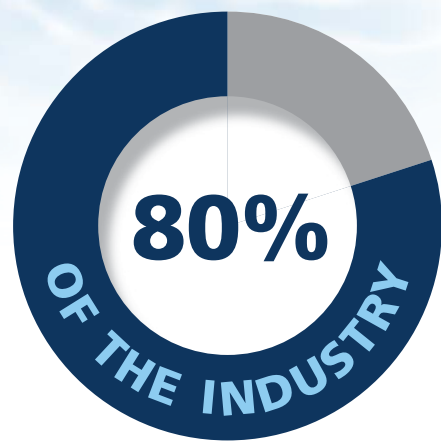


CONTACT:

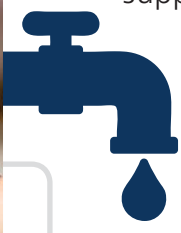
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Who We Are

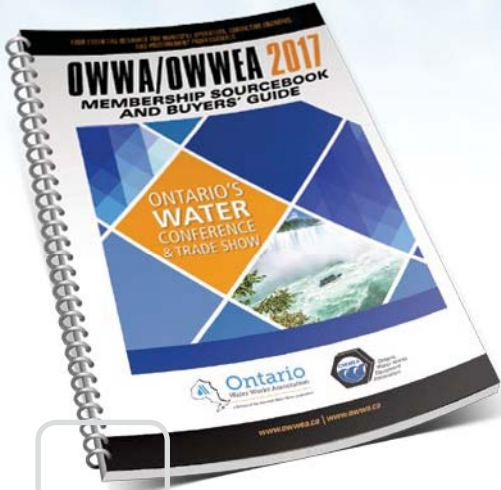
The Ontario Water Works Association – a section of the AWWA – represents **80%** of the industry and is dedicated to protecting public health through the delivery of safe, sufficient and sustainable drinking water. We are a not-for-profit voluntary membership organization that is the voice of drinking 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.



OWWA & OWWEA

Membership Sourcebook and Buyers' Guide

OWWA & OWWEA Membership Sourcebook and Buyers' Guide is the annual publication of the Ontario Water Works Association (OWWA) and Ontario Water Works Equipment Association (OWWEA). The publication serves as a comprehensive purchasing tool for water industry professionals, providing your ad with exposure to decision-makers throughout the purchasing process, including:

- Chemists
- Engineers
- Hydrologists
- Managers and technicians employed by Ontario's municipal system
- 1,400 OWWA members
- Research scientists

Our trusted resource is referenced throughout the year – one advertising investment provides you with long-term results.

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

OWWA & OWWEA

Membership Sourcebook and Buyers' Guide

Advertising Rates

Net Full Colour

Ad Size

Double Page Spread	\$3,659.50
Outside Back Cover	\$3,339.50
Inside Front Cover/Inside Back Cover	\$3,099.50
Full Page	\$2,539.50
1/2 Page	\$1,609.50
1/3 Page	\$1,319.50
1/4 Page	\$1,049.50
1/6 Page	\$769.50
1/8 Page	\$679.50

Net Black and White Rates

Ad Size

1/2 Page	\$1,239.50
1/3 Page	\$939.50
1/4 Page	\$709.50
1/6 Page	\$569.50
1/8 Page	\$429.50

Outsert Rates:

Ad Size

1pg/2sided	\$1,499.50
2pg/4sided	\$1,999.50
Postcard	\$1,499.50

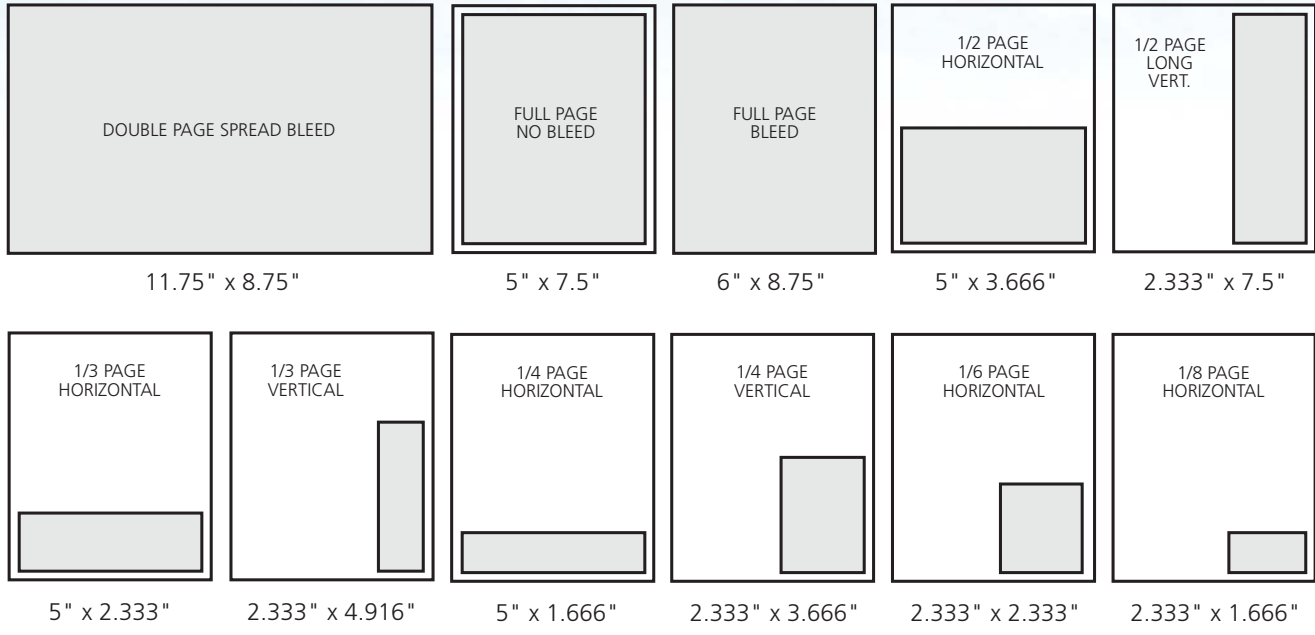
All display advertising rates include a listing in the Advertiser.com section.

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.

Advertising Specs

OWWA & OWWEA

Membership Sourcebook and Buyers' Guide



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."

Roster Trim Size: 5.75" x 8.5"

DPS Live Area: 10.75" x 7.75"

Full-Page Live Area: 5" x 7.75"

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.

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).