

CANADIAN WATER AND WASTEWATER ASSOCIATION MEDIA GUIDE

Water Source Magazine
Membership Directory
Water Source eBulletin
Website Sales

FOR MORE INFORMATION, PLEASE CONTACT:

THE CWWA ADVANTAGE

We represent the common interests of Canada's municipal water and wastewater systems to federal and interprovincial bodies.

Founded in 1986, we are the voice on water and wastewater issues.

Our members include:

- Directors of public works/environmental services
- Employees in Canada's municipal utilities
- Middle to senior managers
- Town Managers
- City Engineers
- CEOs and CAOs
- Executive Directors
- Senior Government Policy Makers

BY THE NUMBERS*

\$13.8B

The water and wastewater sector in Canada is worth an estimated **\$13.8 billion** and is growing every year.

70%

CWWA members represent over **70% of the municipal water and wastewater services** provided in Canada.

\$10B

Our members **spend over \$10 billion** annually on products and services such as: data management, treatment and technology products, and more..

Let us customize an advertising program that fits your budget. Contact your Naylor representative today!

* Source: IBISWorld Industry Reports 22131CA and 22132



Water Source Magazine



Membership Directory



CWWA.CA Website Sales



CWWA Water Source eBulletin

WATER SOURCE MAGAZINE MEMBERSHIP DIRECTORY

Net Advertising Rates

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

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

Full-Color Rates	1x	2x	3x
Double Page Spread	\$3,499.50	\$3,319.50	\$3,149.50
Outside Back Cover	\$2,729.50	\$2,609.50	\$2,489.50
Inside Front or Inside Back Cover	\$2,579.50	\$2,459.50	\$2,339.50
Full Page	\$2,379.50	\$2,259.50	\$2,139.50
1/2 Page	\$1,799.50	\$1,709.50	\$1,619.50
1/3 Page	\$1,529.50	\$1,449.50	\$1,379.50
1/4 Page	\$1,099.50	\$1,039.50	\$989.50
1/8 Page	\$699.50	\$659.50	\$629.50

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.

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

Digital Edition Branding Opportunities

All 3 Digital Positions | \$1,100

Skyscraper | \$750

Sponsorship | \$450

Large Toolbar | \$300

Member Listing Enhancement

2019 Membership Directory



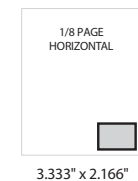
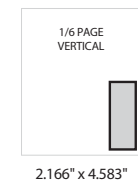
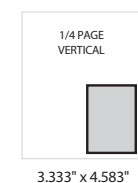
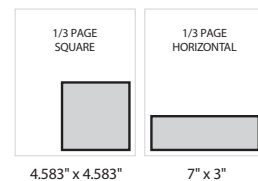
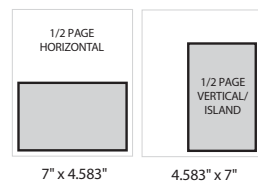
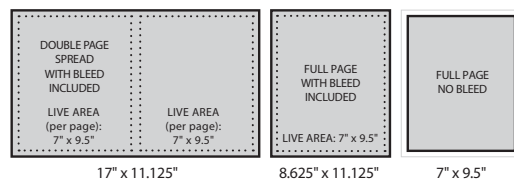
Draw attention to your business by adding your full color or black-and-white logo to your listing in the *Membership Directory*. Your logo will increase awareness of your brand and make your listing stand out.

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. Rates as of December 2018.

PRINT ADVERTISING SPECIFICATIONS

WATER SOURCE MAGAZINE MEMBERSHIP DIRECTORY

Magazine/Directory Trim Size: 8.375" x 10.875"



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 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

Production Services, 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 / 2 surface: 8.375" x 10.875"
2 Page / 4 surface: 8.375" x 10.875"
Postcards: 6" x 4.25"

Digital Edition

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

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.

WATER SOURCE MAGAZINE DIGITAL EDITION

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
- Members and readers receive each issue via email and each new issue is posted on CWWA's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, *Water Source* 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.



1 Skyscraper | \$750

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

2 Digital Sponsorship* | \$450

Your message will be prominently displayed directly across from the cover of the magazine.

3 Large Toolbar | \$300

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.

All 3 Digital Positions | \$1,100

Be the exclusive digital advertiser in the online version of the magazine and take advantage of our bundled discounted rate for all three digital positions.

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

WATER SOURCE MAGAZINE MEMBERSHIP DIRECTORY

INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|---|--|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Groundwater Supply | <input type="checkbox"/> Rate Studies |
| <input type="checkbox"/> Analyzers | <input type="checkbox"/> Hydrants | <input type="checkbox"/> Safety EquipmentCategory 1 |
| <input type="checkbox"/> Backflow Prevention Devices | <input type="checkbox"/> Hydrants & Accessories | <input type="checkbox"/> SCADA Systems |
| <input type="checkbox"/> Chemical Supplies | <input type="checkbox"/> Hydrogeology | <input type="checkbox"/> Separations Equipment |
| <input type="checkbox"/> Coating & Linings | <input type="checkbox"/> Industrial Sands | <input type="checkbox"/> Services |
| <input type="checkbox"/> Confined Space Entry Equipment | <input type="checkbox"/> Instrumentation & Controls | <input type="checkbox"/> Software |
| <input type="checkbox"/> Confined Space Supplies | <input type="checkbox"/> Laboratory | <input type="checkbox"/> Systems Integration DSC SCADA |
| <input type="checkbox"/> Construction Equipment | <input type="checkbox"/> Leak-Detection Equipment | <input type="checkbox"/> Tank Systems |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Tanks, Prestressed Concrete |
| <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Management Services | <input type="checkbox"/> Tanks, Steel |
| <input type="checkbox"/> Contract Operators | <input type="checkbox"/> Meter & Backflow Services | <input type="checkbox"/> Valve Accessories |
| <input type="checkbox"/> Contractors | <input type="checkbox"/> Meter Accessories | <input type="checkbox"/> Valve Repair |
| <input type="checkbox"/> Corrosion Control | <input type="checkbox"/> Meter Testers Operation & Maintenance Services | <input type="checkbox"/> Valves |
| <input type="checkbox"/> Depreciation Studies/Valuations | <input type="checkbox"/> Meters | <input type="checkbox"/> Video Pipe Inspection |
| <input type="checkbox"/> Design/Build Services | <input type="checkbox"/> Pipe Cleaning & Lining | <input type="checkbox"/> Water Service Connections |
| <input type="checkbox"/> Drilling/Pump Services | <input type="checkbox"/> Pipe Fittings | <input type="checkbox"/> Water Storage |
| <input type="checkbox"/> Enclosures for Fluid Devices | <input type="checkbox"/> Pipe Joint Restraint | <input type="checkbox"/> Water Supply & Treatment |
| <input type="checkbox"/> Engineering Services | <input type="checkbox"/> Pipe, Ductile Iron | <input type="checkbox"/> Water Treatment Equipment |
| <input type="checkbox"/> Environmental Permitting | <input type="checkbox"/> Pipeline Products & Services | <input type="checkbox"/> Well Construction |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Pumps, Construction | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Geographic Information SystemsCategory 1 | <input type="checkbox"/> Radio Telemetry Equipment | <input type="checkbox"/> _____ |
| | | <input type="checkbox"/> _____ |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____

WATER SOURCE MAGAZINE MEMBERSHIP DIRECTORY

PAST ADVERTISERS

Our publication is made possible through advertiser support. We appreciate the investment that our advertisers make with the Canadian Water and Wastewater Association and strongly encourage our members to do business with vendors who support our association. Members know that they can confidently select the quality products and services featured within the official resources of CWAA.

American Water Works Association

Aquatera Utilities Inc.

Assiniboine Injections, Ltd.

Biomaxx Wastewater Solutions

Blue-White Industries

Canada Tank Solutions Inc

Canada's Ecofiscal Commission

CBCL Ltd.

Chemline Plastics Limited

Dillon Consulting Limited

du Alaska Incorporated

Fabco Plastics Ltd.

Faculty of Applied Science/ University of BC

Fleming College - (Peterborough)

FloTech Pump

Flygt Dewatering

Grande Water Management Systems

H2Flow Equipment Inc.

HATCH Corporation

Heat-Line

Hoskin Scientific Ltd.

Hungerford & Terry

HydroFlow Canada

Hydromantis, Inc.

IPEX Inc.

J L Richards & Associates Limited

Johlin Measurement Ltd.

Kerr Wood Leidal Associates Limited

KGS Group

Lystek International Inc.

NETZSCH Canada, Inc.

Parsons Inc.

PINTER & Associates Ltd.

PPG Architectural Coatings Canada

Remote Group

Robinson Consultants Inc.

Rotork Controls (Canada) Ltd.

SEW-Eurodrive Co. of Canada Ltd.

Simple Solutions Distributing, LLC

Tuf-Lok International

Xylem Inc.

WWW.CWWA.CA WEBSITE

Advertising on the Canadian Water and Wastewater Association Website – www.cwwa.ca

Advertising on the Canadian Water and Wastewater Association website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.cwwa.ca to learn about upcoming association events, discover ways to maximize their CWWA membership, view the latest issues of *Water Source* digital edition and much more. Advertising on www.cwwa.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of water and wastewater professionals.

Features of CWWA website advertising:

- Cross-promoted in other CWWA 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.cwwa.ca receives:

- More than 1,260 unique visitors per month
- 3,601 page views per month
- Over 1,700 visits per month

*Traffic numbers from October 2017 - September 2018



1 LEADERBOARD (780 X 90 pixels)

- 12 months | \$2,225
- 6 months | \$1,225
- 3 months | \$675

This opportunity gives you run-of-site exposure with a total of 5 advertisers in rotations.

****CWWA members receive 5% off advertising rates**

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CWWA WATER SOURCE eBULLETIN

WWW.NAYLORNETWORK.COM/CWW-NWL

Now more than ever, professionals consume information on the go. Our CWWA Water Source eBulletin allows members to stay informed about timely industry topics and association news whether they are in the office or on the road. Distributed in both English and French.

Enjoy the benefits of a targeted eBulletin:

- Delivers your message directly to the inbox of 2,600 decision-makers 12 times a year
- In addition to CWWA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CWWA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



1



2



1 Sponsored Content (180 x 150 pixels)

12 Months | \$2,475

- EXCLUSIVE POSITION - Only one spot available
- Client supplies 3-5 words for the header and 30-50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

2 Rectangles (300 x 250 pixels)

12 Months | \$2,225

- Only six spots available – NO ROTATION
- Located between popular sections of the eBulletin

Distributed every month in both French and English.

Sections include:

- Member News
- Industry News
- Upcoming Events

**** CWWA members receive 5% off advertising rates.**

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

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Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.