American Water Works Association

Sourcebook

Exclusive access to the largest organization of water professionals in the world
About the Association

Established in 1881, the American Water Works Association is the largest nonprofit, scientific and educational association dedicated to managing and treating water, the world’s most important resource. With approximately 50,000 members, AWWA provides solutions to improve public health, protect the environment, strengthen the economy and enhance our quality of life. Dedicated to the world’s most important resource, AWWA sets the standard for water knowledge, management and informed public policy.

We are the world's largest organization of water supply professionals.
WHY PARTNER WITH AWWA

- Our membership includes more than 50,000 individuals at nearly 4,700 utilities. Overall, AWWA members supply water to roughly 180 million people in North America.

- Over the next 25 years, over $1 trillion will need to be spent restoring and expanding existing water systems.*

- Your message reaches key decision makers from across the water community who hold genuine interest in water supply and public health including:

  - Design and Engineering/Managerial and Non-Managerial 25%
  - Management/Non-Engineering 22%
  - Executive 20%
  - Operations 14%
  - Other 10%
  - Scientific/Non-Managerial 4%
  - Marketing and Sales/Non-Managerial 3%
  - Professorial 2%

*Source: AWWA Buried No Longer Report

What our advertisers are saying:

Olin Chlor Alkali’s ad has been in the AWWA Sourcebook for several years now, and we’ve found it to be one of our most effective advertising placements. The Sourcebook reaches the audience we need—water industry consultants and managers and purchasing agents for water and wastewater treatment chemicals such as chlorine, caustic soda and bleach. We are delighted to be part of the print and online editions of the Sourcebook.

Ken Morgan, Director-Bleach, Olin Chlor Alkali Products
Sourcebook will be distributed to more than 50,000 water professionals representing nearly 4,700 utilities throughout North America. Sourcebook will again serve as the comprehensive guide to industry-related product and service providers. AWWA offers members categorized listings of suppliers and consultants whose areas of expertise include supply, treatment and administration processes.

Additional copies of Sourcebook will be distributed at several major water industry conferences sponsored by AWWA and displayed by AWWA staff attending international meetings, exhibits and conferences.
## Sourcebook NET RATES

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<thead>
<tr>
<th>SIZE</th>
<th>BLACK AND WHITE</th>
<th>FULL-COLOR</th>
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<tr>
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<td>$9,049.50</td>
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<td>Inside Front or Inside Back Cover</td>
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<td>$3,769.50</td>
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</tbody>
</table>
| 1/4 Page                  | $2,149.50             | $3,129.50             

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 January 2019)

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 RATES

Product Spotlight: **$1,029.50** per listing

**Product Spotlight listings are paid advertising and will appear in the Product Spotlight section in Sourcebook.**

Each listing will appear under the category of your choice and will include company name and full contact information, along with a photo and description of your product. You may also include a logo. Ask your Naylor account executive for more information.

Guide to Suppliers/Guide to Consultants

**Listings will appear in the designated Water Supplier, Wastewater Supplier and Consultant sections in Sourcebook.** Each listing, placed under the category of your choice, will include company name and full contact information. Enhance your visibility by adding a full-color or black and white company logo along with a description of your products and/or services. *For print, AWWA members receive a 5% discount off all net rates.*

- 50-word standard listing: **$459.50**
- 100-word standard listing: **$649.50**
- 50-word listing with black and white logo: **$649.50**
- 100-word listing with black and white logo: **$819.50**
- 50-word listing with full-color logo: **$839.50**
- 100-word listing with full-color logo: **$1,029.50**

**Additional listings purchased using the same logo will be 50% off the normal 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.
**Sourcebook**

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

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<th>2/3 Page Vertical</th>
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<th>1/2 Page Long Vertical</th>
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</tbody>
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**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.

**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.

**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 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."
SOURCEBOOK ONLINE

Sourcebook Online is a user-friendly forum designed to bring producers and end users together. Available 24 hours a day, 365 days a year, the interactive Sourcebook Online makes it easy to locate products and professional services geared to water supply professionals.

With hyperlinks, multiple search capabilities and rich search results, our Sourcebook Online is designed to drive the purchasing process and bring customers to your site with just a few clicks of the mouse.

On average, Sourcebook Online receives:
- 856 visits/month
- 726 unique visitors/month
- 3,165 page views/month
- 3.69 page views/visit

*Website statistics based from Jan 1, 2018 - Jan 1, 2019*
ADVERTISING RATES

SOURCEBOOK ONLINE

Curtain Ad
$3,750 includes a complimentary premier listing ($700 value!)
**EXCLUSIVE POSITION**
Leaderboard: 954 x 75 pixels
Billboard: 954 X 75 pixels

Leaderboard Package
$3,245 includes a complimentary premier listing ($700 value!)
8 total rotations (run of site)
728 x 90 pixels

Featured Company
$1,630 includes a complimentary premier listing ($700 value!)
16 total rotations (run of site)
300 x 180 pixels

Rectangle Banner Package
$3,245 includes a complimentary premier listing ($700 value!)
8 total rotations (run of site)
300 x 250 pixels

Super Category Rectangle
$2,135 includes a complimentary premier listing ($700 value!)
2 rotations per super category
300 x 250 pixels

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 RATES

Premier Listing Package
Premier listings offer heightened visibility within the Sourcebook Online. Premier listings appear on a first-come, first-listed basis on top of all basic listings, ensuring they are seen first. Premier listings contain all basic information, including company name, address, phone and fax.

Includes 10 product/service category listings of your choice. Additional category listings are $50 each.

PREMIER LISTING FEATURES:
- Full-color company logo
- Active website, Facebook, Twitter and LinkedIn links, email address and up to five detailed contacts
- Extended company profile and products and services listing
- Full-color product image and description — can be hyperlinked to any Web page of your choice
- Google™ Map It! — displays a Google™ map of your business location
- Google™ custom search — allows users to search your company website directly from your Premier Listing
- Request for Information — generates a form through which users can contact a designated representative from your business directly

PRICE: $735

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.

UPGRADE: $200

Basic Listing Enhancement - MEMBERS ONLY
All AWWA members receive a free basic listing that includes company name, address, phone, website link and email. This listing appears under 10 product/service categories.

Our cost-effective Basic Listing Enhancement allows you to add a 100-word profile to your Sourcebook Online information. The profile will be included with all 10 product/service category listings.

PRICE: $515

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.
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
  - Includes 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
- Request for Proposal Enabled

**Upgrade Opportunities:**
- Category sponsorship
- Add a video to your listing

**BASIC LISTING INCLUDES:**
- Company Name
- Full Mailing Address
- Phone Number
- Fax Number
- Product/Service Category Listing
  - Limited to two categories
  - Assigned by association
ONLINE SPECIFICATIONS

SOURCEBOOK ONLINE

For more information, visit www.naylor.com/onlinespecs

Leaderboard
- 728 x 90 pixels
- JPG or GIF accepted
- File size must be no greater than 100 KB
- Animation no longer than 25 seconds (including multiple loops)

Rectangle Banner/Super Category Rectangle
- 300 x 250 pixels
- JPG or GIF accepted
- File size must be no greater than 100 KB
- Animation no longer than 25 seconds (including multiple loops)

Premier Listing
- **Logo**: 240 x 120 pixels. JPG only
- **Product Picture**: 240 x 240 pixels; JPG or GIF accepted; Animation no longer than 25 seconds (including multiple loops); File size must be no greater than 100 KB
- **Video File**: FLV (all movie formats accepted as long as they can be converted to Flash Video Files); Movie duration: up to 5 minutes in length; Max file size 50 MB

Featured Companies (logo & text)
- 120 x 60 pixels for rectangular or wider logos
- 120 x 120 pixels for taller logos
- JPG or GIF accepted
- Max file size 100KB
- Max work count: 30 words

Curtain Ad
- Two files required, collapsed leaderboard and expanded billboard image
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- **Leaderboard**: 954 x 75 pixels
- **Billboard**: 954 x 300 pixels
- **Creative accepted**: JPG only (no animation)
- **Third Party Tags**: Not Accepted. However URL click trackers are acceptable

*General Animation Guidelines:*
- All fonts, images and support animation files should be embedded within the animation.
- Bitmaps should have "smoothing enabled" for best pixel quality
- To avoid transparency issues with web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the Flash animation.
- Infinite loop is not allowed. Please add a stop action after 3-4 loops. If animations are set to infinite loop, a stop action will be added.
BUYERS’ RESOURCE GUIDE
IN PRINT & ONLINE!

SHOWCASE YOUR PRODUCTS/SERVICES TO THOUSANDS OF BUYERS EVERY DAY

Buyers’ Resource Guide is featured in each month’s Journal - American Water Works Association print and online.

We promote the Buyers’ Resource Guide:
• Bonus distribution at ACE19, WEFTEC and seven AWWA specialty conferences
• Social media posts featuring the Buyers’ Resource Guide
• Dedicated quarterly emails to the AWWA database

Act now to Secure your space!
American Water Works Association

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