



American Water Works Association
Pacific Northwest Section

WATER *matters*

The Official Magazine of the
Pacific Northwest Section – AWWA

2016
MEDIA KIT

Looking to reach **WATER**
PROFESSIONALS

throughout Washington, Oregon & Idaho?

**WATER MATTERS HAS A CONTROLLED
CIRCULATION OF 3,000 WITH A PASS-
ALONG READERSHIP OF OVER 9,000***

This highly qualified audience is made up of key decision makers with buying authority and influence – the CORE of your market. All copies of each issue are individually addressed to qualified decision makers whose positions include:

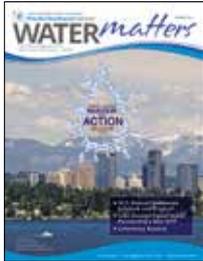
- Treatment plant operators and managers
- Scientists
- Environmentalists
- Contractors
- Consultants
- Manufacturers
- Distributors
- Regulators
- Municipal Officials
- Suppliers

*Based on statistical research, on average, specialized business publications have pass-along readership 3x greater than people per copy.

EXTRA EXPOSURE ON THE WEB! Ads booked in *Water Matters* appear online – **FREE!**

Reach your target market at key times

Water Matters magazine reaches key players in this multi-million-dollar market at four strategic times throughout the year, including a spring issue that is the **Official Show Guide to PNWS's Annual Conference & Trade Show**, and a winter issue that includes the **Section Directory & Buyers' Guide**.



SPRING 2016:

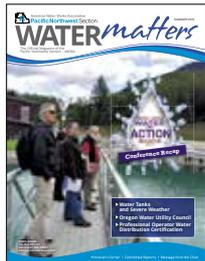
Space Closing: Mid February
Distribution: Early March

- Official Show Guide to PNWS's Annual Conference & Trade Show Boise, ID; May 4-6



FALL 2016:

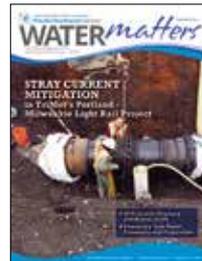
Space Closing: Early September
Distribution: Early October



SUMMER 2016:

Space Closing: Early June
Distribution: Early July

- Conference recap issue



WINTER 2016:

Space Closing: Late November
Distribution: Early January 2015

- Section Directory & Buyers' Guide (includes free listing)

* Covers subject to change.

Full Color Advertising Rates **Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!*

As the official membership publication of the Pacific Northwest Section of the AWWA, *Water Matters* is committed to providing a strong and informative voice in all matters pertaining to the exchange of water quality knowledge and experiences among its members and the public and to foster a greater awareness of water quality achievements and challenges throughout Washington, Oregon and Idaho.

	1 Time Rate	4 Time Rate	Online Magazine*
OBC	\$1,850	\$1,525	FREE with print booking!
IFC/IBC	\$1,550	\$1,375	FREE with print booking!
Full Page	\$1,250	\$1,125	FREE with print booking!
1/2 page island	\$1,050	\$925	FREE with print booking!
1/2 page	\$1,000	\$875	FREE with print booking!
1/3 page	\$725	\$660	FREE with print booking!
1/4 page	\$575	\$510	FREE with print booking!
1/6 page	\$475	\$410	FREE with print booking!
1/8 page	\$350	\$300	FREE with print booking!

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- Rates are net of agency commission.
- The publisher and the PNWS-AWWA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and PNWS-AWWA cannot be held liable for any material used or claims made in advertising included in this publication.

To reach water professionals through *Water Matters* magazine and its targeted readership, contact Darrell at your earliest convenience to discuss your company's promotional plans for 2016.

Darrell Harris, Marketing Manager

E-mail: darrell@kelman.ca **Phone:** 877-985-9793 **Fax:** 866-985-9799

Published for PNWS-AWWA by:

Craig Kelman
ASSOCIATES



MAKE AN IMPACT WITH

PREMIUM ADVERTISING OPPORTUNITIES

INSERTS

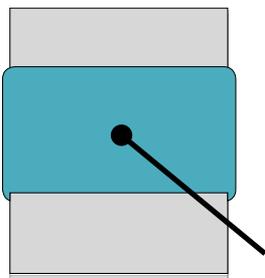
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

BELLYBANDS

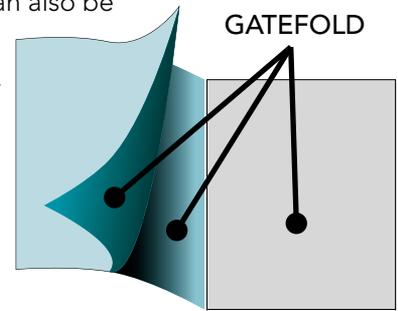
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



BELLYBAND

PREMIUM GATEFOLDS

Maximize the impact of your message with a three-page gatefold, which is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front (or back) cover, thus allowing three full pages of advertising.



GATEFOLD

CONTACT YOUR SALES ASSOCIATE
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.

Welcome to WATER MATTERS!

PNWS-AWWA 2015-2016 BOARD OF DIRECTORS

Association Director:
BRENDA LENNOX

Chair:
RANDY BLACK

Chair Elect:
LACEY GOERES-PRIEST

Past Chair:
JASON CANADY

Washington Trustee:
JACKI MASTERS
JEFF LUNDT

Oregon-Idaho Trustee:
BRAD TAYLOR
MIKE WHITELEY

Trustees at Large:
DAN KEGLEY
JENNIFER GARBELY

Treasurer:
MARSHALL THOMPSON

Executive Director:
KYLE KIHS

Publications Chair:
CORIANNE HART

FOR MORE INFORMATION PLEASE VISIT:
www.pnws-awwa.org



American Water Works Association
Pacific Northwest Section

WATER *matters*

The Official Magazine of the
Pacific Northwest Section – AWWA

Dear industry supporter and prospective advertiser,

As a staunch supporter of and contributor to the water industry in the great Pacific Northwest, we know that you and your company have a vested interest in its well being. As Executive Director of the Pacific Northwest Section of the American Water Works Association, representing thousands of engineers, plant and equipment operators, inspectors, administrators, government officials and suppliers throughout Washington, Oregon and Idaho, I can assure you that we share the desire to make our industry as strong, vibrant and progressive as possible.

To that end, we welcome you to *WATER MATTERS*, our very own industry magazine. EXCLUSIVE to our Pacific Northwest region, *WATER MATTERS* plays a vital role in our industry's building and strengthening process. From featuring major projects and providing timely news to deal with important issues, profiling industry professionals and helping our members become better prepared to meet the numerous challenges they face, our quarterly *WATER MATTERS* magazine is an important communication vehicle within our industry.

As we strive to ensure that our magazine fulfills its important responsibility, I urge you to take full advantage of its potential to effectively promote your company's products and services, and to demonstrate your commitment to and support of the water and wastewater industry in our region. To make the most of this high-impact marketing opportunity, I sincerely encourage you to include *WATER MATTERS* in your promotional plans for the year ahead. It is definitely a win-win situation for all concerned.

Sincerely,
Kyle Kihs, Executive Director
PNWS – AWWA

Recent advertisers include:

Pollardwater.com



AECOM

DYK
INCORPORATED

Tessenderlo
KERLEY

MSA
Murray, Smith & Associates, Inc.
Engineers/Planners

 **GOBLE SAMPSON ASSOCIATES INC.**
Representing Leading Manufacturers of Water and Wastewater Process Equipment for over 90 years.

Blue-White
Industries, Ltd.



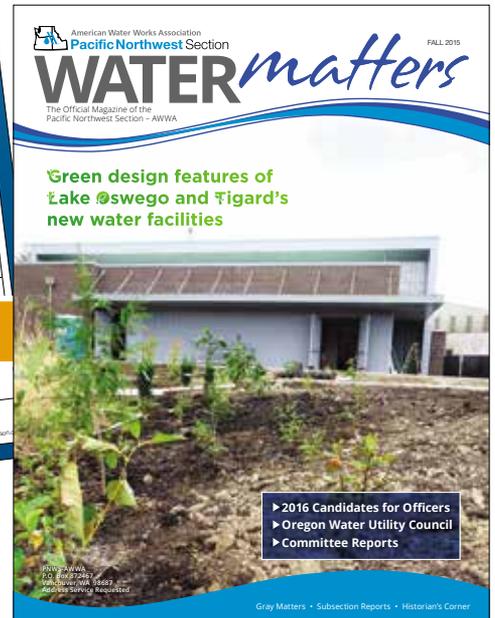
American Water Works Association
Pacific Northwest Section

WATER *matters*

The Official Magazine of the
Pacific Northwest Section – AWWA

Interactive Edition

Water Matters available online



With print and electronic communication operating hand-in-hand, you can take advantage of the fact that *Water Matters* is available online in a highly interactive format.

A user-friendly, interactive Media Rich PDF format that includes:

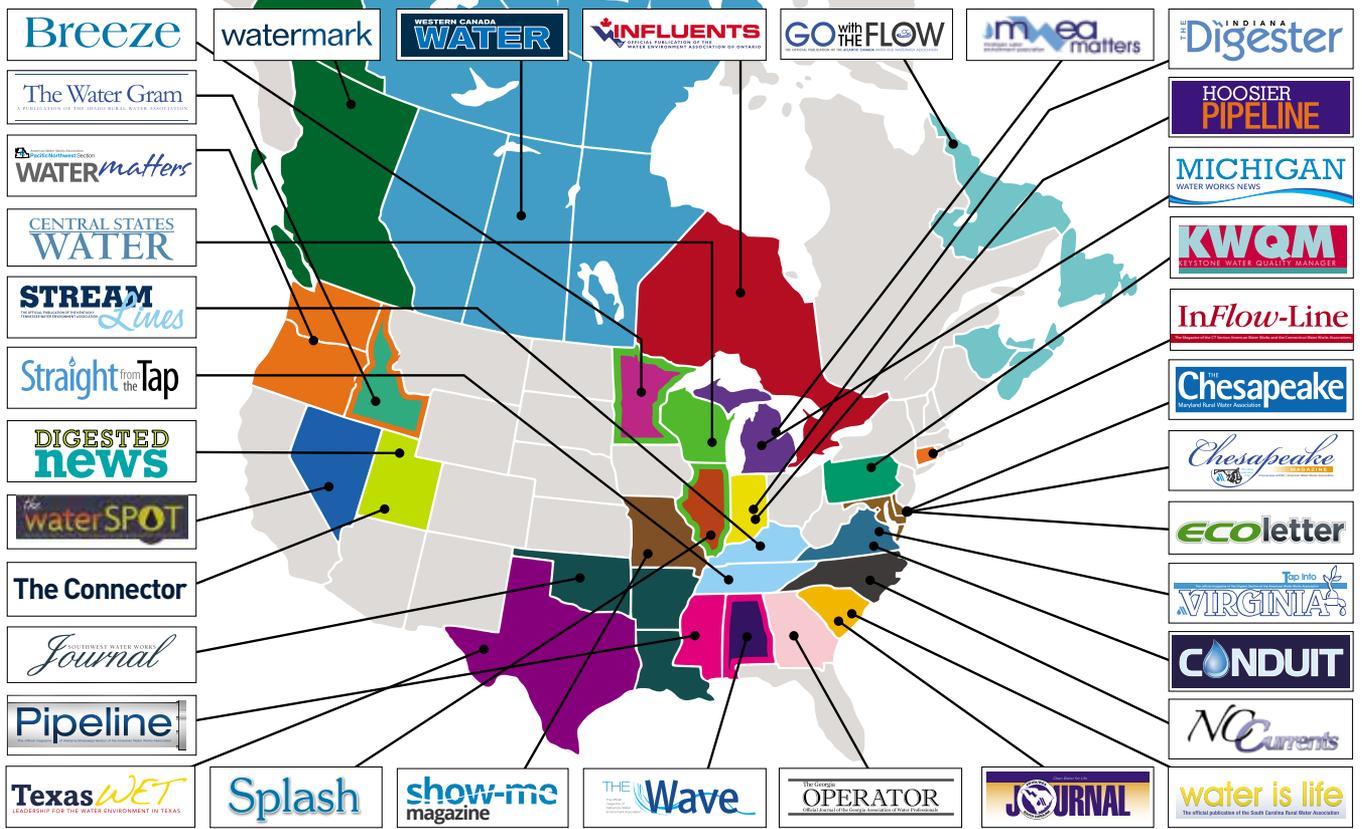
1. Active hyper-links to all websites and e-mails contained in the publication
2. Active links to the specific stories from the front cover and contents page
3. Active links to advertiser websites from their ads



Visit us online, www.pnws-awwa.org

FREE to print advertisers

Putting your company in front of the North American Water & Wastewater industry



* Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

- BREEZE (MNAWWA)**
Minnesota
Circ. 1,500 (pass-along readership 4,500*)
- CENTRAL STATES WATER (CSWEA)**
Illinois, Minnesota, Wisconsin
Circ. 2,600 (pass-along readership 7,800*)
- CHESAPEAKE MAGAZINE (CSAWWA)**
Maryland, Delaware, D.C.
Circ. 1,600 (pass-along readership 4,800*)
- THE CHESAPEAKE (MRWA)**
Maryland
Circ. 1,600 (pass-along readership 4,800*)
- THE CONDUIT (VWEA)**
Virginia
Circ. 2,300 (pass-along readership 6,600*)
- THE CONNECTOR (RWAA)**
Utah
Circ. 2,300 (pass-along 6,900*)
- DIGESTED NEWS (WEAU)**
Utah
Circ. 1,000 (pass-along readership 3,000*)
- ECOLETTER (CWEA/WWOA)**
Maryland, Delaware, D.C.
Circ. 1,600 (pass-along readership 4,800*)
- THE GEORGIA OPERATOR (GAWP)**
Georgia
Circ. 4,200 (pass-along readership 12,600*)
- GO WITH THE FLOW (ACWWA/WEF)**
Nova Scotia, New Brunswick, PEI and Newfoundland
Circ. 1,100 (pass-along readership 3,300*)
- HOOSIER PIPELINE**
(The Alliance of Indiana Rural Water)
Indiana - Circ. 1,700 (pass-along readership 5,100*)
- INDIANA DIGESTER (IWEA)**
Indiana
Circ. 2,000 (pass-along readership 6,000*)
- INFLOW-LINE (CTAWWA/CWWA)**
Connecticut
Circ. 1,700 (pass-along readership 5,100*)
- INFLUENTS (WEAO)**
Ontario
Circ. 2,700 (pass-along readership 8,100*)
- THE JOURNAL (SCAWWA-WEASC)**
South Carolina
Circ. 3,500 (pass-along readership 10,500*)
- KWQM-KEYSTONE WATER QUALITY MANAGER (PWEA)**
Pennsylvania
Circ. 2,200 (pass-along readership 6,600*)
- MWEA MATTERS (MWEA)**
Michigan
Circ. 2,500 (pass-along readership 7,500*)
- NC CURRENTS (NC AWWA-WEA)**
North Carolina
Circ. 3,700 (pass-along readership 11,000*)
- PIPELINE (AL-MS AWWA)**
Alabama, Mississippi
Circ. 3,500 (pass-along readership 10,500*)
- SHOW-ME MAGAZINE (AWWA-MO)**
Missouri
Circ. 1,200 (pass-along readership 4,200*)
- SOUTHWEST WATER WORKS JOURNAL (SW AWWA)**
Louisiana, Arkansas, Oklahoma
Circ. 2,400 (pass-along readership 7,200*)
- SPLASH (ISAWWA)**
Illinois
Circ. 2,500 (pass-along readership 7,500*)
- STRAIGHT FROM THE TAP (KY-TN AWWA)**
Kentucky, Tennessee
Circ. 1,600 (pass-along readership 4,800*)
- STREAMLINES (KY-TN WEA)**
Kentucky, Tennessee
Circ. 1,400 (pass-along readership 4,200*)
- TAP INTO VIRGINIA (VA AWWA)**
Virginia
Circ. 2,200 (pass-along readership 6,600*)
- TEXAS WET (WEAT)**
Texas
Circ. 2,400 (pass-along readership 7,200*)
- THE WATER GRAM (IRWA)**
Idaho
Circ. 1,200 (Pass-along readership 3,600*)
- WATER IS LIFE (SCRWA)**
South Carolina
Circ. 1,000 (pass-along readership 3,000*)
- WATERMARK (BCWWA/WEF)**
British Columbia & Yukon Territory
Circ. 4,000 (pass-along readership 12,000*)
- WATER MATTERS (PNWS - AWWA)**
Idaho, Oregon, Washington
Circ. 3,000 (pass-along readership 9,000*)
- THE WATER SPOT (NWEA)**
Nevada
Circ. 1,500 (pass-along readership 4,500*)
- WATER WORKS NEWS (MI AWWA)**
Michigan
Circ. 3,500 (pass-along readership 10,500*)
- THE WAVE (AWEA)**
Alabama
Circ. 1,800 (pass-along readership 5,400*)
- WESTERN CANADA WATER (WCWWA/WEF)**
Alberta, Saskatchewan, Manitoba, NWT, Nunavut
Circ. 5,400 (pass-along readership 16,200*)



Choose to advertise in one, some or all of these targeted publications by having a pricing strategy personally tailored for your company. Contact Marketing Manager, Darrell Harris, to discuss your company's promotional plans for 2016.

Toll Free: 877-985-9793 • Toll Free Fax: 866-985-9799 • E-mail: darrell@kelman.ca





USE PAPER RESPONSIBLY

Today's forest industry is working hard to become one of the greenest industries on earth.

- ♻️ What other industry plants hundreds of millions of trees every year?
- ♻️ What other industry actually grows more of its main resource than it consumes?
- ♻️ What other industry generates most of its own energy needs from renewable resources, including waste biomass, biogas, hydro and wind?
- ♻️ What other industry uses a renewable resource and recycled stock as its main ingredients?
- ♻️ What other industry has worked harder on improving its environmental performance with partners and advocates including governments, customers and environmental groups?

Paper is an essential part of human civilization. While we all use and depend upon electronic communications, it is easy to ignore that it comes at an environmental cost.

Worldwide spam email traffic creates greenhouse gases equivalent to burning two billion gallons of gasoline yearly, with numbers rising. More than 200 million items of toxic e-waste are thrown away every year in the US alone, with a recycling rate of only 18% compared to 57% for paper. Estimates are that North Americans throw out more than 500,000 toxic computers and cell phones every day.

No industry is perfect. But the paper industry has made, and continues to make, huge investments in environmental responsibility. Specifying and buying paper from certified sources ensures the continuation and growth of carbon-absorbing forests. Using paper with appropriate amounts of recycled fibre helps preserve forests, conserve energy, and maximize fibre usage through paper lifecycles.

**Paper is a powerful communications medium.
Use it responsibly... and recycle the paper that you use.**



Brought to you by
Craig Kelman & Associates Ltd. -
publisher of this magazine and a proud
supporter of the printing and paper industries.

Our concern for the environment



is more than just talk

As we continue to deliver valuable information through the pages of this magazine, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible. Here is what we mean:

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council™ (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.

*So enjoy this magazine...and **KEEP THINKING GREEN.***



Why **PRINT** Continues to **MAKE AN IMPRESSION**

GETTING ATTENTION

There are fewer magazines and print newsletters in the mail, so more attention is paid to each piece.

WHAT'S OLD IS NEW AGAIN

As social media progresses, online content and iPad applications may be overwhelming. More and more people are attempting to disconnect themselves from digital media, feeling overwhelmed by the sheer volume. Many marketers are continuing to leverage print as something of value in their marketing mix.

PRINT STILL EXCITES PEOPLE

The printed word is still perceived as more credible to many people than anything on the web.

NO AUDIENCE DEVELOPMENT COSTS

Distributed directly to membership or subscriber lists that are continually updated, print magazines enable advertisers to effectively reach a current and accurate target audience. There are no mailing list development, maintenance or retention costs for advertisers in these printed publications.



TOP 10

REASONS

Why advertisers use magazines

- 1. Magazines and magazine ads capture focused attention:**
The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
- 2. Magazine advertising is targeted:**
Magazines engage readers in very personal ways. There is a magazine for every profession, industry and personal interest. Use magazines to reach your target audience in a meaningful way.
- 3. Magazine advertising is relevant and welcomed:**
Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
- 4. Magazines are credible:**
Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
- 5. Magazines offer a lasting message:**
Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits.
- 6. Magazines deliver brand relevant imagery:**
Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- 7. Magazine advertising drives web searches and visits:**
Magazines are where consumers go for ideas and inspiration. That is why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
- 8. Magazines drive the purchase funnel:**
Magazines are effective across all stages of the purchase funnel, especially brand favorability and purchase consideration – the most sought after metrics that are the hardest to sway.
- 9. Magazine advertising enhances ROI:**
Allocating more ad dollars to magazines in the marketing mix improves marketing and advertising return on investment (ROI).
- 10. Magazines sell:**
Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

Ad Material Submission Info

Production Requirements:

- Adobe InDesign CS6
- Adobe Photoshop CS6
- Adobe Illustrator CS6

(earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS / IMAGES** used must be included
- All pantone/spot colors **MUST** be converted to **CMYK**
- Include a hard copy (color or black proof) or e-mail a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Contact us for **ftp site information** for files that are too large to e-mail
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:

STEFANIE HAGIDIAKOW
Ph: 866-985-9790
Fax: 866-985-9799
E-mail: stefanie@kelman.ca

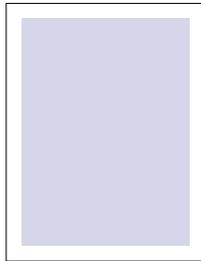


AD DIMENSIONS:

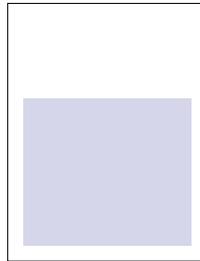
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

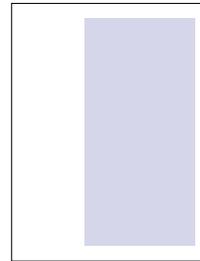
Full page



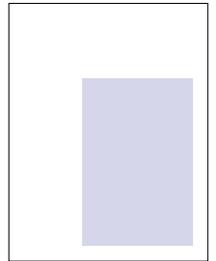
2/3 Horizontal



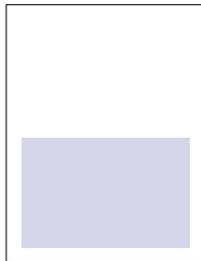
2/3 Vertical



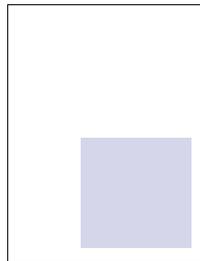
1/2 Island



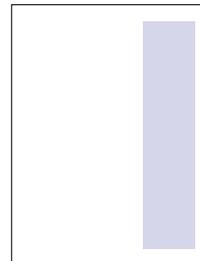
1/2 Horizontal



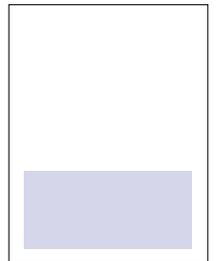
1/3 Square



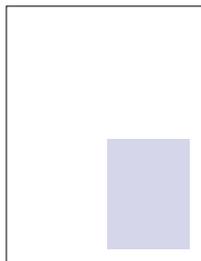
1/3 Vertical



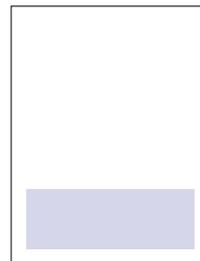
1/3 Banner



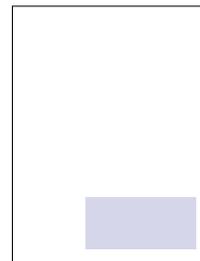
1/4 Vertical



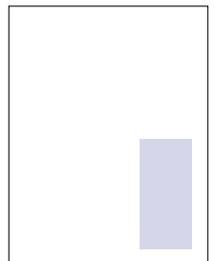
1/4 Banner



1/6 Horizontal



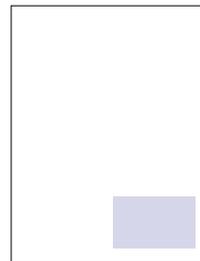
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

