

# Wastewater

## PROFESSIONAL

The Technical Resource for Wastewater Professionals

The Official Publication of the California Water Environment Association

MEDIA KIT 2016/2017

# Looking to reach wastewater professionals in California?



WASTEWATER PROFESSIONAL  
HAS A CONTROLLED CIRCULATION  
OF 10,000 WITH A PASS-ALONG  
READERSHIP OF OVER 35,000\*

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:

- Public/private treatment plant operators and managers
- Wastewater consultants
- Scientists
- Environmentalists
- Regulators
- Government officials
- Academics
- Engineers

## EXTRA MOBILE AND DIGITAL EXPOSURE!

ADS BOOKED IN the *Wastewater Professional* APPEAR  
in the mobile/digital edition – at no extra cost!

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

# REACH YOUR TARGET MARKET AT KEY TIMES



*Wastewater Professional* reaches 10,000 key decision makers and professionals in this multi-billion-dollar market at four strategic times throughout the year. Including engineers, treatment plant owners and technicians, government officials, regulatory agency personnel, manufacturers and their agents, scientists, universities, and other groups concerned with the environment.

<b>FALL 2016 - Member Value Report issue</b> Space Closing: <b>Early September</b> Distribution: Early October		
<b>WINTER 2017</b> Space Closing: <b>Late November</b> Distribution: Early January	<b>SPRING 2017</b> Space Closing: <b>Early March</b> Distribution: Mid April	<b>SUMMER 2017</b> Space Closing: <b>Early June</b> Distribution: Early July
<b>FALL 2017 - Member Value Report issue</b> Space Closing: <b>Early September</b> Distribution: Mid October		

## FULL COLOR ADVERTISING RATES \*ADS BOOKED IN THE PRINT MAGAZINE WILL APPEAR IN THE MOBILE/DIGITAL EDITION AT NO EXTRA COST!

As the official membership publication of the California Water Environment Association, *Wastewater Professional* is committed to providing a strong and informative voice in all matters pertaining to the wastewater industry in California and beyond, as well as experiences and events pertaining to CWEA.

### COST PER ISSUE

All rates are for full color – black and white rates available upon request

SIZE	1 Time Rate	4 Time Rate	Online Magazine*
Full Page	\$1,400	\$1,225	FREE with print booking!
Half Island	\$900	\$775	FREE with print booking!
Half Page	\$800	\$675	FREE with print booking!
Third Page	\$650	\$600	FREE with print booking!
Quarter page	\$425	\$375	FREE with print booking!
Sixth page	\$350	\$300	FREE with print booking!
Business card	\$225	\$200	FREE with print booking!

### SPECIAL POSITIONS

Inside Front Cover	N/A	\$2,200	FREE with print booking!
Inside Back Cover	N/A	\$2,200	FREE with print booking!
Outside Back Cover	N/A	\$2,500	FREE with print booking!

- 10% premium for all guaranteed position (not including covers).
- Rates for stitched and poly-bagged inserts and other premium advertising opportunities 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 CWEA reserve the right to reject advertising that is deemed inappropriate or any other reason at their sole discretion.
- The publisher and the CWEA cannot be held liable for any material used or claims made in advertising included in this publication.

To reach water professionals through our targeted readership, contact AI at your earliest convenience.

Published for  
CWEA by:



**AI Whalen, Marketing Manager**

Phone: 866-985-9782 | Fax: 866-985-9799

E-mail: [awhalen@kelman.ca](mailto:awhalen@kelman.ca)



MAKE AN IMPACT WITH

# PREMIUM ADVERTISING OPPORTUNITIES

## INSERTS

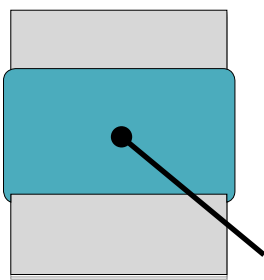
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into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

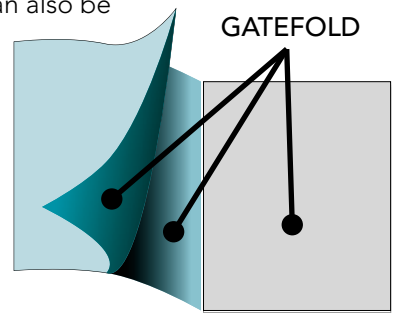
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



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.

# AD SUBMISSION INFORMATION

## 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

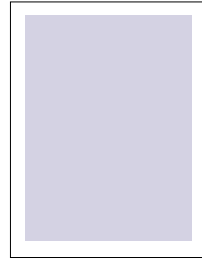


## AD DIMENSIONS

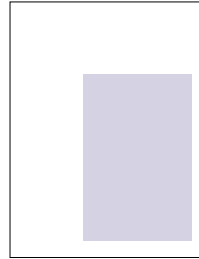
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

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 horizontal	4.625"	3.375"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

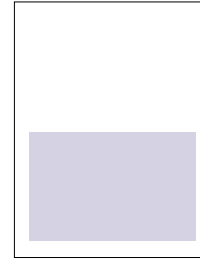
Full page



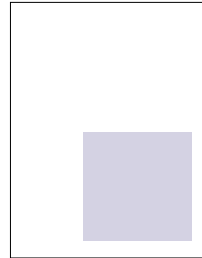
1/2 Island



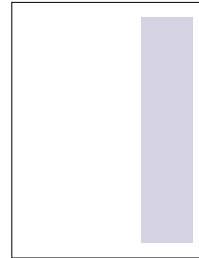
1/2 Horizontal



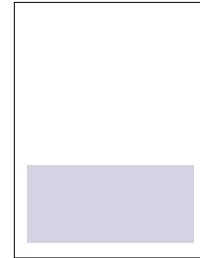
1/3 Square



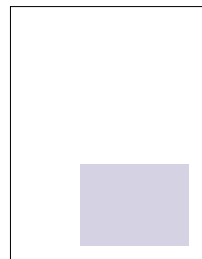
1/3 Vertical



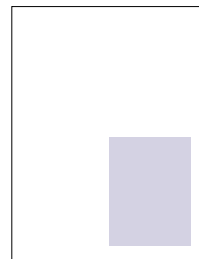
1/3 Banner



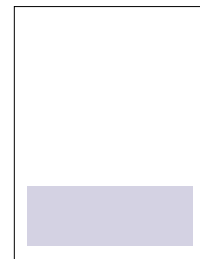
1/4 Horizontal



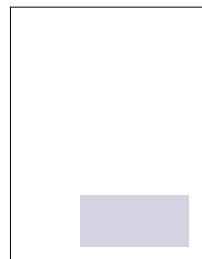
1/4 Vertical



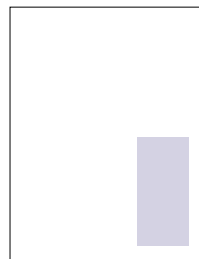
1/4 Banner



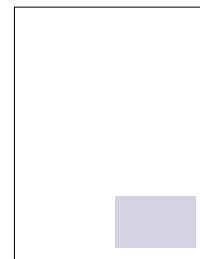
1/6 Horizontal



1/6 Vertical



1/8 Horizontal



1/8 Vertical

