

Custom ad programs and sponsorships designed to reach your customers



CWEA



**Media Kit
2017-2018**

Who Are CWEA's Members?

CWEA's members are building the water resource recovery facilities of the future, while everyday protecting the public health and natural beauty of California. Our members want to see more product information as they interact with CWEA in our certification, education and on-line programs.

10,000
Members

Over 1,000
California Cities, Agencies
& Facilities Represented

A FEW EXAMPLES:

City Of Anaheim
City Of Berkeley
City Of Coachella
City Of Fresno
City Of Hayward
City Of Los Angeles
City Of Oakland
City Of Pasadena
City Of Riverside
City Of Sacramento
City Of San Diego
City Of San Jose
City Of Santa Monica
Costa Mesa Sanitary District
County Sanitation Districts
Of Los Angeles County
County Of Los Angeles
County Of Orange
County Of Sacramento
County Of San Luis Obispo
County Of Santa Clara
County Of Ventura
Delta Diablo Sanitary District
East Bay Municipal Utility District
Encina Wastewater Authority
Fairfield-Suisun Sewer District
Inland Empire Utilities Agency
Irvine Ranch Water District
Kendall Jackson
Long Beach Water Department
Olivenhain Municipal WD
Orange County Sanitation Dist
Sacramento Area Sewer District
San Francisco Int'l Airport
San Francisco PUC
Saputo Cheese USA Inc.
Selma Kingsburg Fowler Csd
Sierra Nevada Brewing Co
South Coast Water District
South Placer MUD
Tesla
Union Sanitary District
United Water
Valero Refining Company
Veolia Environmental Services
Victor Valley Wastewater
Reclamation Authority
West Basin MWD
West Bay Sanitary District
Yosemite National Park

Over 2,000
Members Involved in
Engineering & Design

Over 4,000
Members
& Certificate Holders in
Collection Systems
Maintenance

Over 2,000
Members & Certificate
Holders Involved in
Facility Maintenance



CWEA members are water leaders



Website Sponsorships

Become a leading sponsor of CWEA's website and our coverage of California's water professionals. These are high visibility packages reaching thousands of water professionals for a full 12 months.

GOLD LEVEL - CATEGORY SPONSORS

| Sponsor Benefits | Additional Benefits included for no extra cost | Cost |
|--|--|--------------------------------|
| <ul style="list-style-type: none"> • Exclusive category sponsor • Two category page banner ads • Banner ad in one E-Bulletin • Rotating banner ad on all CWEA websites | <ul style="list-style-type: none"> • Two featured news stories (up to 2,000 words + 2 photos)* • Two featured video posts (embedded from YouTube)* • One 30 min CWEA hosted tech webinar for your product | <p>\$3,000 per year</p> |

Banner ad sizes and specifications:

- Full width - 1070 px w x 250 px h
- Half-page - 300 px w x 600 px h
- Square (for mobile site) - 300 px w x 250 px h
- jpg or animated gif (100k max size)

The screenshot shows the CWEA E-Bulletin website interface. At the top, there is a navigation bar with the CWEA logo and the text "CWEA E-Bulletin Highlights". Below this, there are several category links: "CA WATER PROS", "COLLECTION SYSTEMS", "RESOURCE RECOVERY", "REGULATIONS", and "EMERGING LEADERS". A large yellow banner ad is displayed across the top of the main content area, labeled "Category Banner Ad 1070 x 250 (exclusive to sponsor)". Below the banner, there are two news articles. The first article is titled "California Prepares for Direct Potable Reuse of Wastewater" by Megan Barillo. The second article is titled "EMWD Honored As Recycled Water Agency of the Year" by Chris Luceen. A yellow banner ad is also shown on the right side of the page, labeled "Banner Ad 300 x 600 (exclusive to sponsor)".

Categories to Sponsor

- 1) CA Water Pros
- 2) Collection Systems
- 3) Resource Recovery
- 4) Regulations
- 5) Emerging Leaders
- 6) CWEA/WEF

We offer huge full width banner ads!

* subject to CWEA approval. Labeled as sponsored content.

Website Sponsorships

SILVER LEVEL - TOPIC SPONSORS

| Sponsor Benefits | Additional Benefits for no extra cost | Cost |
|---|---|--------------------------------|
| <ul style="list-style-type: none"> • Exclusive sponsor of 1 topic • Featured on the topics page • Logo or small banner ad 300 px w x 150 px h • Rotating banner ad on all sites 1070 px w x 250 px h • Corporate profile/thank you article | <ul style="list-style-type: none"> • One sponsored news story per year (up to 2,000 words + 2 photos)* • One sponsored video post per year (embedded from YouTube)* | <p>\$1,500 per year</p> |

The screenshot shows the CWEA E-Bulletin Highlights website. At the top, there is a navigation bar with 'TOPICS', 'VIDEOS', 'MAGAZINE', and 'SEND US A STORY'. Below the navigation bar, there is a large yellow banner ad with the text 'Banner Ad 1070 x 250 (rotates between sponsors on all CWEA sites)'. The main content area is divided into several sections: 'In-Depth Coverage' with a 'Sponsor' logo for COOKIES-HOPKINS, 'Awards' with a 'View all stories' link, 'Biosolids' with a 'View all stories' link, and a 'Topics' list. A yellow box highlights the 'Topic sponsors logo/link' area.

Choose a Topic to Sponsor

- 1) Biosolids
- 2) Co-Digestion
- 3) Water Reuse
- 4) Pumps
- 5) Or your choice!

Already Taken

- 1) Safety
- 2) Wipes
- 3) Workforce
- 4) Awards

* subject to CWEA approval. Labeled as sponsored content.

Website Sponsorships

| A LA CARTE ADVERTISING | | | | |
|---|----------|----------|-------------------|-------------------------------|
| Site | 6 months | 1 year | 1 month | Dimensions (w x h) |
| 1) Banner ad (rotating on all CWEA sites) | \$2,000 | \$3,600 | \$375 | Square 300 x 250 px |
| 2) E-Bulletin E-mail Banner ad (sent to 9,000+ members) | \$2,000 | \$3,600 | \$375 | Square 300 x 250 px |
| 3) Training Event Listings events.cwea.org | \$500* | \$1,000* | \$100/ listing | Event listing |
| 4) CA Water Jobs supporter CAWaterJobs.org | na | \$500 | na | Logo |

CWEA E-Bulletin Highlights APR 2017

LET US TELL YOUR WATER STORY
LEARN MORE

GOAL digital storytellers **CWEA**

CWEA Member Karen Honer Works to Keep Lodi's Water Clean
Source: Lodi News
CWEA member Karen Honer was recently interviewed for an article series about women who are shaping Lodi's future. When Karen Honer sees trash on the side of the road she stops and picks it up. That type of cleanliness and respect for the environment is the same approach she takes when treating Lodi's wastewater.
[Read more...](#)

investing in its recycled water program to ensure that resources are maximized.
[Read more...](#)

Redwood City Company Finds a Way to Turn Biosolids Into Fertilizer with no Energy
Redwood City company finds a way to turn biosolids into fertilizer with no energy. Source: Daily Journal
[Read more...](#)

HAPPY EARTH DAY
Earth Day is April 22.

*List up to 15 events over 6 mos or 30 events over 12 months. Training event listings are subject to approval by CWEA.



CALIFORNIA STUDENT DESIGN COMPETITION

Help support CA engineering students competing at WEFTEC

Sponsorship Form

1) Gold CA Student Design Sponsor
(limit 1 company)

\$2,000

2) Silver CA Student Design Sponsor

\$750

Form, payment and logo are due by September 1, 2018.
Sponsor benefits: company logo featured on SYP website (syp.cwea.org) for 1 year and featured in a news story about the student design competition.
Note: individual donations cannot be accepted. Contributions from organizations are program sponsorships and are not tax deductible.

PLEASE PRINT OR TYPE YOUR INFORMATION

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

PHONE NUMBER: _____ FAX: _____

E-MAIL: _____

Please indicate payment method: PLEASE SEND US AN INVOICE

VISA MASTERCARD DISCOVER AMEX

Name of Account holder: _____

Account number: _____

Expiration date: _____ Billing zip code: _____

SIGNATURE: _____

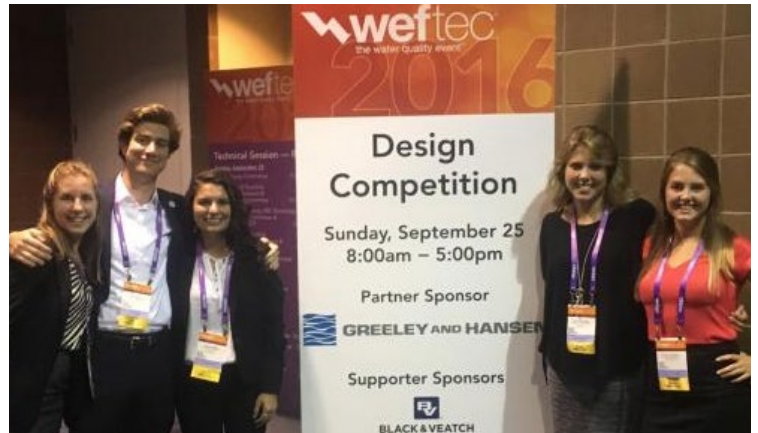
Please make checks payable to: CWEA Student Design Sponsor

Send form and payment to:
amackie@cwea.org or fax to (510) 382-7810

Or, mail payment and form to: CWEA SDC Sponsors
7677 Oakport Street, Suite 600, Oakland, CA 94621-1935

Sponsorship questions, please contact:
Alec Mackie, CWEA Director of Communication
510-382-7800 x114 or amackie@cwea.org

Student Design Team questions, please contact:
Ian Mackenzie, Past CWEA-WEF Director
imackenzie@hazenandsawyer.com



HELP SUPPORT CALIFORNIA'S YOUNG WATER/WASTEWATER ENGINEERS!



OPS CHALLENGE CALIFORNIA TEAMS

Support the CWEA Ops Challenge Teams at the WEFTEC Competition

Sponsorship Form

- 1) Gold WEFTEC sponsor
Largest logo on shirts
- 2) Silver WEFTEC Sponsors
Large logos on short

 \$4,000 \$1,000

Form, payment and logos due by August 1, 2017. Featured on the CWEA website and on team jerseys.

PLEASE PRINT OR TYPE YOUR INFORMATION (attach form w/addtl attendees)

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

PHONE NUMBER: _____ FAX: _____

E-MAIL: _____

Please indicate payment method: PLEASE SEND US AN INVOICE

VISA MASTERCARD DISCOVER AMEX

Name of Account holder: _____

Account number: _____

Expiration date: _____ Billing zip code: _____

SIGNATURE: _____

Please make checks payable to: CWEA Ops Challenge Sponsor

Send registration form and payment to:
amackie@cwea.org or fax to (510) 382-7810

Or, mail payment and form to: CWEA Ops Challenge Sponsors
7677 Oakport Street, Suite 600, Oakland, CA 94621-1935

Sponsorship questions, please contact:

Alec Mackie, CWEA Director of Communication
510-382-7800 x114 or amackie@cwea.org



HELP SUPPORT OPS CHALLENGE



CWEA Advertising and Sponsorship Order Form

PLEASE PRINT OR TYPE YOUR INFORMATION

FIRST NAME: _____ LAST NAME: _____

AGENCY/COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE NUMBER: () _____ FAX: () _____ E-MAIL: _____

For payments by check or money order, make payable to: **CWEA MARKETING**

Check here to be invoiced

For payments by credit card, please indicate:

VISA MASTERCARD DISCOVER AMEX SIGNATURE: _____

Account number: _____ Expiration date: _____

Name of account holder: _____ Billing zip code: _____

Send credit card payments to Alec Mackie: amackie@cwea.org / fax (510) 382-7810
Please mail your check: CWEA MARKETING, 7677 Oakport Street, Suite 600, Oakland, CA 94621-1935

| Item | Price | Months | TOTAL |
|--------------|-------|--------|-------|
| | | | |
| | | | |
| | | | |
| | | | |
| GRAND TOTAL: | | | |

WHO WILL SEND US THE ARTWORK?

FIRST NAME: _____ LAST NAME: _____

AGENCY/COMPANY: _____

PHONE NUMBER: () _____ E-MAIL: _____

SIGNATURE: _____ DATE: _____

Alec Mackie
Director of Communications & Marketing
510-382-7800 x114
Fax: 510.382.7810
amackie@cwea.org

Megan Barillo
Communications Manager
510-382-7800 x141
mbarillo@cwea.org

7677 Oakport St., Suite 600
Oakland, CA 94621
Phone: 510.382.7800
Fax: 510.382.7810