



Pennsylvania AWWA

American Water Works Association

# THE WATER NEWS SOURCE

Media Kit 2020



Looking to reach  
water quality professionals  
throughout Pennsylvania?

*The Water News Source* magazine has a controlled circulation of 2,000 water industry professionals with a pass-along readership of over 8,000\*

**EXTRA EXPOSURE ON THE WEB**

Advertisements in *The Water News Source* print issue appear online FREE!

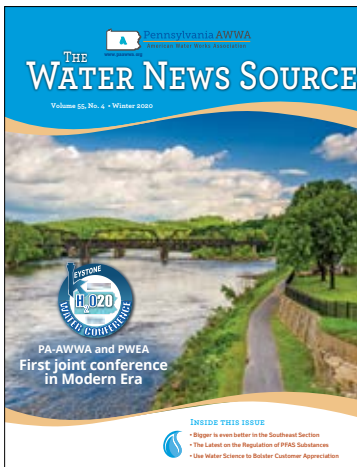
\*Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

## DELIVERING YOUR TARGET MARKET

Pennsylvania Section American Water Works Association (PA AWWA) is the state organization of the AWWA. *The Water News Source* is the PA AWWA's official magazine that serves as a source of education, news and information on treatment processes and techniques for improving water quality. It is distributed to over 2,000 operations personnel, supervisors, managers, engineers, laboratory specialists, educators and municipal officials. Every member of PA AWWA receives a copy of *The Water News Source* as part of their membership dues.

## REACH YOUR TARGET MARKET AT KEY TIMES

*The Water News Source* magazine reaches key players in this multi-million-dollar market at four strategic times throughout the year:



### Spring 2020 (Conference Issue)

**Space Closing:** Late February  
**Distribution:** Late March

### Summer 2020

**Space Closing:** Late May  
**Distribution to your market:** Mid-June

### Fall 2020

**Space Closing:** Late August  
**Distribution to your market:** Mid-September

### Winter 2020

**Space Closing:** Late November  
**Distribution to your market:** Mid-December

## FULL COLOR ADVERTISING RATES \*Ads in the print edition of The Water News Source APPEAR ONLINE AT NO EXTRA COST!

SIZE	1-TIME RATE (PER ISSUE)	4-TIME RATE (PER ISSUE)	ONLINE MAGAZINE*
OBC	\$1200	\$1100	FREE with print booking!
IFC/IBC	\$1100	\$1000	FREE with print booking!
Full page	\$800	\$750	FREE with print booking!
1/2 page	\$550	\$500	FREE with print booking!
1/4 page	\$350	\$300	FREE with print booking!
1/8 page	\$250	\$200	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.
- The publisher and PA AWWA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and PA AWWA cannot be held liable for any material used or claims made in advertising included in this publication.
- Rates are net of agency commission.

Published for  
PA AWWA by:



To reach water quality professionals through *The Water News Source* magazine and its targeted readership, contact Dave at your earliest convenience to discuss your company's promotional plan.

**Dave Gill, Marketing Manager**

Toll Free: 866-985-9791 Email: [david@kelman.ca](mailto:david@kelman.ca)



## AN EXCITING NEW ERA HAS BEGUN!

To members and supporters of PA-AWWA,

**The Pennsylvania Section of the American Water Works Association** is pleased to announce a significant and exciting evolution in our industry-wide communication efforts.

Beginning with the Winter issue of 2019, we have made the decision to have Craig Kelman & Associates provide their professional publishing services to produce a significantly enhanced version of our important and valuable publication – *The Water News Source*. In addition to transforming the printed edition, *The Water News Source* will now have an exciting new eMagazine version as well. The online editions will feature advanced reader options, social media sharing, dedicated Apps for iPad, iPhone, Android, and much more. On top of producing our magazine, Kelman will also be producing the Membership Directory in the years 2020, 2022 and 2024.

Like the PA-AWWA, Kelman places a great deal of importance and pride in using environmentally conscious practices and materials, which was an important part of our decision making process.

We know that transitions can have their own sets of challenges, but we believe Kelman will significantly improve our publication through their years of experience in producing high-quality industry magazines for professional associations in a wide variety of industries, including our own. From an industry knowledge perspective, Kelman is the proud publishing partner of more than 40 water industry organizations throughout North America.

For more information on our new publisher, please check out their video at:  
<https://www.youtube.com/watch?v=JpVPWWN4ENU>

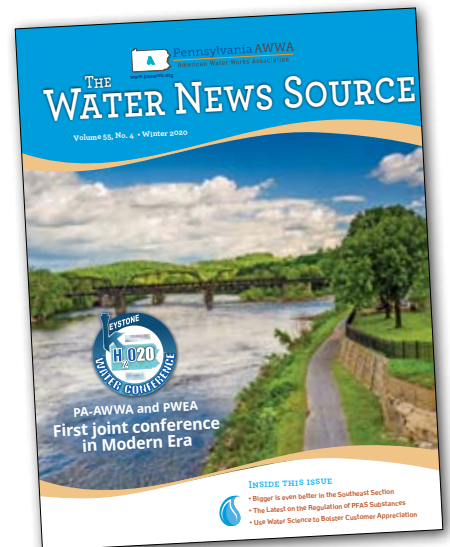
We look forward to using our newly upgraded flagship publication to enhance the way we communicate, educate and inform, and hope our members see the value in using its pages to share their knowledge and experience by submitting valuable content through news and feature articles on timely topics. Our industry will be better for it.

For those of you wanting to use *The Water News Source* to promote your products and services to our membership and beyond, you can connect with our *Water News Source* marketing manager:

**David Gill - [david@kelman.ca](mailto:david@kelman.ca) - 866.985.9791**

From the PA-AWWA officers and leadership, we hope that you take advantage of our enhanced magazine and use its pages to reach our members.

**Don Hershey,**  
**Executive Director**



MAKE AN IMPACT WITH

# PREMIUM ADVERTISING OPPORTUNITIES

## INSERTS

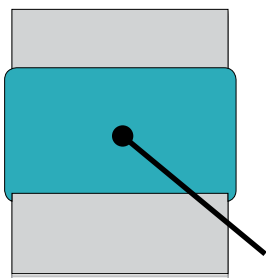
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into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

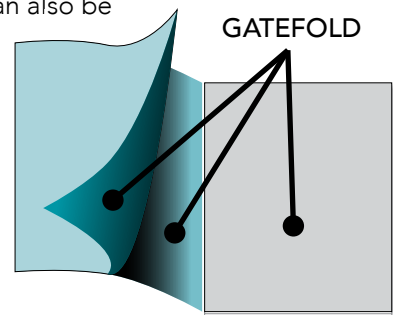
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



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.

Putting your company in front of the North American Water industry



**AWWA (American Water Works Association)**

-  **1 ALABAMA AND MISSISSIPPI**  
Pipeline (AL-MS AWWA)  
Circ. 3,500 (pass-along readership 10,500\*)
-  **2 CONNECTICUT**  
Inflow-line (CTAWWA/CWWA)  
Circ. 1,700 (pass-along readership 5,100\*)
-  **3 IDAHO, OREGON AND WASHINGTON**  
Water Matters (PNWS - AWWA)  
Circ. 3,000 (pass-along readership 9,000\*)
-  **4 ILLINOIS**  
Splash (ISAWWA)  
Circ. 2,800 (pass-along readership 8,400\*)
-  **5 KENTUCKY AND TENNESSEE**  
Straight from the TAP (KY-TN AWWA)  
Circ. 1,800 (pass-along readership 5,400\*)
-  **6 LOUISIANA, ARKANSAS AND OKLAHOMA**  
Southwest Water Works Journal (SW AWWA)  
Circ. 2,400 (pass-along readership 7,200\*)
-  **7 MARYLAND, DELAWARE AND D.C.**  
Chesapeake Magazine (CSAWWA)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **8 MICHIGAN**  
Water Works News (MI AWWA)  
Circ. 3,500 (pass-along readership 10,500\*)
-  **9 MINNESOTA**  
Breeze (MNAWWA)  
Circ. 1,500 (pass-along readership 4,500\*)
-  **10 MISSOURI**  
Show-me Magazine (MO AWWA)  
Circ. 1,500 (pass-along readership 4,500\*)
-  **11 NEW JERSEY**  
Pipeline (AWWA NJ)  
Circ. 2,000 (pass-along readership 6,000\*)
-  **12 PENNSYLVANIA**  
The Water News Source (PA AWWA)  
Circ. 2,000 (pass-along readership 6,000\*)
-  **13 UTAH AND SOUTHEAST IDAHO**  
The Flow (IMS AWWA)  
Circ. 1,800 (pass-along readership 5,400\*)
-  **14 VIRGINIA**  
Tap into Virginia (VA AWWA)  
Circ. 2,200 (pass-along readership 6,600\*)
-  **15 WEST VIRGINIA**  
Mountain Water (WV AWWA)  
Circ. 600 (pass-along readership 1,800\*)







**AWWA & WEF**

-  **16 ALBERTA, SASKATCHEWAN, MANITOBA, NWT AND NUNAVUT**  
Western Canada Water (WCWWA/WEF)  
Circ. 5,400 (pass-along readership 16,200\*)
-  **17 ARIZONA**  
The Kachina News (AZ Water Association)  
Circ. 2,600 (pass-along readership 7,800\*)
-  **18 ARIZONA, CALIFORNIA AND NEVADA**  
Tri-state Seminar Magazine (AZ WATER/CWEA/NWEA)  
Circ. 3,500 (pass-along readership 10,500\*)
-  **19 BRITISH COLUMBIA AND YUKON TERRITORY**  
Watermark (BCWWA/WEF)  
Circ. 4,600 (pass-along readership 13,800\*)
-  **20 GEORGIA**  
The Georgia Operator (GAWP AWWA-WEA)  
Circ. 4,200 (pass-along readership 12,600\*)
-  **21 NORTH CAROLINA**  
NC Currents (NC AWWA-WEA)  
Circ. 3,700 (pass-along readership 11,100\*)
-  **22 NOVA SCOTIA, NEW BRUNSWICK, PEI AND NEWFOUNDLAND**  
Go With The Flow (ACWWA)  
Circ. 1,100 (pass-along readership 3,300\*)
-  **23 SOUTH CAROLINA**  
The Journal (SCAWWA-WEASC)  
Circ. 3,500 (pass-along readership 10,500\*)

**WEA (Water Environment Association)**

-  **24 ALABAMA**  
The Wave (AWEA)  
Circ. 1,800 (pass-along readership 5,400\*)
-  **25 CALIFORNIA**  
Clean Water (CWEA)  
Circ. 10,000 (pass-along readership 30,000\*)
-  **26 HAWAII**  
Lua Line (HWEA)  
Circ. 1,000 (pass-along readership 3,000\*)
-  **27 ILLINOIS, MINNESOTA AND WISCONSIN**  
Central States Water (CSWEA)  
Circ. 2,800 (pass-along readership 8,400\*)
-  **28 INDIANA**  
Indiana Digester (IWEA)  
Circ. 2,000 (pass-along readership 6,000\*)
-  **29 IOWA**  
Official Publication (IAWEA)  
Circ. 1,200 (pass-along readership 3,600\*)
-  **30 KENTUCKY AND TENNESSEE**  
Streamlines (CWP-KT)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **31 MARYLAND, DELAWARE AND D.C.**  
Ecoletter (CWEA/WWOA)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **32 MICHIGAN**  
MWEA Matters (MWEA)  
Circ. 2,500 (pass-along readership 7,500\*)
-  **33 MISSOURI**  
Current (MWEA)  
Circ. 1,300 (pass-along readership 3,900\*)
-  **34 NEVADA**  
The Water Spot (NWEA/NWRA)  
Circ. 2,000 (pass-along readership 6,000\*)
-  **35 ONTARIO**  
Influents (WEAO)  
Circ. 2,700 (pass-along readership 8,100\*)
-  **36 PENNSYLVANIA**  
KWQM-Keystone Water Quality Manager (PWEA)  
Circ. 3,800 (pass-along readership 11,400\*)
-  **37 TEXAS**  
Texas WET (WEAT)  
Circ. 3,200 (pass-along readership 9,600\*)
-  **38 UTAH**  
Digested News (WEAU)  
Circ. 1,000 (pass-along readership 3,000\*)
-  **39 VIRGINIA**  
The Conduit (VWEA)  
Circ. 2,200 (pass-along readership 6,600\*)

**NRWA (National Rural Water Association)**

-  **40 EVERGREEN RURAL WATER OF WASHINGTON**  
The Operator's Newsletter (ERWOW)  
Circ. 1,000 (pass-along readership 3,000\*)
-  **41 IDAHO**  
The Water Gram (IRWA)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **42 INDIANA**  
Hoosier Pipeline (The Alliance of Indiana Rural Water)  
Circ. 1,700 (pass-along readership 5,100\*)
-  **43 MARYLAND**  
The Chesapeake (MRWA)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **44 SOUTH CAROLINA**  
Water Is Life (SCRWA)  
Circ. 1,000 (pass-along readership 3,000\*)
-  **45 UTAH**  
The Connector (RWAW)  
Circ. 3,500 (pass-along readership 10,500\*)

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

# Interactive Edition available online

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



## A user-friendly, interactive format that includes:

Mobile,  
iPad, iPhone  
versions  
included!

1. **A realistic reading experience** – This digital edition looks and feels like a real book: flip-through pages, the sounds of turning pages, and even shading along the spine all enhance your reading experience. This is the world's first full html5 solution on the market giving you the same interactive experience as the flash version. In addition to the book layout, you can also select a presentation view that presents single pages rather than the traditional double page layout.
2. **Mobile, iPad, iPhone compatibility** – The html5 resizes the publication automatically so that you can view the magazine on most mobile devices.
3. **eReader output** – The eReader output option allows you to download 'eBook' files so that you can read the magazine on the growing number of eReaders such as Kindle, Nook and iBooks.
4. **Thumbnail view** – You can select to show a thumbnail-style navigation panel that allows you to view the entire publication at once.
5. **A share feature** – You can share the digital publication with friends and colleagues via social networks, including Facebook and Twitter, or via email or google.
6. Active hyper-links connect you with all websites and emails contained in the publication.
7. Active links connect you to specific stories from the front cover and contents page.
8. Active links connect you to advertiser websites from their ads and the ad index.
9. Searchable and zoomable content allows you to search the entire issue for specific words, phrases, subjects, etc.
10. You can make *The Water News Source's* content even more valuable by adding your own personal notes and bookmarks throughout each issue.

To experience *The Water News Source* online, visit [www.paawwa.org](http://www.paawwa.org)

A young green plant with three leaves is growing out of a stack of papers. The background is a blurred stack of papers, suggesting a focus on the paper industry and environmental responsibility.

# 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.

## Production Requirements:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

(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 email a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by email
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your email or Word document
- Contact us for **ftp site information** for files that are too large to email
- 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](mailto:Stefanie@kelman.ca)



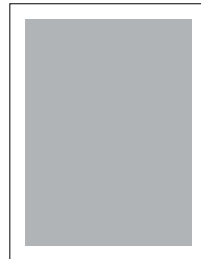
## AD SUBMISSION INFORMATION

### AD DIMENSIONS

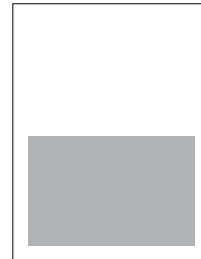
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"

Ad Size	Width	Depth
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"
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"

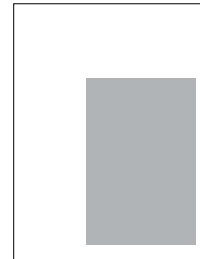
Full Page



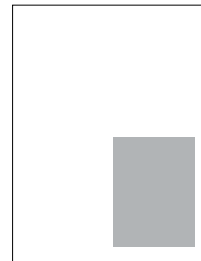
1/2 Horizontal



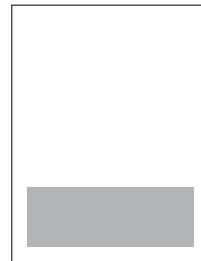
1/2 Island



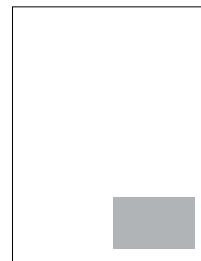
1/4 Vertical



1/4 Banner



1/8 Horizontal



1/8 Vertical

