

# NEWSLEAKS

## Looking to reach **WATER PROFESSIONALS** in Indiana?

*NewsLeaks* has a controlled circulation of nearly 2,500 with a pass-along readership of over 7,500\*

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
- Manufacturers
- Distributors
- Agents
- Contractors
- Engineers
- Consultants
- Regulators

**EXTRA EXPOSURE!**  
Ads booked in *NewsLeaks* appear in an interactive online and mobile issue **FREE!**

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

# NEWSLEAKS

**Reach your target market at key times**

*NewsLeaks* magazine reaches key players in this multi-million-dollar market at four strategic times throughout the year, including a winter issue that focuses on the **Annual Conference and Exhibition**.

## SPRING

**Space Closing:**  
Mid-April

**Distribution:**  
Mid-May

## SUMMER

**Space Closing:**  
Late May

**Distribution:**  
Late June

## FALL

**Space Closing:**  
Early September

**Distribution:**  
Early October

## WINTER

**Space Closing:**  
Late November

**Distribution:**  
Late December

**The official guide to the Conference and Exhibition**  
Bonus Distribution at the Annual Conference

As the official membership publication of the Indiana AWWA, *NewsLeaks* 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 Indiana.

## FULL COLOR ADVERTISING RATES

	1 Time Rate	4 Time Rate	Online Magazine*
<b>OBC</b>	\$1,400	\$1,275	<b>FREE</b> with print booking!
<b>IFC/IBC</b>	\$1,300	\$1,175	<b>FREE</b> with print booking!
<b>Full page</b>	\$1,150	\$1,075	<b>FREE</b> with print booking!
<b>1/2 page island</b>	\$975	\$900	<b>FREE</b> with print booking!
<b>1/2 page</b>	\$850	\$775	<b>FREE</b> with print booking!
<b>1/3 page</b>	\$700	\$625	<b>FREE</b> with print booking!
<b>1/4 page</b>	\$550	\$500	<b>FREE</b> with print booking!
<b>1/6 page</b>	\$475	\$425	<b>FREE</b> with print booking!
<b>1/8 page</b>	\$400	\$350	<b>FREE</b> 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 the Indiana AWWA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and the Indiana AWWA cannot be held liable for any material used or claims made in advertising included in this publication.
- Rates are net of agency commission.

**\*Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!**

To reach Indiana's water industry professionals through the *NewsLeaks* magazine and its targeted readership, contact Dave at your earliest convenience to discuss your company's promotional plans.

**Dave Gill,**  
**Marketing Manager**

Ph: 866-985-9791 | david@kelman.ca



Published for the  
Indiana AWWA by:



MAKE AN IMPACT WITH

# PREMIUM ADVERTISING OPPORTUNITIES

## INSERTS

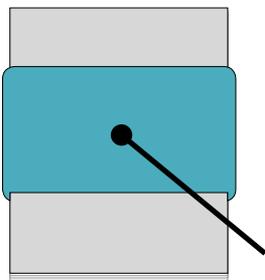
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into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

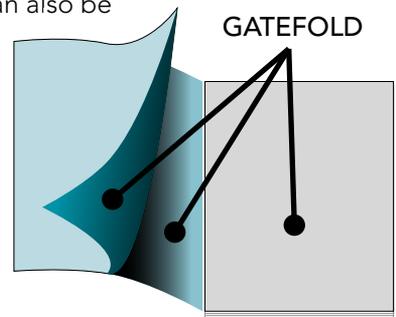
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



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.

# Interactive Edition available online

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



Mobile,  
iPad, iPhone  
versions  
included!

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

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 hyperlinks 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 *NewsLeaks Magazine's* content even more valuable by adding your own personal notes and bookmarks throughout each issue.

To experience *NewsLeaks Magazine* online, visit [www.inawwa.org](http://www.inawwa.org)

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 INDIANA**  
News Leaks (INAWWA)  
Circ. 2,500 (pass-along readership 7,500\*)
-  **6 KENTUCKY AND TENNESSEE**  
Straight from the TAP (KY-TN AWWA)  
Circ. 1,800 (pass-along readership 5,400\*)
-  **7 LOUISIANA, ARKANSAS AND OKLAHOMA**  
Southwest Water Works Journal (SW AWWA)  
Circ. 2,400 (pass-along readership 7,200\*)
-  **8 MARYLAND, DELAWARE AND D.C.**  
Chesapeake Magazine (CSAWWA)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **9 MICHIGAN**  
Water Works News (MI AWWA)  
Circ. 3,500 (pass-along readership 10,500\*)
-  **10 MINNESOTA**  
Breeze (MNAWWA)  
Circ. 1,500 (pass-along readership 4,500\*)
-  **11 MISSOURI**  
Show-me Magazine (MO AWWA)  
Circ. 1,500 (pass-along readership 4,500\*)
-  **12 NEW JERSEY**  
Pipeline (AWWA NJ)  
Circ. 2,000 (pass-along readership 6,000\*)
-  **13 PENNSYLVANIA**  
The Water News Source (PA AWWA)  
Circ. 2,000 (pass-along readership 6,000\*)
-  **14 UTAH AND SOUTHEAST IDAHO**  
The Flow (IMS AWWA)  
Circ. 1,800 (pass-along readership 5,400\*)
-  **15 VIRGINIA**  
Tap into Virginia (VA AWWA)  
Circ. 2,200 (pass-along readership 6,600\*)
-  **16 WEST VIRGINIA**  
Mountain Water (WV AWWA)  
Circ. 600 (pass-along readership 1,800\*)

**AWWA & WEF**

-  **17 ALBERTA, SASKATCHEWAN, MANITOBA, NWT AND NUNAVUT**  
Western w Water (WCWWA/WEF)  
Circ. 5,400 (pass-along readership 16,200\*)
-  **18 ARIZONA**  
The Kachina News (AZ Water Association)  
Circ. 2,500 (pass-along readership 7,500\*)
-  **19 ARIZONA, CALIFORNIA AND NEVADA**  
Tri-state Seminar Magazine (AZ WATER/CWEA/NWEA)  
Circ. 4,700 (pass-along readership 14,100\*)
-  **20 BRITISH COLUMBIA AND YUKON TERRITORY**  
Watermark (BCWWA/WEF)  
Circ. 4,600 (pass-along readership 13,800\*)
-  **21 GEORGIA**  
The Georgia Operator (GAWP AWWA-WEA)  
Circ. 4,200 (pass-along readership 12,600\*)
-  **22 NORTH CAROLINA**  
NC Currents (NC AWWA-WEA)  
Circ. 3,700 (pass-along readership 11,100\*)
-  **23 NOVA SCOTIA, NEW BRUNSWICK, PEI AND NEWFOUNDLAND**  
Go With The Flow (ACWWA)  
Circ. 1,100 (pass-along readership 3,300\*)
-  **24 SOUTH CAROLINA**  
The Journal (SCAWWA-WEASC)  
Circ. 3,500 (pass-along readership 10,500\*)

**WEA (Water Environment Association)**

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

**NRWA (National Rural Water Association)**

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

# AD MATERIAL SUBMISSION INFO

## 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

Email: [stefanie@kelman.ca](mailto:stefanie@kelman.ca)

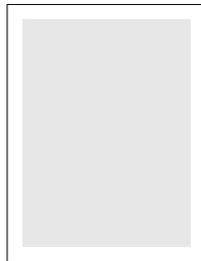


## AD DIMENSIONS

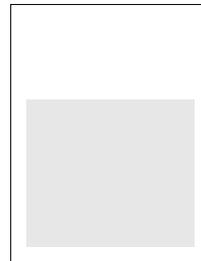
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

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"

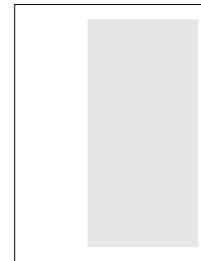
Full Page



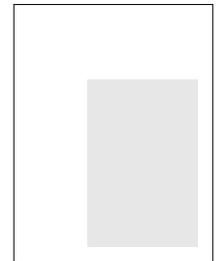
2/3 Horizontal



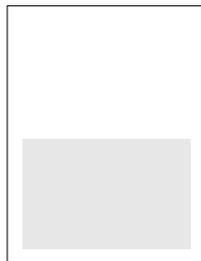
2/3 Vertical



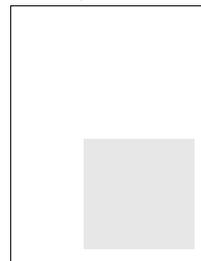
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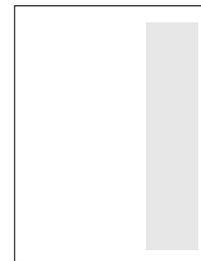
1/2 Horizontal



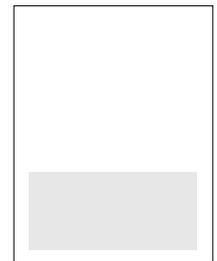
1/3 Square



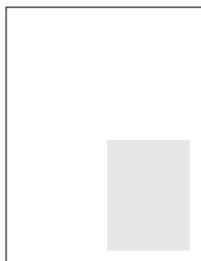
1/3 Vertical



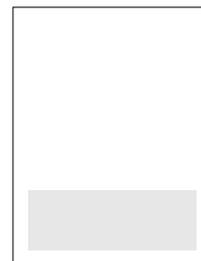
1/3 Banner



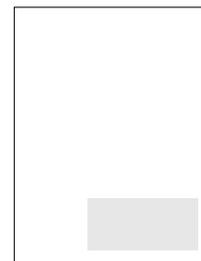
1/4 Vertical



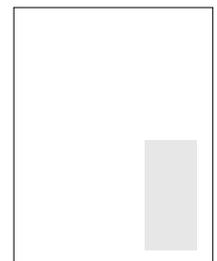
1/4 Banner



1/6 Horizontal



1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

