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# The Water Gram

A PUBLICATION OF THE IDAHO RURAL WATER ASSOCIATION

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MEDIA KIT 2020

## Reach members of Idaho's premier water and wastewater organization

### ABOUT IRWA

The Idaho Rural Water Association is Idaho's representative to the National Rural Water Association, the nation's largest utility association. IRWA is dedicated to promoting the success of rural water and wastewater systems throughout the state. We provide ongoing training and resources to our members to continually improve the industry.

Today, our organization continues to grow as we remain committed to providing the most relevant resources to our members. **Placing your message in *The Water Gram* shows your support for IRWA and gives back to your industry.**

- Our readership consists of public works superintendents, plant managers, certified operators, mayors, elected officials, engineers and more. They are responsible for specifying, recommending and approving purchases and vendor partnerships on behalf of their utilities. **Make sure your message reaches the key players in our industry.**
- *The Water Gram* achieves additional distribution at our Annual Spring Conference, Fall Conference, and at 45 one-day training sessions held throughout the year specifically for your target audience.

### FREE ONLINE EXPOSURE

*The Water Gram* is also presented in its entirety to IRWA's members and other industry professionals on the IRWA website as well as distributed via Constant Contact. That is the extra exposure of print AND online advertising at NO EXTRA COST. [www.idahoruralwater.com](http://www.idahoruralwater.com)

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A PUBLICATION OF THE IDAHO RURAL WATER ASSOCIATION

## REACH YOUR TARGET MARKET AT KEY TIMES

Published four times per year, *The Water Gram* magazine contains informative technical articles, legislative updates, conference and event information and industry news.

### REGULAR COLUMNS WILL INCLUDE:

- President's Message • Chief Executive Officer Comments • Conference Recaps • Rural Water News
- Feature Stories/Technical Articles • Legal Corner



### 2020 Schedule Distribution: 1,600

Spring 2020

**Deadline:** Late March **Published:** Early May

Summer 2020

**Deadline:** Early June **Published:** Mid-July  
+ **Bonus Distribution at the Fall Conference**

Fall 2020

**Deadline:** Early September **Published:** Mid-October

Winter 2020/21

**Deadline:** Mid-November **Published:** Late December  
+ **Bonus Distribution at the Spring Conference**

### 2020/21 Annual Resource and Membership Directory

**Deadline:** Late April  
**Published:** Mid-June

## FULL COLOR ADVERTISING RATES

	1 Time Rate	4 Time Rate	5 Time Rate*	Online Magazine*
OBC	\$1,050	\$950	\$900	<b>FREE with print booking!</b>
IFC/IBC	\$950	\$850	\$825	<b>FREE with print booking!</b>
Full page	\$850	\$750	\$700	<b>FREE with print booking!</b>
1/2 page island	\$700	\$675	N/A	<b>FREE with print booking!</b>
1/2 page	\$625	\$575	\$550	<b>FREE with print booking!</b>
1/3 page	\$525	\$475	\$450	<b>FREE with print booking!</b>
1/4 page	\$425	\$375	\$350	<b>FREE with print booking!</b>
1/6 page	\$375	\$350	\$325	<b>FREE with print booking!</b>
1/8 page	\$300	\$275	\$250	<b>FREE with print booking!</b>

\*includes Annual Directory

- 10% premium for all guaranteed position (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 IRWA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and the IRWA cannot be held liable for any material used or claims made in advertising included in this publication.

To reach water professionals through the IRWA's *The Water Gram*, contact **Jeff** at your earliest convenience to discuss your company's promotional plans for 2020.

**Jeff Kutny**, Marketing Manager

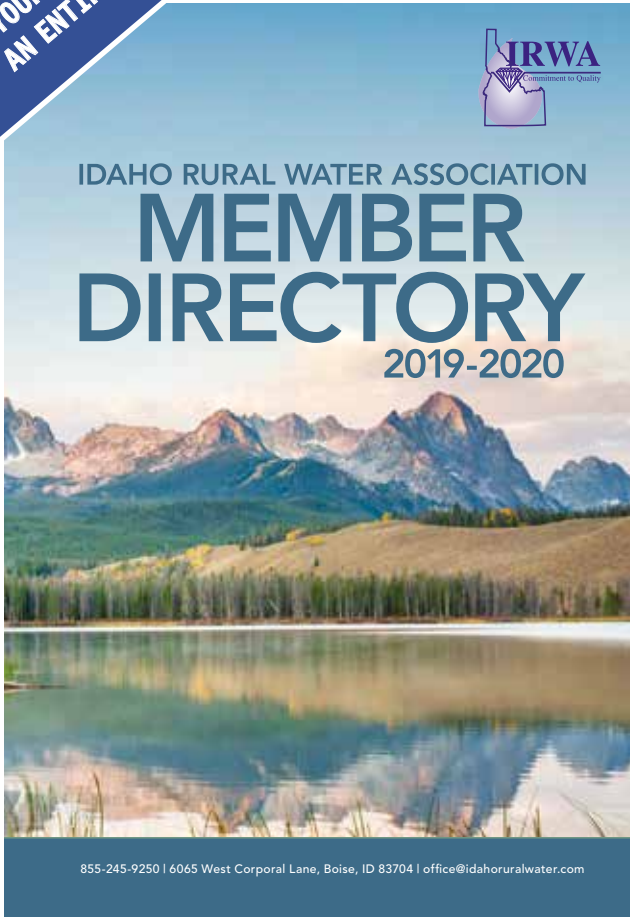
[jeff@kelman.ca](mailto:jeff@kelman.ca)

Toll Free: 866-985-9789

Published by:



STAY IN FRONT  
OF YOUR MARKET FOR  
AN ENTIRE YEAR



## 2020/21 ANNUAL MEMBERSHIP DIRECTORY & BUYERS' GUIDE

### TARGETED READERSHIP/CIRCULATION:

The *2020/21 Annual Resource and Membership Directory & Buyers' Guide* is an invaluable source of information on the water and wastewater industry. It is a **year-round "reference manual"** for association members – helping them make buying decisions about the products and services they need for their business. The controlled circulation includes all members of the IRWA. **This targeted and qualified audience is made up of key decision-makers with buying authority and influence.**

DIRECTORY DIMENSIONS		
Ad Size	Width	Depth
Full page		
Bleed	6"	8.75"
Trim	5.75"	8.5"
Live Area	5"	7.5"
Ad Size	Width	Depth
2/3 page	5"	4.875"
1/2 page	5"	3.625"
1/3 page	2.25"	4.875"
1/4 page	2.25"	3.625"
1/6 page	2.25"	2.25"
1/8 page	2.25"	1.625"

ADVERTISING RATES	
Outside back cover	\$875
Inside front cover	\$850
Full page divider (limited spots)	\$825
Inside back cover	\$800
Full page	\$725
1/2 page divider (limited spots)	\$675
1/2 page	\$550
1/3 page	\$450
1/4 page	\$375
1/6 page	\$325
1/8 page	\$250

**ISSUE DATE: JUNE 2020    CLOSING DATE: APRIL 24, 2020**

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## Dear Advertiser,

The Idaho Rural Water Association is pleased to invite your participation in our official publications, *The Water Gram*, our quarterly magazine and our revived *Annual Resource and Membership Directory*. All of these publications will serve as valuable information resources and purchasing guides for all of our members. In addition to print, *The Water Gram* is also available to members online in an interactive digital version and via email distribution.

Advertising in both publications presents a cost-effective opportunity to target the decision makers representing Idaho's water and wastewater services throughout the year. Both *The Water Gram* and the *Annual Resource and Membership Directory* will be circulated to all of our members and beyond, including all water and wastewater systems throughout the state.

We have partnered with Craig Kelman & Associates as publisher, recognizing their more than 30 years of experience with trade association publications, and vast experience in the water and wastewater industries across North America. We are confident that Craig Kelman & Associates will provide publications of the highest quality for our members and the industry. When a sales representative from Craig Kelman & Associates contacts you, please consider allocating part of your advertising/marketing budget to promote your products and services to the decision makers in our industry.

On behalf of the Idaho Rural Water Association, our Board of Directors and our membership, we thank you in advance for your advertising commitment.

Sincerely,

*Shelley Roberts*

Shelley Roberts, Chief Executive Officer

## Recent Advertisers Include:



...and more

MAKE AN IMPACT WITH

# PREMIUM ADVERTISING OPPORTUNITIES

## INSERTS

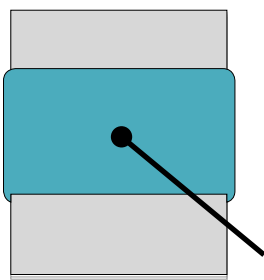
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into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

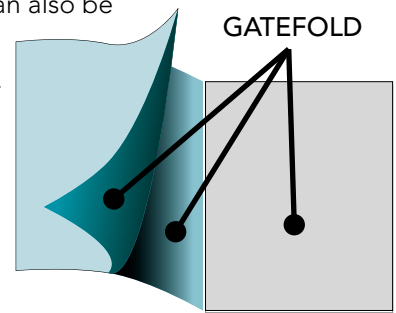
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



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. 1,500 (pass-along readership 4,500\*)
-  **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.

### 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

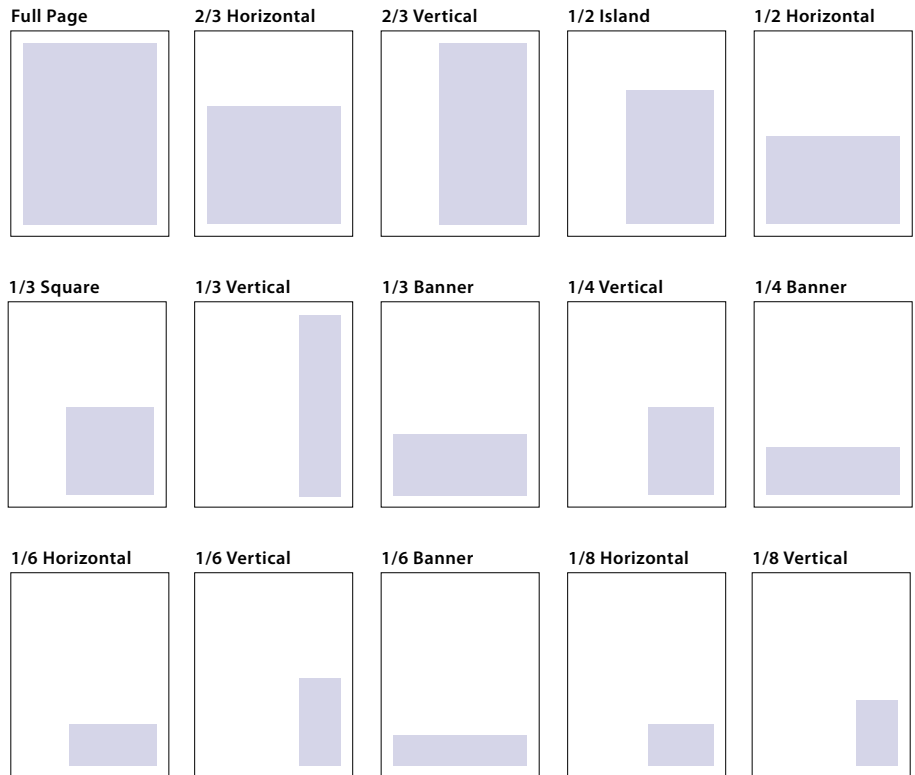
Email: [stefanie@kelman.ca](mailto:stefanie@kelman.ca)



### 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"



### Directory Dimensions

Ad Size	Width	Depth
Double Page Spread		
Bleed	8.75"	11.75"
Trim	8.5"	11.5"
* Live Area	7.5"	11"
* No live type in gutter allowed		
Full Page		
Bleed	6"	8.75"
Trim	5.75"	8.5"
Live Area	5"	7.5"

Ad Size	Width	Depth
2/3 page	5"	4.875"
1/2 page	5"	3.625"
1/3 page	2.25"	4.875"
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