



We invite you to be a part of **CENTRAL STATES WATER**

The Official Magazine of the Central States Water Environment Association, Inc.

magazine!

Dear industry supporter and prospective advertiser,

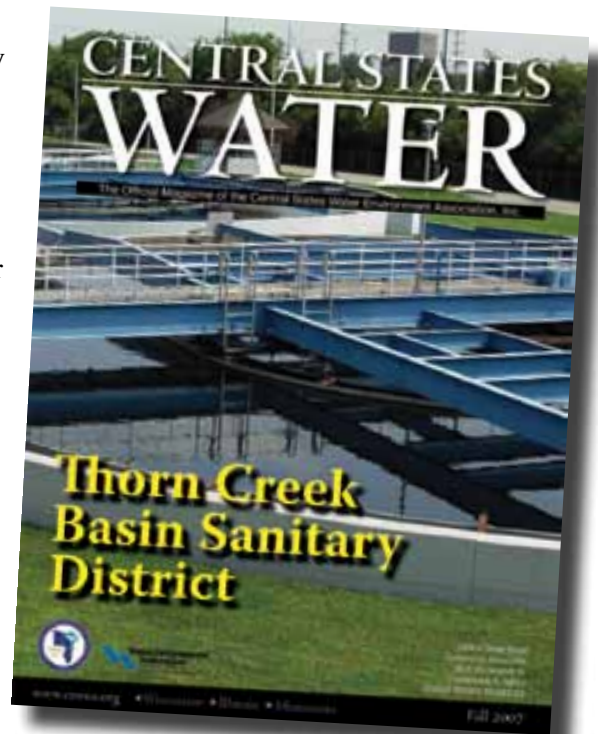
As someone who is directly involved in the delivery of high-quality products and services to the wastewater industry throughout the great states of Wisconsin, Illinois and Minnesota, we know that you and your company have a vested interest in the industry's well-being. As Executive Director of the Central States Water Environment Association (CSWEA), representing professionals who are dedicated to preserving, restoring and enhancing our water resources, I can assure you that we share the desire to make our industry as strong, vibrant and progressive as possible.

To that end, *CENTRAL STATES WATER* magazine plays a vital role in our industry's building and strengthening process. From featuring major projects and providing timely news to dealing with important issues, profiling industry professionals and helping our members become better prepared to meet the numerous challenges they face, our quarterly *CENTRAL STATES WATER* magazine is an important communication vehicle within our industry.

As we strive to ensure that our magazine fulfills its important education and communication responsibilities, I urge you to take full advantage of its potential to effectively promote your company's products and services, and to demonstrate your commitment to and support of the wastewater industry in our tri-state area. When you are contacted by a representative of our magazine publisher, Craig Kelman & Associates, I sincerely encourage you to make the most of this high-impact and meaningful marketing opportunity by including *CENTRAL STATES WATER* magazine in your promotional plans for the year ahead. It is definitely a win-win situation for all concerned.

Sincerely,

Eric Lecuyer
Executive Director
Central States Water Environment Association, Inc.



CENTRAL STATES WATER

The Official Magazine of the Central States Water Environment Association, Inc.



EXTRA EXPOSURE ON THE WEB AT NO EXTRA COST
 Central States Water magazine is presented in its entirety to CSWEA members and other industry professionals on the CSWEA web site. That is the extra exposure of print AND online advertising at NO EXTRA COST.
www.cswea.org

As the official membership publication of the Central States Water Environment Association, **CENTRAL STATES WATER** magazine 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 the great states of Wisconsin, Illinois and Minnesota.

DISTRIBUTION DELIVERS TARGETED MARKET

CENTRAL STATES WATER magazine has a controlled circulation of 2,000* (*representing a pass-along readership of approximately 10,000) that is direct-mailed to public and private sector individuals, agencies and companies involved in the wastewater industry throughout the tri-state area.

The readership of **CENTRAL STATES WATER** magazine includes the following qualified decision makers:

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

TIMELY REACH

CENTRAL STATES WATER magazine reaches these key players in this multi-million-dollar market at four strategic times throughout the year, including spring and winter issues that focus on such major industry events as the CSWEA Annual Meeting & Trade Show as well as the CSWEA/WWA Midwest Water Industry Expo. The following schedule enables you to reach your target market at these key times:

SPRING 2009 Delivery: March Ad close: Mid February

• The official guide to the **CSWEA Annual Meeting & Equipment Expo, May 18-22, Lincolnshire, IL**

BONUS DISTRIBUTION
at the Annual Meeting & Trade Show

SUMMER 2009 Delivery: July Ad close: Early June

FALL 2009 Delivery: September Ad close: Late August

• Annual Buyers' Guide showcasing advertisers' products/ services

PREMIER BUYERS' GUIDE

WINTER 2009/10 Delivery: January 2010 Ad close: Mid November

• The official guide to the **2009 CSWEA/WWA Midwest Water Industry Expo, February, 2010, Wisconsin Dells**

BONUS DISTRIBUTION
at the Midwest Water Industry Expo

*4-Color included in all ads	1X _{per year}	4X _{per year}
Outside back cover	\$1,050	\$950
Inside front or inside back covers	\$950	\$850
Full page	\$750	\$700
1/2 page island	\$600	\$550
1/2 page	\$550	\$500
1/3 page	\$425	\$375
1/4 page	\$300	\$275
1/6 page	\$250	\$225
1/8 page	\$175	\$150

Rates quoted are for space (and color) only.

*Black & White rates available on request.

MECHANICAL REQUIREMENTS			
		width (inches)	depth (inches)
Full page		7	9 1/2
1/2 page	Island	4 5/8	7
	Horizontal	7	4 5/8
1/3 page	Square	4 5/8	4 5/8
	Vertical	2 1/8	9 1/2
	Banner	7	3 1/8
1/4 page	Horizontal	4 5/8	3 3/8
	Vertical	3 3/8	4 5/8
	Banner	7	2 1/2
1/6 page	Horizontal	4 5/8	2 1/8
	Vertical	2 1/8	4 5/8
	Banner	7	1 5/8
1/8 page	Horizontal	3 3/8	2 1/8

Published for the Central States Water Environment Association by:



To reach water industry professionals in Minnesota, Illinois and Wisconsin through **Central States Water** magazine and its targeted readership, please contact me at:

Toll Free: 866-985-9782 Toll Free Fax: 866-985-9799 E-mail: awhalen@kelman.ca



AL WHALEN
Sales Manager



More bang for your print advertising buck!

With print and electronic communication operating hand-in-hand more than ever before, we are ecstatic to advise you that your print advertising in **Central States Water** magazine now brings with it some exciting electronic benefits as well... **at absolutely no extra cost to you.** We are now utilizing a user-friendly, interactive **Media Rich PDF** format that enables us to post an electronic version of the magazine, complete with all advertising, on the web site of the **Central States Water Environment Association (CSWEA)**. (www.cswea.org)

This exciting new development provides you with:

- An electronic version of your print ad in the publication on the association web site.
- When readers/viewers click on your company listing in the magazine's advertiser index, they will immediately be linked to your ad within the publication.

- When readers/viewers click on your advertisement in the magazine, they will immediately be linked to your company web site where they can further explore your company and what it has to offer. They can also click on any email address within your ad and it automatically opens up a new mail message to that address.

With other interactive opportunities for magazine readers, the Media Rich electronic version of **Central States Water** magazine now provides readers with a state-of-the-art complement to the magazine's print version and advertisers with a more comprehensive marketing package.

And as we indicated earlier...these added electronic benefits are provided to you as part of the package when you invest in print advertising in **Central States Water** magazine. **No extra costs to you...only extra benefits.**

If you have any questions, please contact your advertising sales representative for **Central States Water** magazine – CSWEA's official publication reaching thousands of water and wastewater professionals in the great states of Wisconsin, Illinois and Minnesota.



Magazines

SCORE HIGHER THAN TV AND INTERNET

New cross-media research demonstrates that magazines score significantly higher than TV and the Internet in generating advertising receptivity. Magazines also score highest in all of the other key engagement measures, and are leaders in influencing web behaviour.

In the February, 2007 Simmons Engagement Study, magazines scored higher than TV and the Internet in all six categories of reader engagement:

- **Inspirational** – Readers feel an emotional connection with the magazine, program or site
- **Trustworthy** – Readers trust it tells the truth and does not sensationalize
- **Life-Enhancing** – Readers learn something that helps them make better decisions

“All magazines do is keep getting stronger. As content providers, they are sitting at the top of the heap.”

- **Social Interaction** – Readers gain fodder for conversations
- **Personal Timeout** – Readers consider time reading/watching as special, quality time
- **Ad Attention/Receptivity** – Readers find the advertising interesting and relevant

Gary Garland, executive director of advertising services at Magazines Can is “not a bit surprised” by the findings. He attributes magazines’ high marks to the fact that they have a comfy, “curl-up” appeal and readers have more control over their choice to linger (or not) over a story or ad in a magazine, compared to TV

viewers who view on someone else’s schedule rather than their own.

“Magazines are becoming more relevant than ever, with advertisers shifting toward permission-based media, where the consumer is in control. With magazines and the web, you can read an ad, re-read it, save it, all those things.

“Well beyond that, though, magazines are storehouses of information and facts. People are drawn to a certain title because it delivers information of interest to them, and the mood has matched the moment. They are in there, and they are finding something of use, and that encourages them to then go somewhere else to get more information on products, services or concepts.”

Other studies show that print and the web not only coexist just fine, but are mutually beneficial. A Simultaneous Media Survey (SIMM 9) by BIGresearch and other studies by Roper Reports (2005) and the American Advertising Federation (2006) say marketers view magazines as the most effective medium in driving traffic to corporate websites, online promotions or other web-based marketing sites. The SIMM 9 (2007) study found that magazines prompted web searches more than any other marketing element, 10% more than TV and 33% more than face-to-face communication.

“I think what most magazine publishers are quickly realizing is that the web is anything but a threat,” Garland says. “It’s a huge opportunity for any content provider... and if you can then tack the web onto that, you’ve really got something.”

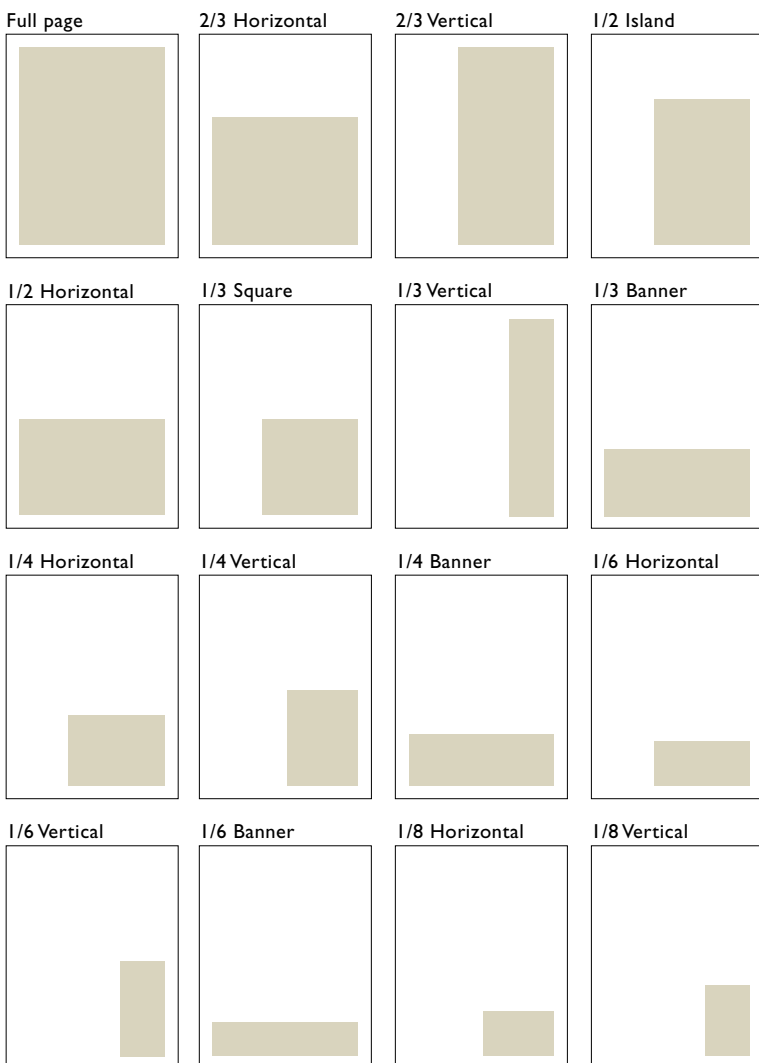
Having an online version is a definite advantage, he says, but print magazines continue to be more than relevant. He cites statistics from 1999 to 2005, which say magazines grew at an average annual compound rate of 7.4 percent, while all other major media combined – TV, radio, out-of-home, and newspapers – grew by 3.7%.

“All magazines do is keep getting stronger,” he says. “As content providers, they are sitting at the top of the heap.”

AD MATERIAL SUBMISSION INFO

AD DIMENSIONS (inches):

Size	Width	Depth	Size	Width	Depth
Full page	7	9 $\frac{1}{2}$	1/3 banner	7	3 $\frac{1}{8}$
Trim	8 $\frac{1}{4}$	10 $\frac{3}{4}$	1/4 horizontal	4 $\frac{5}{8}$	3 $\frac{3}{8}$
Bleed	8 $\frac{1}{2}$	11	1/4 vertical	3 $\frac{3}{8}$	4 $\frac{5}{8}$
2/3 horizontal	7	6 $\frac{1}{8}$	1/4 banner	7	2 $\frac{1}{2}$
2/3 vertical	4 $\frac{5}{8}$	9 $\frac{1}{2}$	1/6 horizontal	4 $\frac{5}{8}$	2 $\frac{1}{8}$
1/2 island	4 $\frac{5}{8}$	7	1/6 vertical	2 $\frac{1}{8}$	4 $\frac{5}{8}$
1/2 horizontal	7	4 $\frac{5}{8}$	1/6 banner	7	1 $\frac{5}{8}$
1/3 square	4 $\frac{5}{8}$	4 $\frac{5}{8}$	1/8 horizontal	3 $\frac{3}{8}$	2 $\frac{1}{8}$
1/3 vertical	2 $\frac{1}{8}$	9 $\frac{1}{2}$	1/8 vertical	2 $\frac{1}{8}$	3 $\frac{3}{8}$



PRODUCTION REQUIREMENTS:

- Adobe InDesign CS2
- QuarkXpress v. 6.0
- Adobe Photoshop CS2
- Adobe Illustrator CS2

(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 colours **MUST** be converted to **CMYK**
- Include a hard copy (colour 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 \$25.00

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