PWEA
PENNSYLVANIA WATER
ENVIRONMENT ASSOCIATION

KWQM
KEYSTONE WATER QUALITY MANAGER

The Magazine for **Pennsylvania Water Quality Professionals**

Looking to reach water quality professionals throughout Pennsylvania?

KWQM magazine has a controlled circulation of 3,800 water industry professionals with a pass-along readership of over 11,400*

Extra Exposure on the Web
Advertisements in *KWQM*'s 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

The Pennsylvania Water Environment Association (PWEA) is the state organization of the Water Environment Federation. *KWQM* is the PWEA'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 3,800 operations personnel, supervisors, managers, engineers, laboratory specialists, educators and municipal officials. Every member of PWEA receives a copy of *KWQM* as part of their membership dues.

REACH YOUR TARGET MARKET AT KEY TIMES

KWQM magazine reaches key players in this multi-million-dollar market at four strategic times throughout the year:
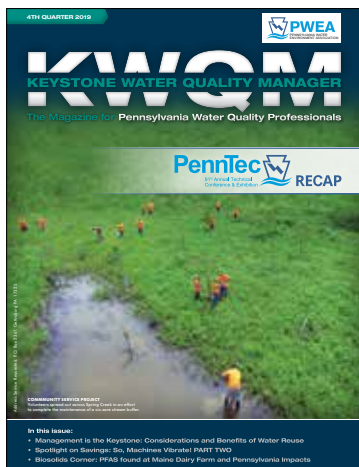
April/May/June
Space Closing: Mid-February
Distribution: Late March
* PennTec CONFERENCE ISSUE

July/August/September
Space Closing: Early May
Distribution to your market: Early July

October/November/December
Space Closing: Early August
Distribution to your market: Early October

January/February/March
Space Closing: Late October
Distribution to your market: Early January
** BUYERS' GUIDE ISSUE

FULL COLOR ADVERTISING RATES **Ads in the print edition of KWQM APPEAR ONLINE AT NO EXTRA COST!*

SIZE	1-TIME RATE (PER ISSUE)	4-TIME RATE (PER ISSUE)	ONLINE MAGAZINE*
OBC	$1,250	$1,150	**FREE** with print booking!
IFC/IBC	$1,200	$1,100	**FREE** with print booking!
Full page	$1,150	$1,050	**FREE** with print booking!
1/2 page	$850	$825	**FREE** with print booking!
1/3 page	$725	$700	**FREE** with print booking!
1/4 page	$625	$600	**FREE** with print booking!
1/6 page	$550	$525	**FREE** with print booking!
1/8 page	$475	$450	**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 PWEA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and PWEA cannot be held liable for any material used or claims made in advertising included in this publication.
- Rates are net of agency commission.
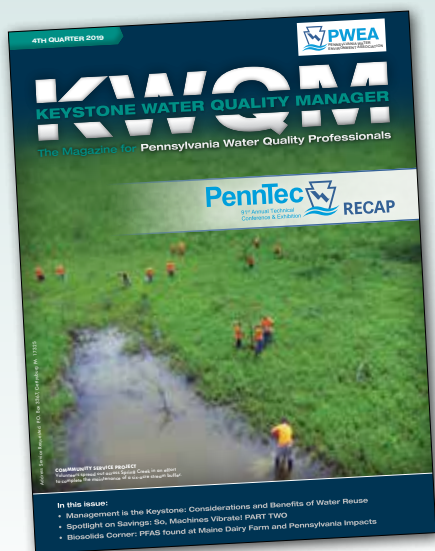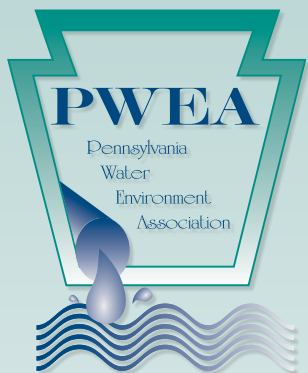
Published for PWEA by:

To reach water quality professionals through *KWQM* 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*

PWEA
Pennsylvania
Water
Environment
Association

ENHANCED COMMUNICATION FOR KEY INDUSTRY LEADERS

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 Pennsylvania, we know that you and your company have a vested interest in the industry's well-being. As Executive Director of the Pennsylvania Water Environment Association (PWEA), representing professionals who are dedicated to preserving, restoring and enhancing our precious 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, we welcome you to the *Keystone Water Quality Manager (KWQM)* magazine that 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, *KWQM* is an extremely 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 area. When you are contacted by Dave Gill of our publisher, Craig Kelman & Associates, I sincerely encourage you to make the most of this high-impact and meaningful marketing opportunity by including *KWQM* in your promotional plans. It is definitely a win-win situation for all concerned.

Sincerely,

Susan Boynton, Executive Director
Pennsylvania Water Environment Association

# 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.
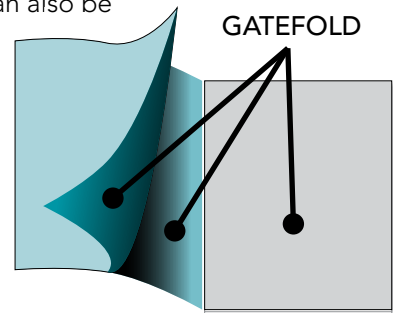
BELLYBANDS

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.
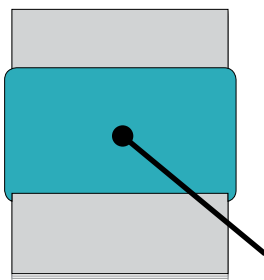
BELLYBAND

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.

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Craig Kelman & Associates

AWWA (American Water Works Association)

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

AWWA & WEF

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

WEA (Water Environment Association)

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

NRWA (National Rural Water Association)

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

Interactive Edition
available online

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

Mobile, iPad, iPhone versions included!

To experience *KWQM* online, visit *www.PWEA.org*

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.

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.

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″
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
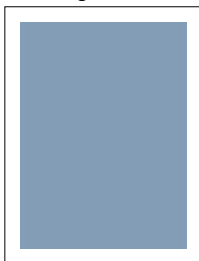
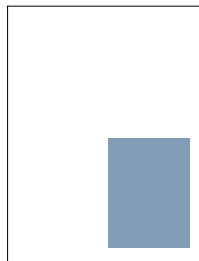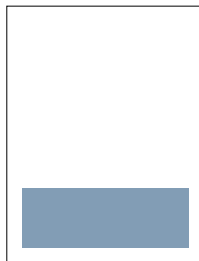2/3 Horizontal
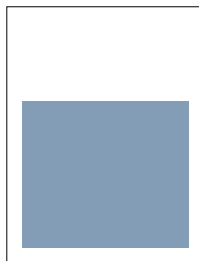
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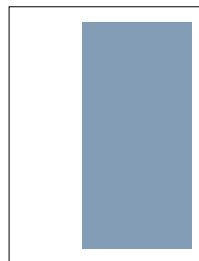
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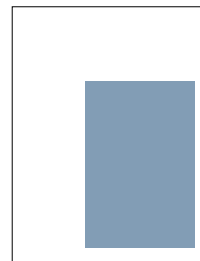
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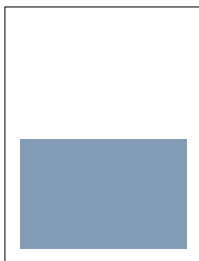
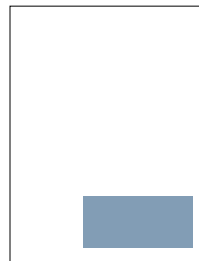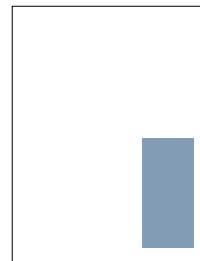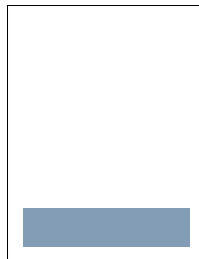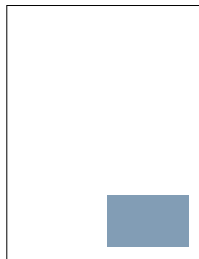1/3 Square
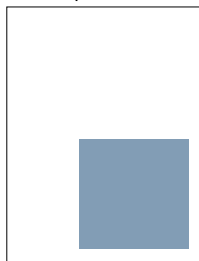
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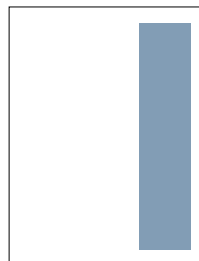
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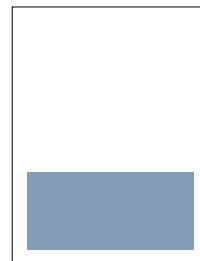
1/4 Vertical

1/4 Banner

1/6 Horizontal

1/6 Vertical

1/6 Banner

1/8 Horizontal

1/8 Vertical