

# *the* **ANALYST**

THE VOICE OF THE WATER TREATMENT INDUSTRY



# 2012

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ADVERTISING RATES

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*The Analyst* is the official publication of the Association of Water Technologies (AWT) and the voice of the water treatment industry. The Analyst presents new technologies in the area of cooling, boiler, and wastewater treatment. Each quarterly issue highlights current developments in industrial water treatment, while emphasizing practical applications of available technologies. Trends are also tracked, keeping readers abreast of regulatory activities, marketing concepts, and business practices impacting the industry. Take a look at what you can find in each issue of The Analyst:

### **Feature Articles**

Feature articles focus on technical topics offering timely information and varying insights on methods and trends in the industry. Written by industry professionals, our technical feature articles cover a wide variety of perspectives so you can get all sides of the story.

### **President's Message**

This column is straight from the desk of AWT's current President. He or she will address issues that are specific to both the industry and the association, offering his/her own editorial thoughts and opinions.

### **Association News**

The pulse of the association beats here! Find out about who's doing what, company mergers, promotions, grand openings and the headline news of AWT members.

### **Capital Eyes**

Reports on the latest government and regulatory happenings and how they impact your business on a local and national level.

### **Business Notes**

This column offers business topics and helpful hints that every business owner and manager can use. Topics cover a wide range of areas, including legal advice, marketing tips, insurance information and general interests that can make the day-to-day job of owning a business a little easier.

### **Tutor**

AWT's Technical Committee discusses issues of technical importance to the industry in this column.

### **Industry Notes**

This segment focuses on the latest products and innovations in the water treatment industry.

### **And More...**

For more information about *The Analyst*, please e-mail AWT's Communications Coordinator at [awt@awt.org](mailto:awt@awt.org), or call 800-858-6683.

### **Editorial Focus and Distribution**

Representing a large share of the U.S. water treatment market, the Association of Water Technologies (AWT) has an international network of more than 500 independent water treatment companies and affiliates. *The Analyst* is the primary publication of the organization and serves to showcase the latest trends in the industry.

Improving the efficient, effective and environmentally appropriate use of water, particularly in the traditional areas of heat transfer, mass transfer, and treatment for recycle and potable applications, AWT is committed to providing its members with the most up-to-date information and education in the industry. AWT members help municipalities and hospitals, as well as manufacturers of electronics, chemicals, paper, petroleum and steel clarify water and prevent pollution and corrosion in cooling systems and boilers. As a result, articles in *The Analyst* are geared primarily toward owners and managers of regional water treatment companies. The secondary audience is comprised of technical field and service representatives, chemists, suppliers and other water technologists employed by water treatment companies.

A growing circulation of over 5,000 water technologists and subscribers from related businesses reads *The Analyst*. If your company supplies products or services to water treatment companies, *The Analyst* speaks to the audience you are trying to reach.

**Reader's Spend on Average of 60 Minutes With Each Issue.**

# 55% of Analyst Readers Share Their Copies With Others in the Office.

## Audience Profile/Circulation

### Influential Readers

- Analyst readers have an average of 24 years experience in the water treatment industry
- 51% describe themselves as owner/president and upper management
- 82% of The Analyst readers are involved in purchasing products and services

### Engaged Readers

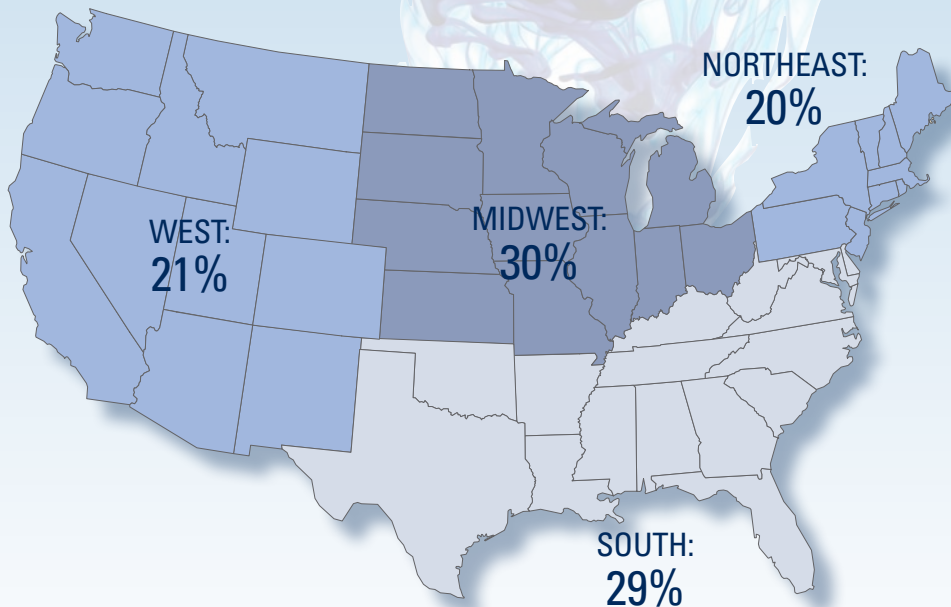
- 74% have read or looked through the last four of four issues
- 73% say they look forward to receiving their new issue of The Analyst
- 67% retain their copy of The Analyst for more the one year
- 60% say they always see something new and exciting in each issue
- 44% spend more than an hour with each issue of *The Analyst*

### Active Readers

- 92% have taken at least one action after reading articles
- 69% have taken at least one action after seeing an ad in *The Analyst*
- 36% discussed ads with others after seeing an ad in *The Analyst*
- 32% contacted a dealer, supplier or representative after seeing an ad in *The Analyst*



## Geographic Distribution



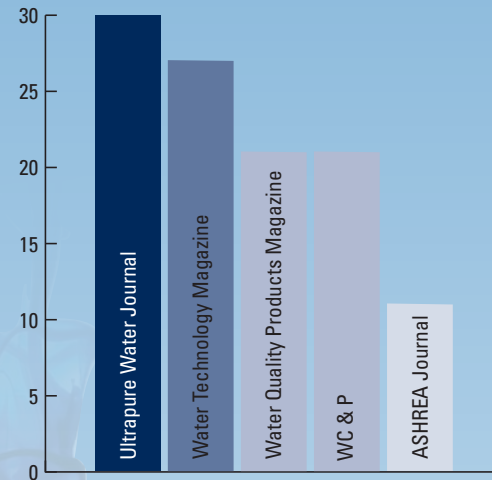
## Top products and services *The Analyst* readers plan to purchase in the next 12 months:

Biocides	80%
Pumps/Controllers	78%
Corrosion & Scale Inhibitors	74%
Dispersants	71%
Test Equipment	70%
Lab Services	51%
Formulated Products	47%
Coagulants & Flocculants	47%
Software	37%
Blending	36%
Training & Consulting	32%



## Industry Leader

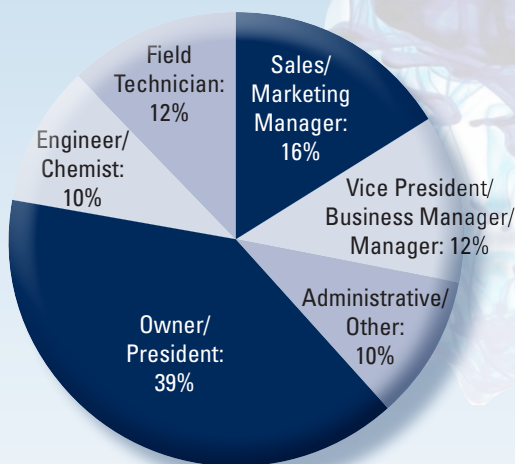
*The Analyst* provides unique access to its audience: Only 30% regularly read other water industry publications.



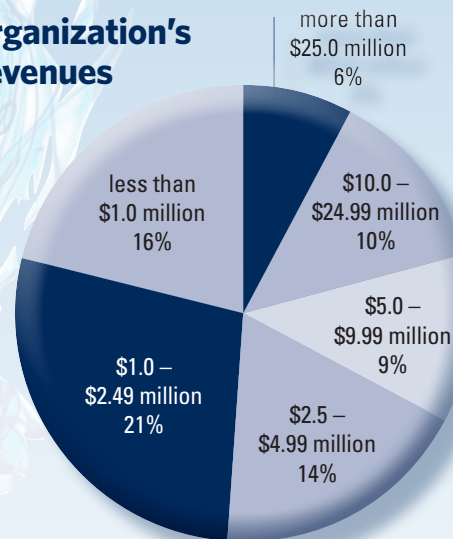
## Organization's Primary Specialty

Cooling Towers	58%
Boilers	39%
Consulting	28%
Wastewater	17%
Blending	15%
Manufacturing	15%
Potable Water	11%
Other	9%
Water Treatment Sales/Service	9%

## Job Title/Function



## Organization's Revenues



**82% of *The Analyst* readers are involved in purchasing products and services**

## 2012 PRINT ADVERTISING AND ONLINE AWT GRAM RATES\*

Four Color										Black & White				
	1x	4x	6x	8x	Covers	1x	4x	6x	8x		1x	4x	6x	8x
Full Page	\$3,060	\$2,735	\$2,440	\$2,225	Cover 2	\$3,750	\$3,365	\$3,065	\$2,790	Full Page	\$2,110	\$2,050	\$1,870	\$1,700
2/3 Page	\$2,725	\$2,495	\$2,275	\$2,070	Cover 3	\$3,750	\$3,365	\$3,065	\$2,790	2/3 Page	\$1,875	\$1,935	\$1,670	\$1,520
1/2 page	\$2,400	\$2,180	\$1,980	\$1,800	Cover 4	\$4,935	\$4,770	\$4,341	\$3,950	1/2 page	\$1,855	\$1,505	\$1,370	\$1,250
1/3 Page	\$2,315	\$2,150	\$1,960	\$1,785						1/3 Page	\$1,585	\$1,420	\$1,295	\$1,175
1/4 Page	\$2,245	\$2,035	\$1,850	\$1,685						1/4 Page	\$1,505	\$1,400	\$1,270	\$1,160

\*Member rates available.

### Winter 2012 Analyst

**Emphasis:** 2011 Convention Recap; Technical Training Seminars—last chance; Save the Date Convention

- Ad Reservations—November 7, 2011
- Ad Materials Due—December 16, 2010
- Analyst Mailed—January 23, 2012
- Analyst In Members' Hands—February 6, 2012

### Spring 2012 Analyst

**Analyst Emphasis:** Board Nominations/Award Nominations; Training Recap; Annual Convention Promo

- Ad Reservations by—March 9, 2011
- Ad Materials Due—April 16, 2012
- Analyst Mailed—May 14, 2012
- Analyst in Member's Hands—May 28, 2012

### Spring Business Supplement

- Ad Reservations by—March 9, 2011
- Ad Materials Due—April 16, 2012
- Analyst Mailed—May 14, 2012
- Analyst in Member's Hands—May 28, 2012

### Annual Membership Directory

- Ad Reservations by April 20th
- Ad Materials Due by May 4th
- Directory Mailed—June 15, 2012
- Directory in Member's Hands—June 29, 2012

### Summer 2012 Analyst

**Emphasis:** Distributed 2012 Annual Convention (September 19-22); Introduce Training Seminars; Call for 2013 Papers

- Ad Reservations by—June 8, 2012
- Ad Materials Due—July 16, 2012
- Analyst Mailed—August 17, 2012
- Analyst in Members Hands—August 27, 2012

### Fall 2012 Analyst

**Analyst Emphasis:** 2012 Convention Recap; Training Seminars—last chance; 2013 Convention Save the Date

- Ad Reservations by—September 3, 2012
- Ad Materials Due—October 8, 2012
- Analyst Mailed—November 7, 2012
- Analyst in Member's Hands—November 19, 2012

### Fall 2012 Technology Supplement

- Ad Reservations by—September 3, 2012
- Ad Materials Due—October 8, 2012
- Analyst Mailed—November 7, 2012
- Analyst in Member's Hands—November 19, 2012

### AWT Buyer's Guide 2013

Ad Reservations and Classified Listings by: September 21, 2012

- Ad Materials Due September 28, 2012
- Buyer's Guide Mailed—December 7, 2012
- Buyer's Guide in Member's Hands—December 21, 2012



### Advertise in the Online AWT Gram:

The AWT Gram reaches more than 1,300 individual AWT members each month, and is delivered online to members on the 15th of every month

#### Available AWT Gram Advertising Space:

Button Ad (125x125)	Skyscraper (125x250)	Banner (468x60)
1x: \$175 each	1x: \$250 each	1x: \$650 each
6x: \$150 each	6x: \$175 each	6x: \$550 each
12x: \$115 each	12x: \$150 each	12x: \$450 each

## Publication Specifications

### Black and Additional Color(s)

For a matched PMS color add \$355 per color, per ad, per page. For additional color(s) to be chosen by the publisher, add 20% to black and white rates, per color, per ad, per page.

### Bleeds

There are no additional charges for bleeds.

### Guaranteed Positions

Add 25% to ad rates to guarantee position. Space and availability are limited.

### Circulation

The Analyst is published quarterly and is distributed to over 5,000 water treatment industry professionals. Advertisers in the AWT Annual Convention (summer) issue receive bonus distribution at the AWT annual conference.

### Commission

Commission for advertising agencies is not an AWT policy. Agencies should seek fees directly from the advertiser.

### Digital File Guidelines

Please supply a same size color hard copy of all files supplied.

#### PDF (High resolution, print ready setting)

- All fonts embedded, CMYK (plus any spot PMS), high res graphics (300 dpi pics, 1200 dpi line art)

#### Native files (InDesign, TIFF, EPS, High Res-PDF)

- All fonts and graphics included
- High res graphics (300 dpi pics, 1200 dpi line art)

### Payment Information

All payments must be made "in advance of or upon delivery of goods or services." In order to ensure this, AWT obtains credit card information from each advertiser. If there are outstanding invoices for prior issues, companies will not be allowed to continue advertising.

### Cancellation Policy

Cancellations must be made in writing and are not accepted after space reservation deadlines.

#### National Account Managers:

##### James Byles

Phone: 202-244-4131 • Fax: 202-318-7653

Cell: 202-361-6247

james@bylesandassociates.com

##### Warren Kaufman

Phone: 818-880-5800 • Fax: 818-880-4670

warren@bylesandassociates.com

#### Mailing Instructions for Materials:

##### Heidi J. Zimmerman

Association of Water Technologies

9707 Key West Avenue, Suite 100, Rockville, MD 20850

Phone: 301-740-1421 • Fax: 301-990-9771

Website: www.awt.org

#### FTP site upload instructions:

ftp://207.5.76.134

Username: heidi

Password: awt2008

## Mechanical Requirements

A. Full Page	7.5 x 10
B. Full Page Bleed	8.625 x 11.25
C. Two Page Spread	17.25 x 11.25
D. 2/3 Page Vertical	4.5 x 10
E. 1/2 Page Horizontal	7 x 4.5
F. 1/2 Page Vertical	3.375 x 10
G. 1/2 Page Island	4.5 x 7
H. 1/3 Page Vertical	2.25 x 10
I. 1/3 Page Square	4.5 x 4.5
J. 1/4 Page	3.375 x 4.5

