AWT
ASSOCIATION OF WATER TECHNOLOGIES

# 2024
# MEDIA KIT

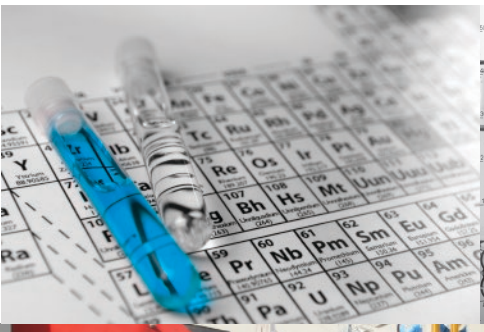
- *THE ANALYST* MAGAZINE
- AWT BUYER'S GUIDE
- AWT MEMBERSHIP DIRECTORY
- AWT.ORG WEBSITE
- RETARGETING
- THE AWTGRAM ENEWSLETTER
- THE LEARNING LAB ENEWSLETTER
- AWT CALCULATIONS APP
- AWT EXCHANGE ONLINE COMMUNITY

# ABOUT
## Association of Water Technologies

The Association of Water Technologies (AWT) is an international organization representing over 500 companies that specialize in applying water treatments for industrial and commercial cooling and heating systems. We equip water treaters with the tools and skills they need to deliver the highest quality service to clients—helping them to extend equipment life, maximize energy efficiency, and reduce downtime.

**The Association of Water Technologies (AWT) will be the voice of the global water treatment industry.**

Our vision conveys a concrete yet unrealized goal for AWT and serves as a clear and compelling catalyst for our efforts. AWT aspires to be a significant force in the water treatment industry. We remember our essence, which is to work together for the good of the membership and industry. And we also realize that serving as the voice for the entire global water treatment industry brings greater leverage to all our members and affords them further success.



# the ANALYST
THE VOICE OF THE WATER TREATMENT INDUSTRY

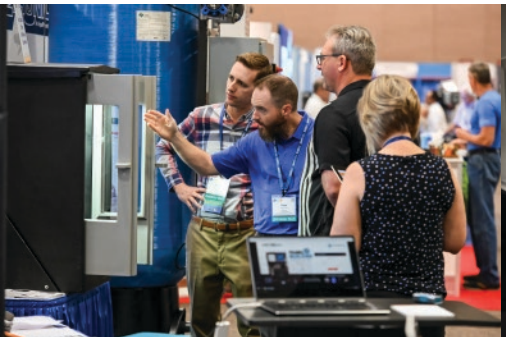
## *The Analyst* is the official publication of the Association of Water Technologies (AWT).

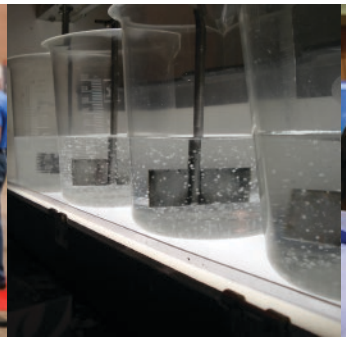
» *The Analyst* presents new technologies in the areas of cooling, boiler, and wastewater treatment.

» Each quarterly issue of *the Analyst* magazine highlights current developments in industrial water treatment, while emphasizing practical applications of available technologies.

» With a circulation of approximately 4,200, water technologists and subscribers from related businesses can track trends, and stay abreast of regulatory activities, marketing concepts, and business practices impacting our industry.

» If your company supplies products or services to water treatment companies, *the Analyst* speaks to the audience you are trying to reach.





## In addition to the quarterly issues of *The Analyst*:

### » AWT Membership Directory

• This is the go-to resource for all AWT members. Members carry it into the field for quick access to connect with AWT members and suppliers. Multiple ad sizes available.

• Mailed each February.

### » AWT Buyer's Guide

• This is a comprehensive list for specialized cutting-edge technology and services used in industrial water treatment. Designed as an easy-to-use reference categorized by chemicals, equipment, and services, the Guide catalogues vendors who can provide everything you need to successfully compete in the water treatment arena.

• Mailed in August with the Summer issue of *the Analyst* and receives bonus circulation at the annual AWT Convention and Expo.

### » AWT Supplements

• Maximize your exposure with readers by appearing in AWT's Business Supplement and Technology Supplement.

» **Digital editions of publications provide a direct, online link from your print ad to your company website.**

# 2024
# AWT's Print Adverting Rates and Deadlines

| Issue | Space Deadline | Materials Deadline | Mail Date |
|---|---|---|---|
| ***The Analyst* – Winter 2024**<br>**General Water Treatment - (examples include chemical treatment, boilers, chemical monitoring)** | 11/11 | 12/9 | 1/27 |
| **AWT Membership Directory** | 1/24 | 1/31 | 2/20 |
| ***The Analyst* – Spring 2024**<br>**Cooling Water Operations and Technologies** | 2/28 | 3/10 | 4/14 |
| ***The Analyst* – Business Supplement** | 2/29 | 3/20 | 4/14 |
| ***The Analyst* – Summer 2024**<br>**Treatment System Monitoring** | 5/26 | 6/15 | 7/31 |
| **AWT Buyer's Guide** | 5/26 | 6/15 | 7/31 |
| ***The Analyst* – Fall 2024**<br>**Deionization (RO and IX)** | 9/1 | 9/22 | 10/30 |
| ***The Analyst* – Technology Supplement**<br>**Corrosion and Scaling Issues** | 9/1 | 9/22 | 10/30 |

| Ad Rates | 1x | 4x | 8x |
|---|---|---|---|
| Two Page Spread | $5,950 | $5,650 | $5,050 |
| Full Page | $3,850 | $3,550 | $3,050 |
| 2/3 Page | $3,450 | $3,050 | $2,550 |
| 1/2 Page | $2,775 | $2,545 | $2,260 |
| 1/3 Page | $2,485 | $2,215 | $1,935 |
| 1/4 Page | $2,315 | $2,195 | $1,850 |
| Inside Front Cover | $4,500 | $4,200 | $3,800 |
| Inside Back Cover | $4,500 | $4,200 | $3,800 |
| Back Cover | $5,400 | $5,100 | $4,500 |

*All rates are NET and in US dollars.*

ADVERTISING POLICY: Please note that we require advertisements to be submitted by the Materials due date for each issue you are scheduled to run. Unless new art is submitted by the materials due date, a pick up of previous artwork will be run.

PAYMENT TERMS: Net 30 days. *A finance charge of 1.5% per month will begin accruing on any unpaid invoice after 60 days from the invoice date. AWT may put a credit hold on any account with a past due balance. In the event an account is referred to an outside collection agency or attorney, purchaser will be responsible for all collection costs including attorney fees and court costs.*

RATES: All rates and pricing are listed at net costs per ad.

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

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

# Print Advertising Specifications

ASSOCIATION OF WATER TECHNOLOGIES

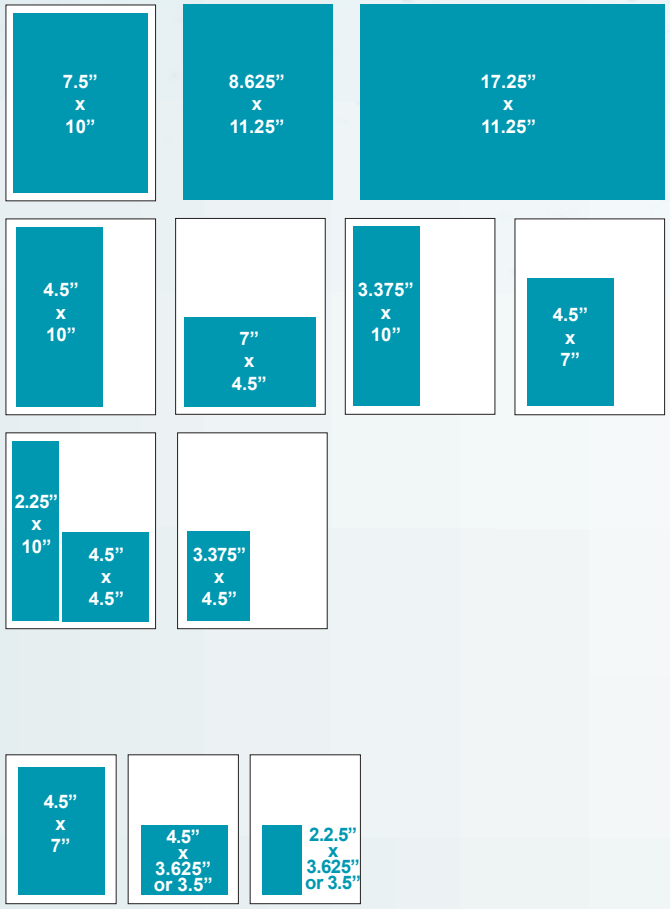
***Mechanical Requirements***:
(All publications except Membership Directory)

| Ad Size | Trim | Live | Bleed |
|---|---|---|---|
| Full Page | 7.5” x 10” | 7.5” x 10” | |
| Full Page Bleed | 8.5” x 11” | 8” x 10.5” | 8.625” x 11.25” |
| Two Page Spread | 17” x 11” | 16.5” x 10.5” | 17.25” x 11.25” |
| 2/3 Page Vertical | 4.5” x 10” | 4.5” x10” | |
| 1/2 Page Horizontal | 7” x 4.5” | 7” x 4.5” | |
| 1/2 Page Vertical | 3.375” x 10” | 3.375” x 10” | |
| 1/2 Page Island | 4.5” x 7” | 4.5” x 7” | |
| 1/3 Page Verical | 2.25” x 10” | 2.25” x 10” | |
| 1/3 Page Square | 4.5” x 4.5” | 4.5” x 4.5” | |
| 1/4 Page | 3.375” x 4.5” | 3.375” x 4.5” | |

***Membership Directory***:

| Ad Size | Trim | Live |
|---|---|---|
| Full Page | 4.5” x 7” | 4.5” x 7” |
| 1/2 Page | 4.5” x 3.625” | 4.5” x 3.625” |
| 1/4 Page | 2.25” x 3.625” | 2.25” x 3.625” |

*All ads appear in B/W except for cover positions.*







***Materials submission guidelines***:

- » High resolution, print ready files
- » All fonts embedded, CMYK (plus any spot PMS)
- » **Native files** (InDesign, TIFF, EPS, High Res-PDF)
- » All fonts and graphics included
- » High res graphics (300 dpi pics, 1200 dpi line art)

### Bleeds:
There are no additional charges for bleeds.

### Circulation:
*The Analyst* is published quarterly and is distributed to over 4,200 water treatment industry professionals. Advertisers in the Summer issue of *the Analyst* and the Buyer’s Guide receive bonus circulation at the AWT Annual Convention.

### Cancellation Policy:
Cancellations must be made in writing and are not accepted after space reservation deadlines.

### Payment Information:
All payments must be made “in advance of or upon delivery of goods or services.” If there are outstanding invoices for prior issues, companies may not be allowed to continue advertising until amount due is paid in full.

# AWT Digital Advertising Opportunities

## AWT.org

***Advertise your message to thousands of AWT.org monthly users.***
Banner ads rotate among advertisers. Each banner ad is viewable for 8 seconds before rotating to the next advertiser. Banner ads appear on public pages on the AWT website; however, the following website sections are excluded from advertising:

- Members Only, event mini sites (e.g., AWT Annual Convention, Technical Seminars), and online training. Limited availability.

| Ad Rate | 3 Month | 6 Month | 12 Month | Ad Specs |
|---|---|---|---|---|
| Member | $1,500 ($500/mo) | $2,700 ($450/mo) | $4,800 ($400/mo) | » 728x90 pixels \| Format: GIF or JPG<br>» Ads must be static images. Animated banner ads will not be accepted.<br>» URL for link<br>» Ad reservations must be made by the 15th of each month for next month placement.<br>» Ad materials are due by 7 business days prior to launch date. |
| Non-Member | $2,400 ($800/mo) | $3,900 ($650/mo) | $6,000 ($500/mo) | |

## The Power of Retargeting

***Guaranteed digital reach to AWT's audience and website visitors***

***Why Retarget through us?***
Reach your key audience on and off AWT.org. By retargeting our audience with your message, you are exponentially increasing your visibility to the RIGHT audience.

***Reporting***
Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

1. **Visitors go to AWT.org**
2. **Visitors leave AWT.org and visit other websites**
3. **Your ads follow the visitor around as they go to other websites, which keeps your brand top-of-mind and drives traffic back to your website**

| | | | |
|---|---|---|---|
| 1-month | 35,000 | $750 | » Multiple ad sizes required.<br>» 300×250px - Medium Rectangle (Mobile-Friendly)<br>» 728×90px - Leaderboard (Mobile-Friendly)<br>» 160x600px - Skyscraper (Desktop Only)<br>» 180x150- Small Rectangle (Mobile Friendly)<br>» Format: PNG, JPG or GIF<br>» The maximum file size of each creative 200MB. |
| 3-months | 70,000 | $1,500 | |
| 6-months | 100,000 | $3,000 | |

## AWT Gram eNewsletter

The AWT Gram, the association's monthly eNewsletter focusing on goings-on in AWT, reaches more than 2,000 individual AWT members each month. Average open rate over 34%.

| Ad Rate | 6 Month | 12 Month | Ad Specs |
|---|---|---|---|
| Member | $2,400 ($400/mo) | $4,500 ($375/mo) | » 580w x 100h pixels<br>» Format: GIF or JPG<br>» Ads must be static images. Animated banner ads will not be accepted.<br>» URL for link<br>» Ad reservations must be made by the 1st of each month.<br>» Ad materials are due by the 7th of each month. |
| Non-Member | $3,300 ($550/mo) | $6,000 ($500/mo) | |

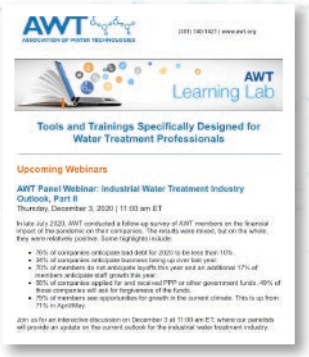
***Partner Showcase Advertorial***

| Ad Rate | 1 Month | 3 Month | 6 Month | Ad Specs |
|---|---|---|---|---|
| Member | $1,200/ea | $3,300 ($1,100/ea) | $6,000 ($1,000/ea) | » 600w x 100h pixels banner<br>» Format: GIF or JPG<br>» Ads must be static images. Animated banner ads will not be accepted.<br>» 150-words of text<br>» URL for link<br>» Ad reservations must be made by the 1st of each month.<br>» Ad materials are due by the 7th of each month.<br>» Advertorial cannot appear in more than 6 issues. |
| Non-Member | $2,400/ea | $6,600 ($2,200/ea) | $12,000 ($2,000/ea) | |

# AWT Digital Advertising Opportunities

## Learning Lab eNewsletter

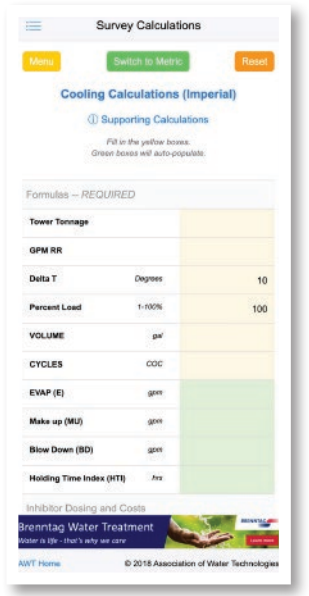
The Learning Lab is AWT's monthly eNewsletter dedicated to highlighting the education and training available to members and nonmembers, alike. The newsletter reaches more than 2000 individuals each month. Space is limited.




| Ad Rate | Per Issue | Ad Specs |
|---|---|---|
| Member | $500 | » 580 x 100 pixels (60 kbs MAX file)<br>» Format: GIF or JPG<br>» Ads must be static images. Animated banner ads will not be accepted.<br>» URL for link<br>» Ad reservations must be made by the 25th of the prior month.<br>» Ad materials are due by the 1st of each month. |
| Non-Member | $700 | |

## AWT Calculations App

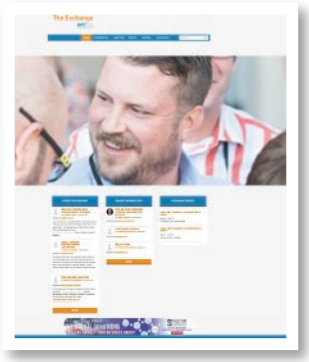
The Association of Water Technologies (AWT) Calculations App allows water treaters to do basic water treatment calculations on their mobile device when they are out in the field. The app has been downloaded more than 8,000 times. Ads are limited to 6 per month.




| Ad Rate | 6 Month | 12 Month | Ad Specs |
|---|---|---|---|
| Member | $2,700 ($450/mo) | $4,800 ($400/mo) | » 720w x 90h pixels (60 kbs MAX file)<br>» Format: GIF or JPG<br>» Ads must be static images. Animated banner ads will not be accepted.<br>» URL for link<br>» Ad reservations must be made by the 25th of the prior month.<br>» Ad materials are due by the 1st of each month. |
| Non-Member | $3,900 ($650/mo) | $6,000 ($500/mo) | |

## AWT Exchange

AWT Exchange is AWT's online, members-only community where water treatment professionals connect with one other to get advice and input to problems they are facing in the field. There are over 1,000 people signed up for the Exchange, although, any member can join at any time.



| Ad Rate | 6 Month | 12 Month | Ad Specs |
|---|---|---|---|
| Member | $2,700 ($450/mo) | $4,800 ($400/mo) | » 962w x 125h pixels<br>» Ad reservations must be made by the 25th of the prior month.<br>» Ad materials are due by the 1st of each month. |
| Non-Member | $3,900 ($650/mo) | $6,000 ($500/mo) | |

ASSOCIATION OF WATER TECHNOLOGIES

## Advertising Contact Information


Advertising Sales Manager

**Carol Nettles**
**cnettles@awt.org**
**404-347-1755**