

Current

A Publication of the Missouri Water Environment Association

MEDIA KIT



Looking to reach Wastewater professionals in Missouri?

Current has a controlled
circulation of over

1,300

with a pass-along
readership of
approximately 3,900*

This highly qualified audience is made up of key decision makers with buying authority and influence – the CORE of your market. All copies of each issue are individually addressed to qualified decision makers whose positions include:

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

*Based on statistical research, on average specialized business publications have pass-along readership rates of 3-4 people per copy.

EXTRA EXPOSURE! Ads booked in *Current* appear in a 3D issue online **FREE!**

Reach your target market at key times

As the official membership publication of the Missouri Water Environment Association, *Current* 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 state of Missouri.

DISTRIBUTION DELIVERS TARGETED MARKET

Current has a controlled circulation of over 1,300* (*representing a pass-along readership of approximately 3,900) that is direct-mailed to public and private sector individuals, agencies and companies involved in the wastewater industry throughout Missouri and beyond.

TIMELY REACH

Current reaches these key players in this multimillion dollar market at four strategic times throughout the year. The following schedule enables you to reach your target market at these key times:

SPRING	SUMMER	FALL	WINTER
Space Closing: Late January Distribution: Early March	Space Closing: Late April Distribution: Early June	Space Closing: Late July Distribution: Late August	Space Closing: Late October Distribution: Early December

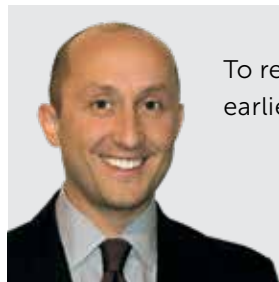
* Bonus distribution at annual conference in late March

Full Color Advertising rates *Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!

Current 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 Missouri.

	1 TIME RATE	4 TIME RATE	ONLINE EDITION*
OBC	\$950	\$850	FREE with print booking!
IFC/IBC	\$850	\$825	FREE with print booking!
Full page	\$800	\$750	FREE with print booking!
1/2 page island	\$675	\$650	FREE with print booking!
1/2 page	\$625	\$575	FREE with print booking!
1/3 page	\$500	\$475	FREE with print booking!
1/4 page	\$450	\$425	FREE with print booking!
1/6 page	\$425	\$400	FREE with print booking!
1/8 page	\$400	\$375	FREE with print booking!

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Rates are net of agency commission.
- The publisher and the MWEA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and MWEA cannot be held liable for any material used or claims made in advertising included in this publication.



To reach wastewater professionals through *Current*, contact Jeff at your earliest convenience to discuss your company's promotional plans.

Jeff Kutny, Marketing Manager

jeff@kelman.ca

Toll Free: 866-985-9789

Published for MWEA by:



MAKE AN IMPACT WITH

PREMIUM ADVERTISING OPPORTUNITIES

INSERTS

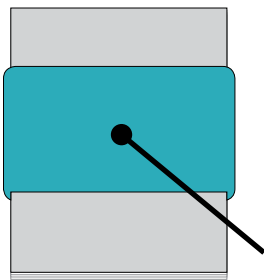
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into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

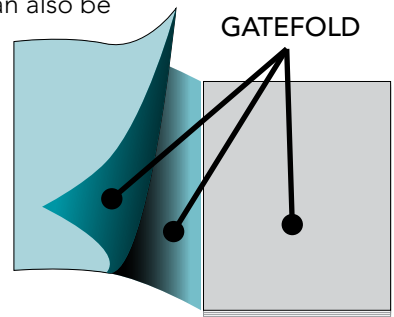
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



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.



CONTACT YOUR SALES ASSOCIATE
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.

Our expansive publishing network



AWWA | American Water Works Association

			Circulation	Readers
1	ALABAMA AND MISSISSIPPI	AL-MS AWWA (<i>Pipeline</i>)	3,500	10,500
2	CONNECTICUT	CTAWWA/CWWA (<i>Inflow-Line</i>)	1,700	5,100
3	IDAHO, OREGON AND WASHINGTON	PNWS-AWWA (<i>Water Matters</i>)	3,000	9,000
4	ILLINOIS	ISAWWA (<i>Splash</i>)	2,800	8,400
5	INDIANA	INAWWA (<i>News Leaks</i>)	2,500	7,500
6	KENTUCKY AND TENNESSEE	KY-TN AWWA (<i>Straight from the Tap</i>)	1,800	5,400
7	LOUISIANA, ARKANSAS AND OKLAHOMA	SW AWWA (<i>Southwest Water Works Journal</i>)	2,400	7,200
8	MARYLAND, DELAWARE AND D.C.	CSAWWA (<i>Chesapeake</i>)	1,600	4,800
9	MICHIGAN	MI AWWA (<i>Water Works News</i>)	3,500	10,500
10	MINNESOTA	MNAWWA (<i>Breeze</i>)	1,500	4,500
11	MISSOURI	MO AWWA (<i>Show-Me</i>)	1,500	4,500
12	NEW JERSEY	AWWA NJ (<i>Pipeline</i>)	2,000	6,000
13	PENNSYLVANIA	PA AWWA (<i>The Water News Source</i>)	2,000	6,000
14	UTAH AND SOUTHEAST IDAHO	IMS AWWA (<i>The Flow</i>)	1,800	5,400
15	VIRGINIA	VA AWWA (<i>Tap Into Virginia</i>)	2,200	6,600
16	WEST VIRGINIA	WV AWWA (<i>Mountain Water</i>)	600	1,800

AWWA & WEF

17	ALBERTA, SASKATCHEWAN, MANITOBA, NWT, NUNAVUT	WCW AWWA/WEA (<i>Western Canada Water</i>)	5,400	16,200
18	ARIZONA	AZ WATER (<i>The Kachina News</i>)	2,500	7,500
19	ARIZONA, CALIFORNIA AND NEVADA	AZ WATER/CWEA/NWEA (<i>Tri-State Seminar</i>)	4,700	14,100
20	BRITISH COLUMBIA AND YUKON	BCWWA/WEF (<i>Watermark</i>)	4,600	13,800
21	GEORGIA	GAWP AWWA-WEA (<i>The Georgia Operator</i>)	4,200	12,600
22	NORTH CAROLINA	NC AWWA-WEA (<i>NC Currents</i>)	3,700	11,100
23	NOVA SCOTIA, NEW BRUNSWICK, PEI, NEWFOUNDLAND	ACWWA (<i>Go With The Flow</i>)	1,100	3,300
24	SOUTH CAROLINA	SCAWWA-WEASC (<i>The Journal</i>)	3,500	10,500

WEF | Water Environment Federation

25	ALABAMA	AWEA (<i>The Wave</i>)	1,800	5,400
26	CALIFORNIA	CWEA (<i>Clean Water</i>)	10,000	30,000
27	HAWAII	HWEA (<i>Lua Line</i>)	1,000	3,000
28	ILLINOIS, MINNESOTA AND WISCONSIN	CSWEA (<i>Central States Water</i>)	2,800	8,400
29	INDIANA	IWEA (<i>Indiana Digester</i>)	2,000	6,000
30	IOWA	IAWEA (<i>Clean Waters</i>)	1,200	3,600
31	KENTUCKY AND TENNESSEE	CWP-KT (<i>Streamlines</i>)	1,600	4,800
32	MARYLAND, DELAWARE AND D.C.	CWEA/WWOA (<i>Ecoletter</i>)	1,600	4,800
33	MICHIGAN	MWEA (<i>MWEA Matters</i>)	2,500	7,500
34	MISSOURI	MWEA (<i>Current</i>)	1,300	3,900
35	NEVADA	NWEA/NWRA (<i>The Water Spot</i>)	2,000	6,000
36	ONTARIO	WEAO (<i>Influents</i>)	2,700	8,100
37	PENNSYLVANIA	PWEA (<i>Keystone Water Quality Manager</i>)	3,800	11,400
38	TEXAS	WEAT (<i>Texas WET</i>)	3,200	9,600
39	UTAH	WEAU (<i>Digested News</i>)	1,000	3,000
40	VIRGINIA	VWEA (<i>The Conduit</i>)	2,200	6,600

NRWA | National Rural Water Association

41	WASHINGTON	ERWOW (<i>Operator's Quarterly</i>)	1,000	3,000
42	IDAHO	IRWA (<i>The Water Gram</i>)	1,600	4,800
43	INDIANA	AIRW (<i>Hoosier Pipeline</i>)	1,700	5,100
44	LOUISIANA	LRWA (<i>Louisiana Membership Directory</i>)	1,800	5,400
45	MARYLAND	MRWA (<i>The Chesapeake</i>)	1,600	4,800
46	SOUTH CAROLINA	SCRWA (<i>Water Is Life</i>)	1,000	3,000
47	UTAH	RWAU (<i>The Connector</i>)	3,500	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

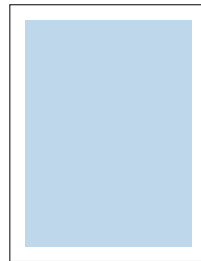


AD DIMENSIONS:

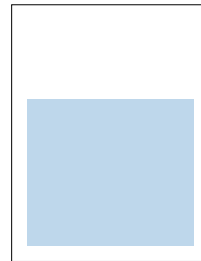
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

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"

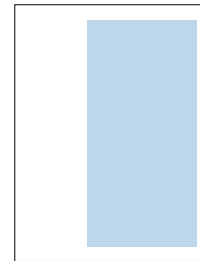
Full Page



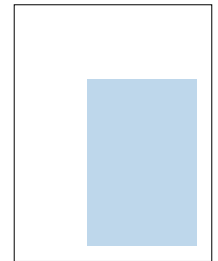
2/3 Horizontal



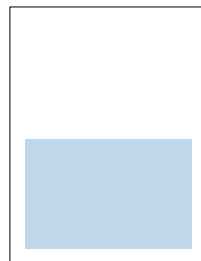
2/3 Vertical



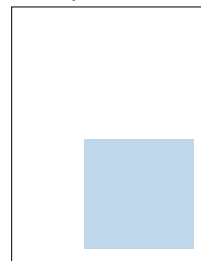
1/2 Island



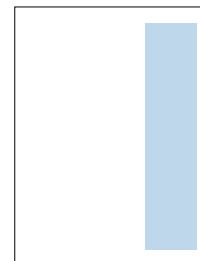
1/2 Horizontal



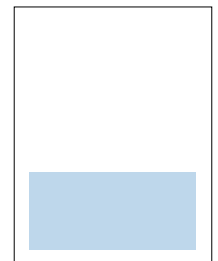
1/3 Square



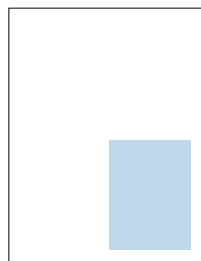
1/3 Vertical



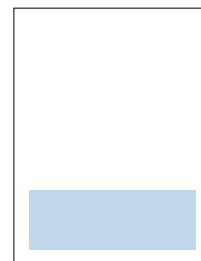
1/3 Banner



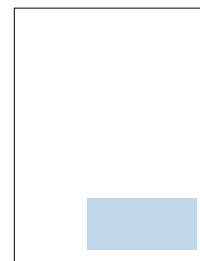
1/4 Vertical



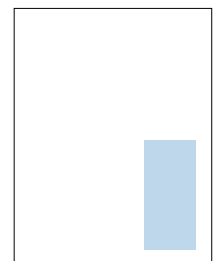
1/4 Banner



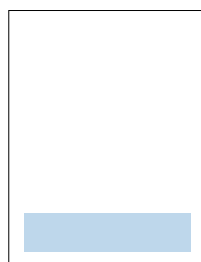
1/6 Horizontal



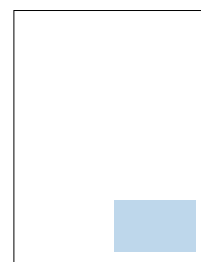
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

