

Pipeline

The official magazine of the Alabama Mississippi Section of the American Water Works Association



MEDIA KIT

Looking to reach Water Professionals in Alabama & Mississippi?

***Pipeline* has a controlled circulation of 3,500
with a pass-along readership of over 10,500***

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:

- Treatment plant operators and managers
- Scientists
- Environmentalists
- Manufacturers
- Distributors
- Agents
- Contractors
- Engineers
- Consultants
- Regulators

**EXTRA
EXPOSURE!**

Ads booked in
Pipeline appear
online **FREE!**

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

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The official magazine of the Alabama Mississippi Section of the American Water Works Association

GREETINGS MY FELLOW WATER PROFESSIONALS!

For the past several years I was honored to serve the Section in an officer capacity as Secretary/Treasurer and maintaining the finances of our Section. Now that my tenure as an officer has expired for the time being, I am pleased to report that I have taken back editorial duties of the premier newsletter, the *Pipeline*. I would like to thank Hercy Golson whom replaced me as editor for his great service to the publication over the past few years and look forward to continue working with him. Once again it is that time of year to begin planning for your advertising opportunities for the new year in the *Pipeline*. As always, the Section values your support to our publication and your dedication to the water industry as a whole.

Last year was an extraordinarily successful year for the *Pipeline*, with support for the Section from new and old supporters. The *Pipeline* continues to provide excellent service to the water industry through education and information geared towards the water profession in our quarterly publications. With your ongoing support through marketing ads, we will definitely produce a leading publication for the water industry and its readers.

If you have not considered the *Pipeline* as an avenue for your marketing needs, now is a great time to do so. Our publications are distributed to all community public water systems throughout the states of Alabama and Mississippi. This distribution stream allows water system officials a way to stay informed on current issues affecting the water industry. Additionally, it provides awareness on the latest products and services that are currently available. The current circulation is approximately 3,500. As a result, our publication would be an excellent marketing tool for new and current providers of products and services.

Water industry professionals, municipal offices, and government agencies are eager to see what products and services you have to offer and or promote in our next publication of the *Pipeline*.

If you are interested in including the *Pipeline* in your marketing plans, please contact Rod Evason at rod@kelman.ca or myself at hercy.golson@hsvutil.org for more information on this exciting opportunity.

We look forward to your support this year and beyond!

Best Regards,



Harry D. Gong, Jr.
AL/MS Section *Pipeline* Editor

REACH YOUR TARGET MARKET AT KEY TIMES

Pipeline magazine reaches key players in this multi-million-dollar market at four strategic times throughout the year.



► SPRING:

Space Closing: Early February
Distribution: Mid-March

CONFERENCE ISSUE

The official guide to the Alabama Mississippi section of the AWWA and the Alabama WEA section's joint conference

**BONUS DISTRIBUTION
AT THE SHOW**

► SUMMER:

Space Closing: Early May
Distribution: Early June

► FALL:

Space Closing: Mid-August
Distribution: Late September

Annual Buyers' Guide
Showcasing advertisers product/services

► WINTER:

Space Closing: Mid-November
Distribution: Mid-December

FULL COLOR ADVERTISING RATES

**Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!*

As the official membership publication of Alabama Mississippi Section of the American Water Works Association, *Pipeline* 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 Alabama & Mississippi.

	1 Time Rate	4 Time Rate	Online Magazine*
OBC	\$1,150	\$1,050	FREE with print booking!
IFC/IBC	\$1,050	\$950	FREE with print booking!
Full Page	\$975	\$875	FREE with print booking!
1/2 Page	\$675	\$600	FREE with print booking!
1/3 Page	\$550	\$500	FREE with print booking!
1/4 Page	\$475	\$450	FREE with print booking!
1/8 Page	\$350	\$325	FREE with print booking!

- Black & White rates available upon request.
- 10% premium for all guaranteed position (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 AL/MS AWWA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and AL/MS AWWA cannot be held liable for any material used or claims made in advertising included in this publication.
- Rates are net of agency commission.



To reach water professionals through *Pipeline* magazine and its targeted readership, contact Rod at your earliest convenience to discuss your company's promotional plans.

Rod Evason, Marketing Manager

Email: rod@kelman.ca

Toll Free Phone: 877-985-9710 Cell: 204-799-2426

Published for AL/MS AWWA 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.

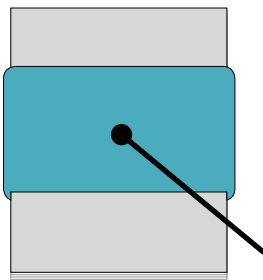
POLYBAGGED INSERTS

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

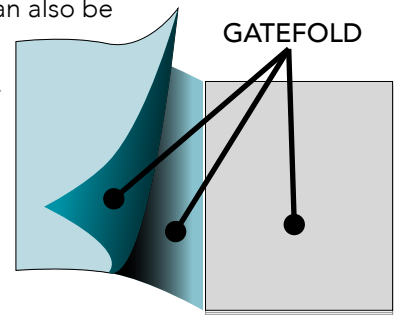
bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



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 MARKETING MANAGER
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.

INTERACTIVE EDITION available online

With print and electronic communication operating hand-in-hand you can take advantage of the fact that *Pipeline* is also available online in a highly interactive format.



Mobile,
iPad, iPhone
versions
included!

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

To experience *Pipeline* online, visit www.almsawwa.org

Putting your company **in front** of the North American Water industry



AWWA (American Water Works Association)

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








AWWA & WEF

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

WEA (Water Environment Association)

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

NRWA (National Rural Water Association)

-  **41 EVERGREEN RURAL WATER OF WASHINGTON**
The Operator's Newsletter (ERWOW)
Circ. 1,000 (pass-along readership 3,000*)
-  **42 IDAHO**
The Water Gram (IRWA)
Circ. 1,600 (pass-along readership 4,800*)
-  **43 INDIANA**
Hoosier Pipeline (The Alliance of Indiana Rural Water)
Circ. 1,700 (pass-along readership 5,100*)
-  **44 LOUISIANA**
Louisiana Membership Directory & Resource Guide (LRWA)
Circ. 1,800 (pass-along readership 5,400*)
-  **45 MARYLAND**
The Chesapeake (MRWA)
Circ. 1,600 (pass-along readership 4,800*)
-  **46 SOUTH CAROLINA**
Water Is Life (SCRWA)
Circ. 1,000 (pass-along readership 3,000*)
-  **47 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.

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
- 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



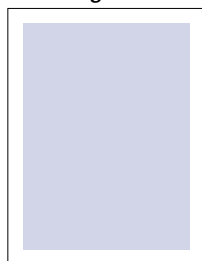
Craig Kelman & Associates
3rd Floor - 2020 Portage Ave.
Winnipeg, Manitoba R3J 0K4
www.kelman.ca

AD DIMENSIONS:

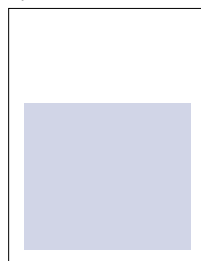
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

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 horizontal	4.625"	3.375"
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"

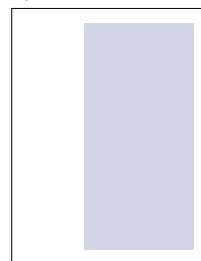
Full Page



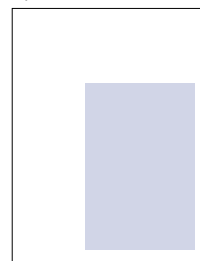
2/3 Horizontal



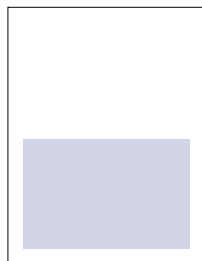
2/3 Vertical



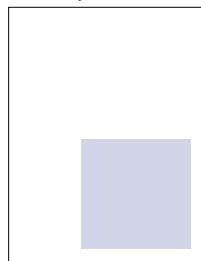
1/2 Island



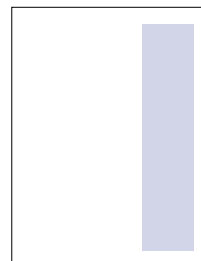
1/2 Horizontal



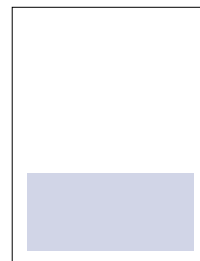
1/3 Square



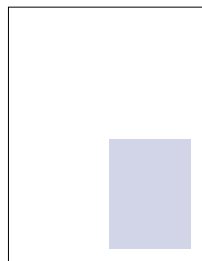
1/3 Vertical



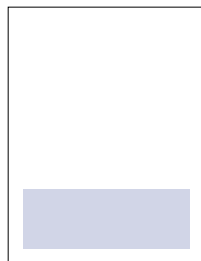
1/3 Banner



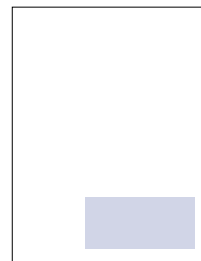
1/4 Vertical



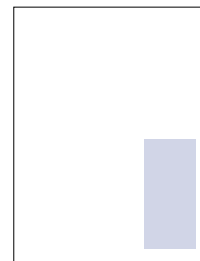
1/4 Banner



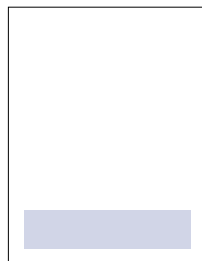
1/6 Horizontal



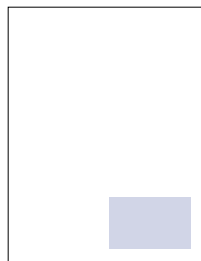
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

