

# GO with THE FLOW

THE OFFICIAL PUBLICATION OF THE ATLANTIC CANADA WATER AND WASTEWATER ASSOCIATION

AN AFFILIATE  
OF THE



Looking to reach

## WATER AND WASTEWATER PROFESSIONALS

in Atlantic Canada's four provinces  
of Nova Scotia, Prince Edward Island,  
New Brunswick, Newfoundland  
and Labrador?

**GO WITH THE FLOW**  
has a controlled  
circulation of **1,100**  
with a pass-along  
readership of over **3,300\***

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 and equipment operators
- Plant supervisors and engineers
- Consulting engineers and regulators
- Mechanical and general contractors
- Scientists and environmentalists
- Manufacturers, distributors and suppliers
- Utilities directors, operations managers and project planners
- Government officials
- Educators and students

\* 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 **GO WITH THE FLOW** appear online **FREE!**

# Enhanced communication for key industry leaders

Dear industry supporter and prospective advertiser,

As someone who is directly involved in the delivery of high-quality water industry-related goods and services throughout Atlantic Canada, we know that you and your company have a vested interest in the industry's well-being. As Executive Director of the ACWWA, representing industry professionals in Nova Scotia, Prince Edward Island, New Brunswick, Newfoundland and Labrador who are dedicated to preserving, restoring, and enhancing Atlantic Canada's water resources, we 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 our ACWWA magazine, *GO WITH THE FLOW*, which plays a vital role in our industry's building and strengthening process. To meet the growing needs of our organization and our members, we believe that great communication is absolutely critical. *GO WITH THE FLOW* is a visually-appealing, full-colour magazine with exciting graphic design and enhanced content. 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, our quarterly magazine is an important communication vehicle within our industry.

As we strive to ensure that our magazine fulfills its important education and communication responsibilities, we 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 water industry in Atlantic Canada. When you are contacted by Darrell Harris of our magazine publisher, Craig Kelman & Associates Ltd., we sincerely encourage you to make the most of this high-impact and meaningful marketing opportunity by including *GO WITH THE FLOW* in your promotional plans. It is definitely a win-win situation for all concerned.

Sincerely,

Clara Shea, Executive Director, ACWWA

## Recent advertisers include:

**Blue-White**  
Industries, Ltd.

**CBCL**  
**CBCL LIMITED**  
Consulting Engineers

**LiquiForce**

**PICA**  
Pipeline Inspection and  
Condition Analysis Corp.

**APS**

**HH** Halifax  
Water

**WSP**



An affiliate of the  
American Water Works Association  
and the Water Environment Federation

 American Water Works Association

 Water Environment  
Federation  
the water quality people®

# Reach your target market at key times

GO WITH THE FLOW magazine reaches key players in this multi-million-dollar market at four strategic times throughout the year, including a summer issue that focuses on the **ACWWA Annual Conference and Trade Show**.



## ► SPRING

Space Closing: Late February      Distribution: Early April

## ► SUMMER

The official guide to the ACWWA Conference & Trade Show  
Space Closing: Late May      Distribution: Early July

**BONUS DISTRIBUTION AT THE CONFERENCE & TRADE SHOW**

## ► FALL

Space Closing: Early August      Distribution: Late September

## ► WINTER

Space Closing: Early November      Distribution: Mid-December

As the official membership publication of the Atlantic Canada Water & Wastewater Association, representing Atlantic Canada's section of the American Water Works Association and the Water Environment Federation, *GO WITH THE FLOW* 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. *GO WITH THE FLOW* also foster a greater awareness of water quality achievements and challenges throughout Atlantic Canada (Nova Scotia, Prince Edward Island, New Brunswick, Newfoundland and Labrador).

## FULL COLOUR ADVERTISING RATES \*Ads booked in the print magazine will **APPEAR ONLINE AT NO EXTRA COST!**

	1 Time Rate	4 Time Rate	Online Magazine*
OBC	\$1,550	\$1,350	<b>FREE</b> with print booking!
IFC/IBC	\$1,450	\$1,250	<b>FREE</b> with print booking!
Full page	\$1,150	\$950	<b>FREE</b> with print booking!
1/2 page	\$875	\$775	<b>FREE</b> with print booking!
1/3 page	\$600	\$500	<b>FREE</b> with print booking!
1/4 page	\$500	\$450	<b>FREE</b> with print booking!
1/8 page	\$450	\$400	<b>FREE</b> with print booking!

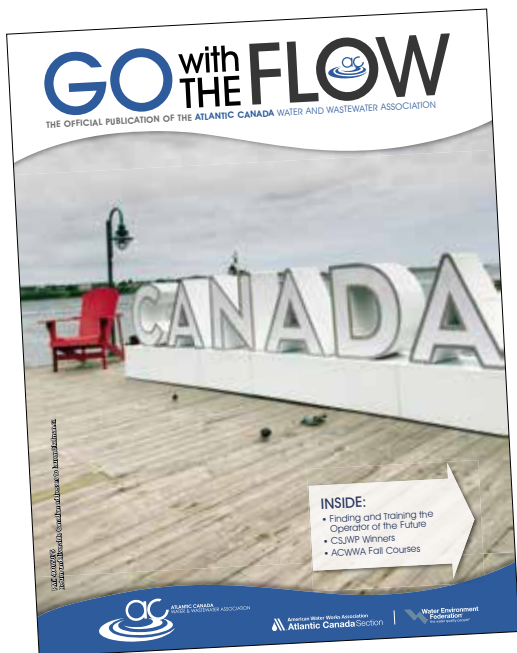
- Black & white rates available upon request.
- 10% premium for all guaranteed position (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.

- The publisher and ACWWA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and ACWWA cannot be held liable for any material used or claims made in advertising included in this publication.
- Rates are net of agency commission.

# SEE PAGE 5 FOR PREMIUM ADVERTISING OPPORTUNITIES

# GO with THE FLOW

THE OFFICIAL PUBLICATION OF THE ATLANTIC CANADA WATER AND WASTEWATER ASSOCIATION



## SUMMER ISSUE CONFERENCE & TRADE SHOW GUIDE

The SUMMER issue of *GO with THE FLOW* is the official SHOW GUIDE to the Association's Annual Conference and Trade Show. More than 300 delegates will be attending to check out the latest technologies for the water and wastewater industry manufactured and distributed by over 50 exhibitors!

The Summer SHOW GUIDE issue of *GO with THE FLOW* will be distributed to all members and associate members throughout Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador one month prior to the show, as well as to delegates and exhibitors at the show. **Increase** your company's visibility to the Buyers in Atlantic Canada by advertising in *GO with THE FLOW*.

Reserve advertising space **today** for your company's position in the Conference & Trade Show Guide issue of *GO with THE FLOW*!

To reach Atlantic Canada's water industry professionals through *GO WITH THE FLOW* magazine and its targeted readership, contact Darrell at your earliest convenience to discuss your company's promotional plans.

**Darrell Harris**, Marketing Manager  
1-877-985-9793 | [darrell@kelman.ca](mailto:darrell@kelman.ca)

Craig Kelman & Associates Ltd.  
3rd Floor, 2020 Portage Avenue  
Winnipeg, MB • R3J 0K4



Published for the  
Atlantic Canada Water  
and Wastewater  
Association by:



# PREMIUM ADVERTISING OPPORTUNITIES

## INSERTS

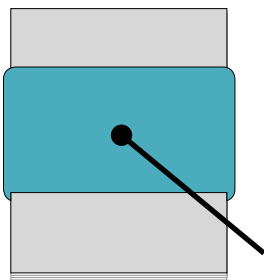
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into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

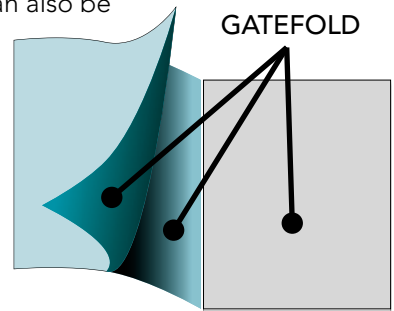
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



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.



To reach Atlantic Canada's water industry professionals through *GO WITH THE FLOW* magazine and its targeted readership, contact Darrell at your earliest convenience to discuss your company's promotional plans.

**Darrell Harris**, Marketing Manager  
1-877-985-9793 | [darrell@kelman.ca](mailto:darrell@kelman.ca)



Published for the  
Atlantic Canada Water  
and Wastewater  
Association by:



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 MARYLAND**  
The Chesapeake (MRWA)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **45 SOUTH CAROLINA**  
Water Is Life (SCRWA)  
Circ. 1,000 (pass-along readership 3,000\*)
-  **46 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.

# GO with THE FLOW

Interactive Edition

THE OFFICIAL PUBLICATION OF THE ATLANTIC CANADA WATER AND WASTEWATER ASSOCIATION

*FREE to print advertisers*

**GO WITH THE FLOW**  
available online



With print and electronic communication operating hand-in-hand, you can take advantage of the fact that *GO WITH THE FLOW* magazine is available online in a highly interactive format.

**A user-friendly, interactive Media-Rich PDF format that includes:**

1. Active hyperlinks to all websites and emails contained in the publication
2. Active links to the specific stories from the front cover and contents page
3. Active links to advertiser websites from their ads

Visit us online, [www.acwwa.ca](http://www.acwwa.ca)





# 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.**



Brought to you by  
**Craig Kelman & Associates Ltd.** -  
publisher of this magazine and a proud  
supporter of the printing and paper industries.

**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.

**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 colours **MUST** be converted to **CMYK**
- Include a hard copy (colour 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:**

JENNA MATTHES  
 Ph: 866-985-9780  
 Fax: 866-985-9799  
 Email: [jenna@kelman.ca](mailto:jenna@kelman.ca)

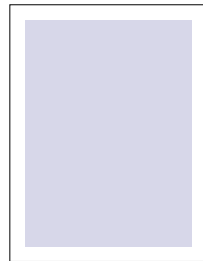


**AD DIMENSIONS:**

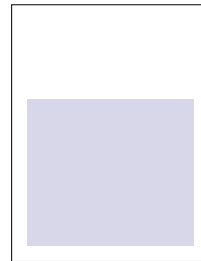
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

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"

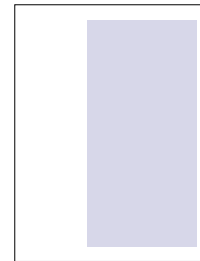
Full Page



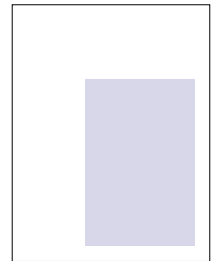
2/3 Horizontal



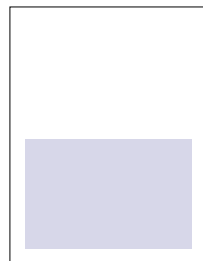
2/3 Vertical



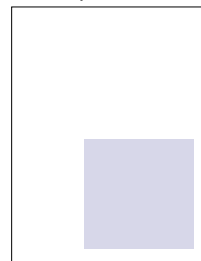
1/2 Island



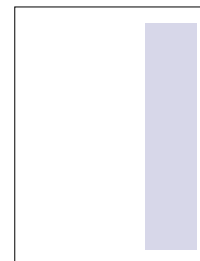
1/2 Horizontal



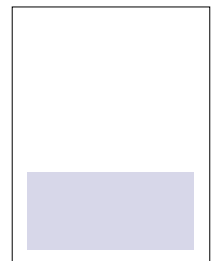
1/3 Square



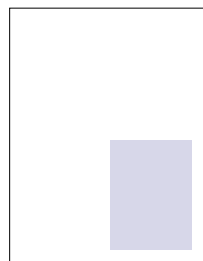
1/3 Vertical



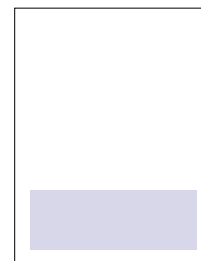
1/3 Banner



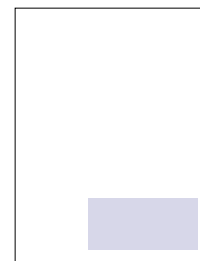
1/4 Vertical



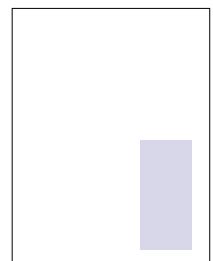
1/4 Banner



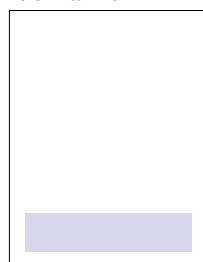
1/6 Horizontal



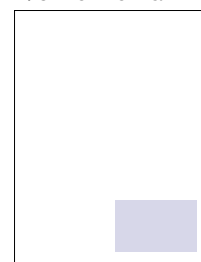
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

