

THE COMPLETE WATER MAGAZINE

WATER CANADA

media kit 2010

Serving Your Markets

Sales and Advertising Inquiries:
Up Marketing
1.877.850.8787
t.416.850.8787
f.647.439.8425
sales@up-marketing.com



Residential and Commercial Water Treatment



Wastewater and Sewage Treatment



Stormwater Management



Source Water Protection and Conservation



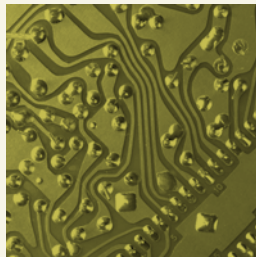
Drinking Water



Waterworks Infrastructure



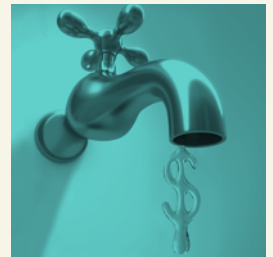
Water Resource Management



Technology Advancement



Policy and Governance



Business and Investment

Formerly:

watercanada.net



Kerry Freek, Editor

e: kerry@watercanada.net

t: 416.444.5842, ext. 112

Editorial Mandate

Water Canada is committed to serving the country's water industry leaders with national news coverage, relevant case studies, and leading-edge ideas.

Thousands of readers turn to Water Canada for exclusive, insightful content that promotes stewardship of Canada's water and quality water for all Canadians. Here, key players come together to explore and discuss innovative solutions for the management of our most important natural resource.

Complete coverage, completely water.

2010 Editorial Schedule*

Submissions and queries are welcome. In addition to timely, topical editorial, each issue includes regular departments, including **Dealer** and **Tech Profiles**, **Legal** and **Bottle Matters**, **Liquid Assets**, **Business Watch** and the latest in **water treatment and quality**. Five issues include a section devoted to a region within Canada. To inquire about submission deadlines, contact Kerry Freek.

January/February

50th Issue Special:

Major events in Canadian water history.

Special Supplement:

2010 Buyer's Guide

The State of the Industry:

Towards a national water strategy.

Water Footprint:

Developing guidelines for sustainable water use.

March/April

Breaks and Bursts:

Repairing and replacing Canada's outdated water infrastructure.

Desalination: Applications in a "water-rich" country.

Leaks: Management strategies to prevent and assess water loss.

Regional Focus:

Northern Canada

May/June

First Nations and Small Communities:

Challenges, funding and treatment options.

Small Systems: Innovations and case studies.

Reuse: The latest in water recycling.

Regional Focus: Quebec

July/August

International Market:

Tips and tricks for entering global competition.

Transboundary Waters:

Boundary Waters Treaty, IJC and GLWQA updates.

Regional Focus:

Atlantic Canada

September/October

Remediation: Cleaning contaminated groundwater.

Water Security:

Fighting the battle against contaminants.

Efficiency: Conservation, smart growth, LEED and other certifications.

Metering: Smart metering, AMR, AMI.

Regional Focus: Ontario

November/December

Special Supplement:

2011 Buyer's Guide**

Technology: The latest and greatest in quality and management

Agriculture: Smart irrigation, pesticides update, groundwater mapping

Regional Focus:

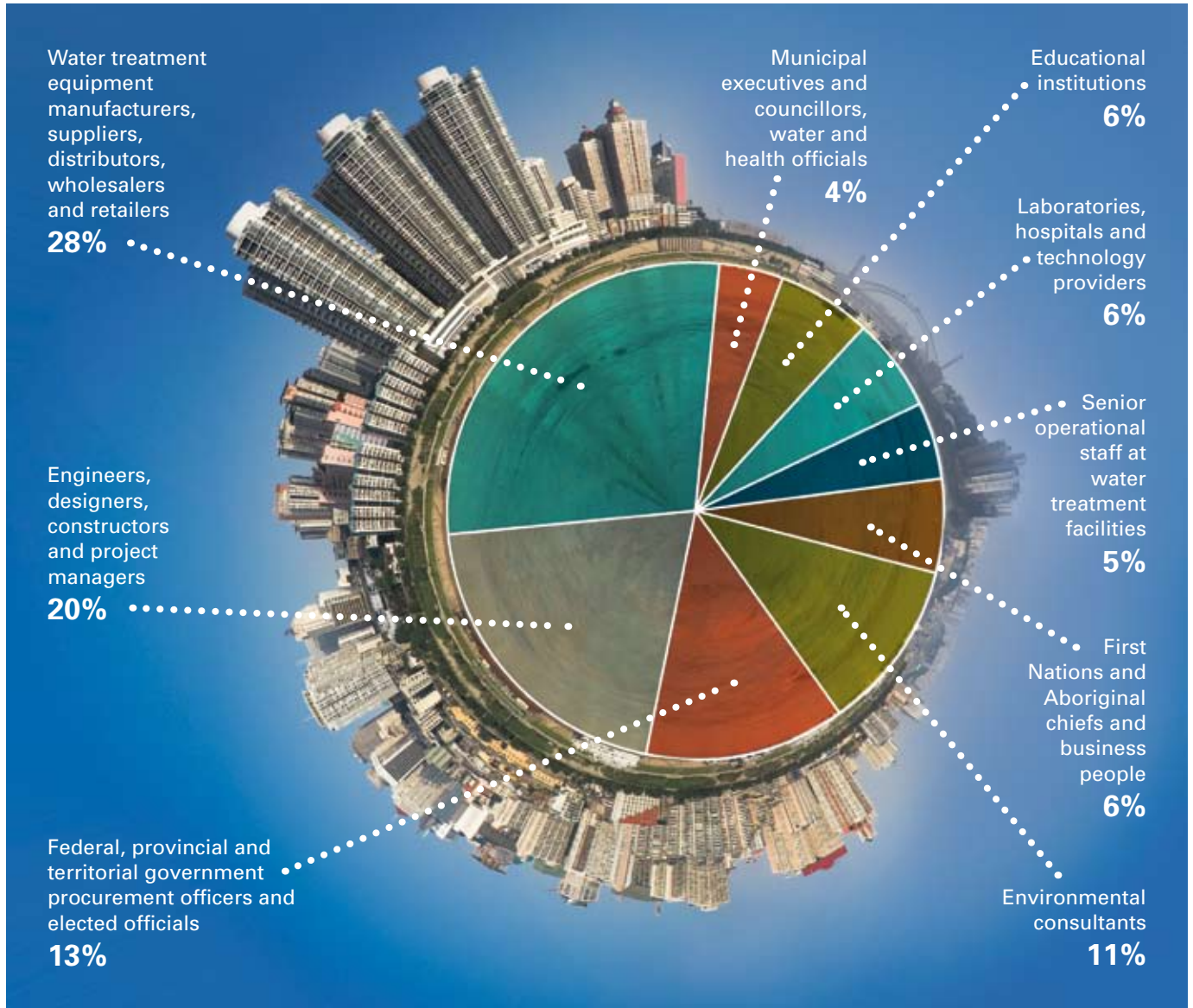
Western Canada

*Editorial lineup is subject to change.

**Now available in November instead of January.

circulation

Every issue of Water Canada is read by over 15,000 professionals across Canada.*



*Pass-along readers are readers who become familiar with a publication without the purchase of a publication. These readers are taken into account when calculating the total number of readers of a publication. – ABM

Publishers Claim of Circulation, Sept. 2009 – CARD Applied for CCAB Audit.

Circulation

Yukon, Northwest Territories and Nunavut	111	Ontario	3,302	Prince Edward Island	52
British Columbia	998	Quebec	1,016	U.S. & Foreign	562
Alberta	887	Newfoundland, Labrador ...	102	Event Distribution	300
Saskatchewan	334	Nova Scotia	211		
Manitoba	270	New Brunswick	185	Total Circulation	8,330

Increase your website traffic and sales opportunities

Reserve your advertising space in Canada's only dedicated electronic newsletter for the water industry: **The Droplet**. Combined with ad space on the high-traffic **Water Canada website**, your e-ads will reach thousands of prospective customers from your water markets.



Readers get their daily dose of exclusive Canadian industry content, interviews and guest bloggers covering a range of topics at **watercanada.net**.

The Droplet, our popular twice-per-month emailed newsletter, provides a snapshot of the most relevant and timeliest items from our website's features, news and blog sections.

*All web statistics measured by CCAB, Google Analytics and PHPlists.

See bundle options for print and web on page 6.

For electronic advertising opportunities contact **Lee Scarlett** at **416-444-5842, ext. 114** or **lee@watercanada.net**

Rates

Leaderboard

- 6x emails & 3 months on website \$1,200
- 12x emails & 6 months on website \$2,400
- 24x emails & 12 months on website \$4,800

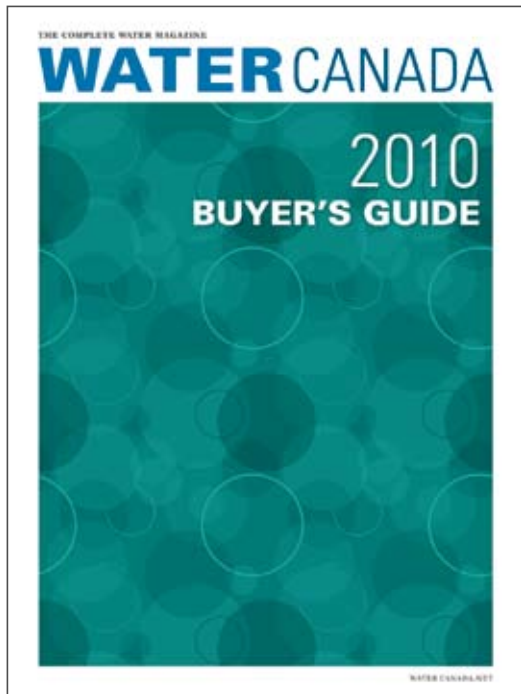
Big Box

- 6x emails & 3 months on website \$840
- 12x emails & 6 months on website \$1,680
- 24x emails & 12 months on website \$3,360

Square Button

- 6x emails & 3 months on website \$480
- 12x emails & 6 months on website \$960
- 24x emails & 12 months on website \$1,920

buyer's guide



Water Canada's annual Buyer's Guide (available in print and online) is a comprehensive directory of water products, services and resources.

Categories include **manufacturers**, **suppliers** and **distributors**.

Rates

- **FREE Basic Listing**
- **Extra Listing:** A basic listing plus a bold company name and a 50-word description
..... \$95
- **Logo Listing:** An extra listing plus a black and white company logo
..... \$145
- **Super Listing:** A colour logo and listing with links in the online version
..... \$195

To submit your free basic listing, visit watercanada.net/buyers-guide.

watercanada.net



All electronic listings submitted by November 20, 2009 will automatically appear in the print edition of the 2010 Buyer's Guide. Electronic listings will remain in our online directory for one year following the date of submission.

Enhance your presence with **ad space** in the 2010 Buyer's Guide print edition, mailed with the January/February issue of Water Canada.

For advertising opportunities contact **Lee Scarlett** at **416-444-5842, ext. 114** or lee@watercanada.net

Make the most of your marketing campaign—work with Water Canada to create a customized advertising bundle.

Water Canada’s communication vehicles—the print editions, Buyer’s Guide, active website, popular e-newsletter—will help you penetrate the market keeping you within budget.

Sample package

- + One full-page ad
- + Three half-page page ads
- + Six months of a square button ad in The Droplet (twice per month) AND on the Water Canada website
- + Buyer’s Guide Super Listing

Value: \$8,145

Price after bundling:
\$6,800

* Print advertising can be combined between Water Canada and the Buyer’s Guide in a multiple insertion, benefitting from frequency rates.

Build your own bundle!

Choose from the options listed below, and remember—the bigger the bundle, the bigger the discount.

- Print advertising***
- Electronic advertising** within The Droplet and on the Water Canada website
- Press releases** and dedicated **e-mail campaigns**
- Electronic and print versions of the **Buyer’s Guide***
- Inserts and polybags**—have your own marketing material within Water Canada with the option of targeting geographically.

Polybags are supplied in industry accepted and biodegradable plastic.

We target Canadian water markets.

For customized options and bundle packages, contact **Lee Scarlett** at **416-444-5842, ext. 114** or **lee@watercanada.net**

industry involvement

WATERCANADA believes it is critical to be engaged with the industry through education and discussion on our country's water issues. We regularly take partnership and speaking roles with provocative symposia and key industry events in Canada and abroad.

Canadian Water Summit May 2010 – Toronto

Water Canada has partnered with Innovolve Group, Waterlution, World Wildlife Fund, Sustainable Development Technology Canada, Sustainable Buildings Canada, The Globe and Mail, and University of Toronto's Centre for Environment to develop to bring together a rich cross-section of the practitioners and stakeholders who are shaping Canada's new water reality.

WEFTEC October 10-14, 2009 – Orlando

Water Canada will be represented at this year's Water Environment Federation's Annual Technical Exhibition and Conference, the largest annual water quality exhibition in the world. WEFTEC offers water quality professionals from around the world the best water quality education and training available today. The expansive show floor provides access to the most cutting-edge technologies in the field, and the conference serves as a forum for domestic and international business opportunities, promoting peer-to-peer networking between its more than 20,000 attendees.



Journalists tour the world's largest desalination plant, situated in Ashkelon, Israel.

WATEC Press Tour June 30-July 2, 2009 – Israel

In advance of WATEC, a water and clean technologies conference hosted in Tel Aviv in November 2009, Canadian Water Treatment's Kerry Freek represented Canada and the publication in an international delegation to Israel for a three-day tour of the country's water technologies and their applications.



Engaging speakers John Coburn (EnviroTower / XPV Capital), Sandra Odendahl (RBC), and Zoltan Tompa (Sustainable Development Technology Canada).

Investing in Water May 26, 2009 – Toronto

As part of its Environmental Finance series, University of Toronto's Centre for Environment hosted this day-long event, held in collaboration with Canadian Water Treatment magazine. Publisher Todd Latham served as moderator for what turned into a day of first-rate talks and lively, interactive discussion.



Gary Shigenaka and John Acorn (a.k.a. The Nature Nut) deliver keynote speeches.

Water Technologies Symposium April 29-May 1, 2009 – Banff

Hosted by the Environmental Services Association of Alberta (ESAA), WaterTech covered subjects such as watershed modelling, ecohydrology, sustainable management, emerging contaminants, deep well injection, coal-bed methane development and nanotechnology applications. Canadian Water Treatment was the event's official publication, and managing editor Kerry Freek moderated a panel for municipalities.

If you'd like to partner with Water Canada, contact Lee Scarlett or Kerry Freek.

Rate Card #8 Effective October 30, 2009

Full Colour	1x	3x	6x
Full Page	\$2,890	\$2,600	\$2,310
2/3 Page	\$2,400	\$2,160	\$1,920
1/2 Island	\$2,030	\$1,830	\$1,625
1/2 Page	\$1,930	\$1,750	\$1,560
1/3 Page	\$1,375	\$1,235	\$1,100
1/4 Page	\$1,170	\$1,050	\$935

Covers (Full Colour, 6x only) Call for availability

Outside Back Cover	\$3,475
Inside Front/Inside Back	\$3,220

Advertising Deadlines

Issue	Ad Close	Art Close	Dist. Date
January/February	Dec. 4	Dec. 11	Jan. 12
March/April	Feb. 10	Feb. 17	March 15
May/June	April 16	April 21	May 17
July/August	June 16	June 21	July 12
September/October	Aug. 13	Aug. 20	Sept. 13
November/December	Oct. 15	Oct. 21	Nov. 15

Proud members of



For special pricing see bundle options, page 6.

NOTE: Rates are effective October 30, 2009. All advertising rates are net. Applicable taxes are extra. All rates are based on receiving completed electronic artwork. Any size, copy, image or file modifications will be charged to the advertiser at a rate of \$60 per hour. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. E-mail, fax and verbal confirmations of advertising are binding contracts—costs are due upon receipt of invoice following each published date of magazine.

GST# 87301 2900 RT001

Advertising Dimensions

Full Page Bleed 8.375" x 11.125" Safe Area 7" x 10" Trim Size 8.125" x 10.875"	2/3 Vert. 4.625" x 10"	1/3 Vert. 2.125" x 10"	1/3 Sqr. 4.625" x 4.75"	1/2 Vert. 3.375" x 10"	1/2 Island 4.625" x 7.5"
			1/2 Horiz. 7" x 4.75"	1/4 Vert. 3.375" x 4.75"	

Artwork Specifications

Please provide ad art as a high quality print 300 dpi resolution pdf. Add 1/8" bleed on full page ads only. Do not add a keyline—this will be applied during layout.

Please contact Donna Endacott, art director and designer, for FTP upload information at donna@actualmedia.ca.



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