

# CENTRAL STATES WATER

The Official Magazine of the Central States Water Environment Association, Inc.



**EXTRA EXPOSURE ON THE WEB AT NO EXTRA COST**  
 Central States Water magazine is presented in its entirety to CSWEA members and other industry professionals on the CSWEA web site. That is the extra exposure of print AND online advertising at NO EXTRA COST.  
[www.cswea.org](http://www.cswea.org)

As the official membership publication of the Central States Water Environment Association, **CENTRAL STATES WATER** 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 great states of Wisconsin, Illinois and Minnesota.

## DISTRIBUTION DELIVERS TARGETED MARKET

**CENTRAL STATES WATER** magazine has a controlled circulation of 2,000\* (\*representing a pass-along readership of approximately 10,000) that is direct-mailed to public and private sector individuals, agencies and companies involved in the wastewater industry throughout the tri-state area.

The readership of **CENTRAL STATES WATER** magazine includes the following qualified decision makers:

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

## TIMELY REACH

**CENTRAL STATES WATER** magazine reaches these key players in this multi-million-dollar market at four strategic times throughout the year, including spring and winter issues that focus on such major industry events as the CSWEA Annual Meeting & Trade Show as well as the CSWEA/WWA Midwest Water Industry Expo. The following schedule enables you to reach your target market at these key times:

- **SPRING 2007** Delivery: Early April Ad close: Late February  
*The official guide to the CSWEA Annual Meeting & Trade Show, May 22-25, Madison, WI*  
**BONUS DISTRIBUTION AT THE ANNUAL MEETING & TRADE SHOW**
- **SUMMER 2007** Delivery: Early July Ad close: Early June
- **FALL 2007** Delivery: Late September Ad close: Late August
- **WINTER 2007/08** Delivery: Early January 2008 Ad close: Late November  
*The official guide to the 2008 CSWEA/WWA Midwest Water Industry Expo, February, 2008, Wisconsin Dells*  
**BONUS DISTRIBUTION AT THE WATER INDUSTRY EXPO**

*4-Color included in all ads	1X <sub>per year</sub>	4X <sub>per year</sub>
Outside back cover	\$1,000	\$900
Inside front or inside back covers	\$900	\$800
Full page	\$700	\$650
1/2 page island	\$550	\$500
1/2 page	\$500	\$450
1/3 page	\$400	\$350
1/4 page	\$275	\$250
1/6 page	\$225	\$200
1/8 page	\$150	\$125

Rates quoted are for space (and color) only.  
 \***Black & White** rates available on request.

MECHANICAL REQUIREMENTS					
		width (inches)		depth (inches)	
<b>Full page</b>		7	x	9 1/2	
<b>1/2 page</b>	Island	4 5/8	x	7	
	Horizontal	7	x	4 5/8	
<b>1/3 page</b>	Square	4 5/8	x	4 5/8	
	Vertical	2 1/8	x	9 1/2	
	Banner	7	x	3 1/8	
<b>1/4 page</b>	Horizontal	4 5/8	x	3 3/8	
	Vertical	3 3/8	x	4 5/8	
	Banner	7	x	2 1/2	
<b>1/6 page</b>	Horizontal	4 5/8	x	2 1/8	
	Vertical	2 1/8	x	4 5/8	
	Banner	7	x	1 5/8	
<b>1/8 page</b>	Horizontal	3 3/8	x	2 1/8	

Published for the Central States Water Environment Association by:



For more information contact:

**ALAN WHALEN**

Toll Free: 1-866-985-9782 Toll Free Fax: 1-866-985-9799

E-mail: [awhalen@kelman.ca](mailto:awhalen@kelman.ca)

# CENTRAL STATES WATER

The Official Magazine of the Central States Water Environment Association, Inc.

**80<sup>th</sup> ANNUAL  
MEETING**  
*preview*

**CSWEA/WWA**  
**Midwest**  
**Water Industry**  
**EXPO**



**Water Environment  
Federation®**  
*Preserving & Enhancing  
the Global Water Environment*



**We invite you  
to be a part of the all-new**

# CENTRAL STATES WATER

The Official Magazine of the Central States Water Environment Association, Inc.

**magazine!**

Dear industry supporter and prospective advertiser,

As someone who is directly involved in the delivery of high-quality products and services to the wastewater industry throughout the great states of Wisconsin, Illinois and Minnesota, we know that you and your company have a vested interest in the industry's well-being. As Executive Director of the Central States Water Environment Association (CSWEA), representing professionals who are dedicated to preserving, restoring and enhancing our water resources, I 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 the all-new **CENTRAL STATES WATER** magazine that will play a vital role in our industry's building and strengthening process. To meet the growing needs of our organization and our members, we believe it is time to take our existing **WISILLMINN** publication to the next level. You will now see a visually-appealing, full-color 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 **CENTRAL STATES WATER** magazine is sure to become an important communication vehicle within our industry.

As we strive to ensure that our magazine fulfills its important education and communication responsibilities, I 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 wastewater industry in our tri-state area. When you are contacted by a representative of our magazine publisher, Craig Kelman & Associates, I sincerely encourage you to make the most of this high-impact and meaningful marketing opportunity by including **CENTRAL STATES WATER** magazine in your promotional plans for the year ahead. It is definitely a win-win situation for all concerned.

Sincerely,

Eric Lecuyer  
Executive Director  
Central States Water Environment Association, Inc.

