

CENTRAL STATES WATER

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

Looking to reach WASTEWATER PROFESSIONALS in the tri-state area?

**Central States Water reaches the wastewater industry
decision makers in Wisconsin, Illinois and Minnesota.**

**Central States Water has a controlled circulation
of 2,800 with a pass-along readership of over 7,800***

**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 treatment plant operators and managers
- Engineers
- Wastewater consultants
- Scientists
- Environmentalists
- Regulators
- Government officials
- Academics



**EXTRA EXPOSURE!
ADS BOOKED IN CENTRAL STATES
WATER APPEAR ONLINE FREE!**

REACH YOUR TARGET MARKET AT KEY TIMES

Central States Water magazine reaches these key players in this multi-million-dollar market at four strategic times throughout the year, including the spring issue, focusing on the **CSWEA Annual Meeting & Trade Show** including extra distribution there.

*Covers are subject to change.

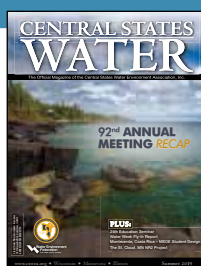


SPRING 2020

The official guide to the CSWEA Annual Meeting & Equipment Expo

Space Closing: Mid-February
Distribution: Early April

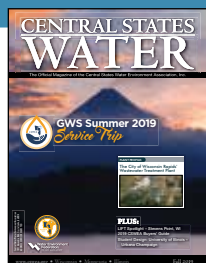
BONUS DISTRIBUTION AT EXPO



SUMMER 2020

Annual Conference Recap

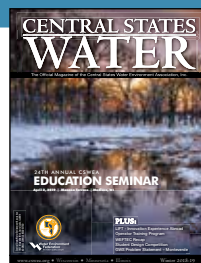
Space Closing: Early June
Distribution: Early July



FALL 2020

Annual Buyers' Guide showcasing advertisers' products/services

Space Closing: Late August
Distribution: Early October



WINTER 2020

Education Seminar

Space Closing: Early November
Distribution: Mid-December

As the official membership publication of the Central States Water Environment Association, *Central States Water* 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**.

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

	1 Time Rate	4 Time Rate	Online Magazine*
OBC	\$1,425	\$1,275	FREE with print booking!
IFC/IBC	\$1,325	\$1,175	FREE with print booking!
Full Page	\$1,150	\$1,050	FREE with print booking!
1/2 island	\$1025	\$925	FREE with print booking!
1/2 page	\$925	\$825	FREE with print booking!
1/3 page	\$725	\$675	FREE with print booking!
1/4 page	\$575	\$525	FREE with print booking!
1/6 page	\$500	\$450	FREE with print booking!
1/8 page	\$450	\$400	FREE with print booking!

- 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.
- Rates are net of agency commission.

- The publisher and the CSWEA cannot be held liable for any material used or claims made in advertising included in this publication.
- The publisher and the CSWEA reserve the right to reject advertising that is deemed inappropriate.

Published for the
CSWEA by:



To reach water industry professionals in Minnesota, Illinois and Wisconsin through *Central States Water* magazine and its targeted readership, please contact Marketing Manager, Darrell Harris.

Toll Free: 877-985-9793 **Toll Free Fax:** 866-985-9799

E-mail: darrell@kelman.ca



Connecting you with the key decision makers in your market

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, *Central States Water* magazine plays a vital role in our industry's building and strengthening process. 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 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 Darrell Harris 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,
Mohammed Haque, Executive Director
Central States Water
Environment Association, Inc.

Recent Advertisers Include:



L.W. ALLEN
PUMP SYSTEMS



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David Arnott
Ruekert & Mielke, Inc.
P: 262-542-5733
darnott@ruekert-mielke.com

1st Vice President

Doug Henrichsen
Brown and Caldwell
P: 651-468-2077
dhenrichsen@brwnclad.com

2nd Vice President

Mark Eddington
Kishwaukee WRD
meddington@kishwrd.com

Treasurer

Beth Vogt
Fox River WRD
P: 847-742-2068
bvogt@frwr.com

Immediate Past President

Sue Baert
Wheaton Sanitary District
P: 630-668-1515
baert@wsd.dst.il.us

WEF Delegate '19

Eric Lynne
Donohue & Associates, Inc.
P: 920-803-7375
elynne@donohue-associates.com

WEF Delegate '20

Derek Wold
Baxter & Woodman
P: 708-478-2090
dwold@baxterwoodman.com

PWO Representative '19

Chris Lefebvre
Stevens Point WWTP
P: 715-345-5262
clefebvre@stevenspoint.com

YP Representative '20

Jillian Kiss
Trotter & Associates
P: 630-587-0470
j.kiss@trotter-inc.com

Illinois State Section Trustee '19

Rich Hussey
LAI, Ltd.
P: 847-392-0990
rhussey@lai-ltd.com

Minnesota State Section Trustee '20

Alison Sumption
HR Green
P: 651-659-7725
asumption@hrgreen.com

Wisconsin State Section Trustee '19

Daniel Zitomer
Marquette University
P: 414-288-5733
daniel.zitomer@marquette.edu

Director

Mohammed Haque
CSWEA
P: 855-692-7932
mbaque@cswea.org

MAKE AN IMPACT WITH

PREMIUM ADVERTISING OPPORTUNITIES

INSERTS

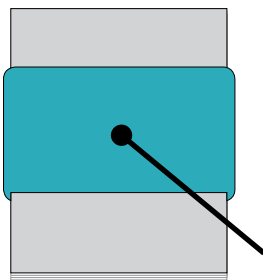
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into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

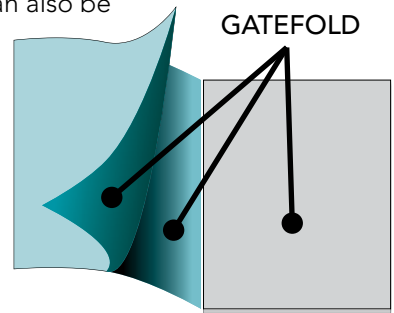
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



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.



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CSWEA by:



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E-mail: darrell@kelman.ca



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 KENTUCKY AND TENNESSEE**
Straight from the TAP (KY-TN AWWA)
Circ. 1,800 (pass-along readership 5,400*)
-  **6 LOUISIANA, ARKANSAS AND OKLAHOMA**
Southwest Water Works Journal (SW AWWA)
Circ. 2,400 (pass-along readership 7,200*)
-  **7 MARYLAND, DELAWARE AND D.C.**
Chesapeake Magazine (CSAWWA)
Circ. 1,600 (pass-along readership 4,800*)
-  **8 MICHIGAN**
Water Works News (MI AWWA)
Circ. 3,500 (pass-along readership 10,500*)
-  **9 MINNESOTA**
Breeze (MNAWWA)
Circ. 1,500 (pass-along readership 4,500*)
-  **10 MISSOURI**
Show-me Magazine (MO AWWA)
Circ. 1,500 (pass-along readership 4,500*)
-  **11 NEW JERSEY**
Pipeline (AWWA NJ)
Circ. 1,500 (pass-along readership 4,500*)
-  **12 PENNSYLVANIA**
The Water News Source (PA AWWA)
Circ. 2,000 (pass-along readership 6,000*)
-  **13 UTAH AND SOUTHEAST IDAHO**
The Flow (IMS AWWA)
Circ. 1,800 (pass-along readership 5,400*)
-  **14 VIRGINIA**
Tap into Virginia (VA AWWA)
Circ. 2,200 (pass-along readership 6,600*)
-  **15 WEST VIRGINIA**
Mountain Water (WV AWWA)
Circ. 600 (pass-along readership 1,800*)







AWWA & WEF

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

WEA (Water Environment Association)

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

NRWA (National Rural Water Association)

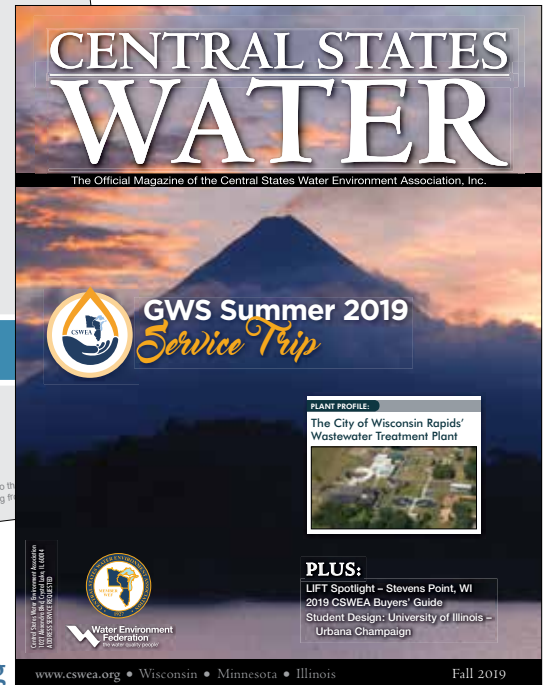
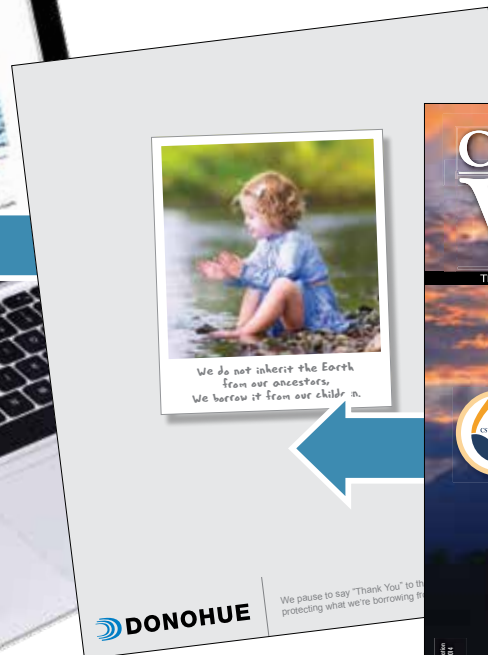
-  **40 EVERGREEN RURAL WATER OF WASHINGTON**
The Operator's Newsletter (ERWOW)
Circ. 1,000 (pass-along readership 3,000*)
-  **41 IDAHO**
The Water Gram (IRWA)
Circ. 1,600 (pass-along readership 4,800*)
-  **42 INDIANA**
Hoosier Pipeline (The Alliance of Indiana Rural Water)
Circ. 1,700 (pass-along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

CENTRAL STATES WATER

INTERACTIVE EDITION **FREE** TO PRINT ADVERTISERS

Central States Water
available online



With print and electronic communication operating hand-in-hand, you can take advantage of the fact that *Central States Water* 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.cswea.org

\$1,000 SCHOLARSHIP

FUNDED BY YOUR ADVERTISING PARTICIPATION

As the publisher of *Central States Water* magazine, we at Craig Kelman & Associates have a deep appreciation for our readers and members of CSWEA whose task it is to ensure that water taken from and put back into the earth is clean and safe for the people, animals and plants whose very existence depends upon it.

To demonstrate our admiration and respect for the association, its members and the water industry as a whole, we have established a yearly educational scholarship of \$1,000 to be funded through a percentage of advertising sales generated in *Central States Water*.

On behalf of the publishing professionals who form part of our team, as well as our advertisers who use the pages of *Central States Water* to convey their important messages, we look forward to helping a worthy individual further their education in the water industry.



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.**

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 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
E-mail: stefanie@kelman.ca



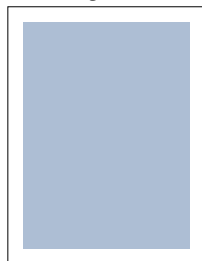
AD SUBMISSION INFORMATION

AD DIMENSIONS:

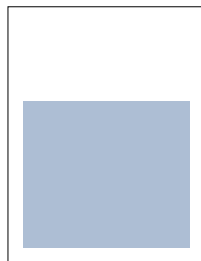
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

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"

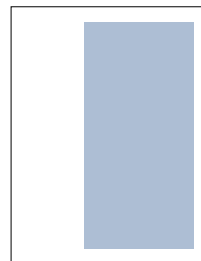
Full Page



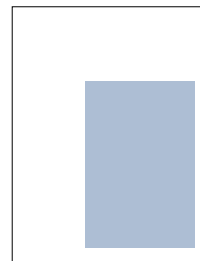
2/3 Horizontal



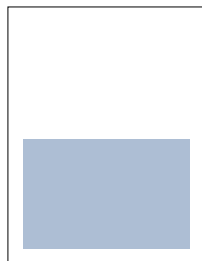
2/3 Vertical



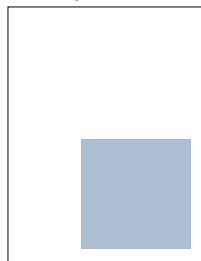
1/2 Island



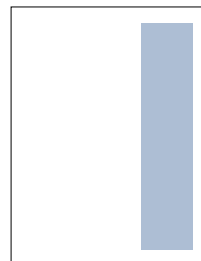
1/2 Horizontal



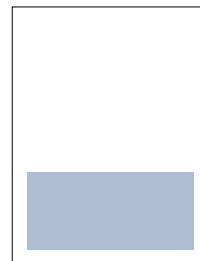
1/3 Square



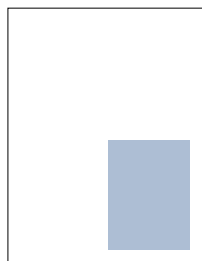
1/3 Vertical



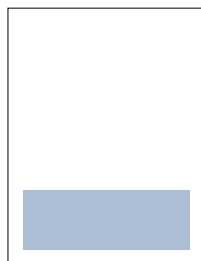
1/3 Banner



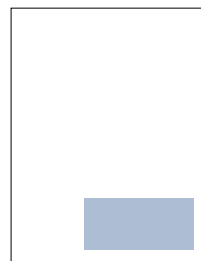
1/4 Vertical



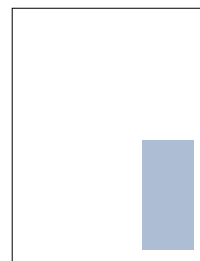
1/4 Banner



1/6 Horizontal



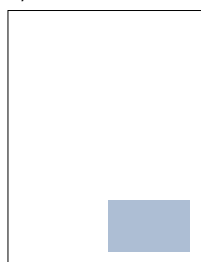
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

