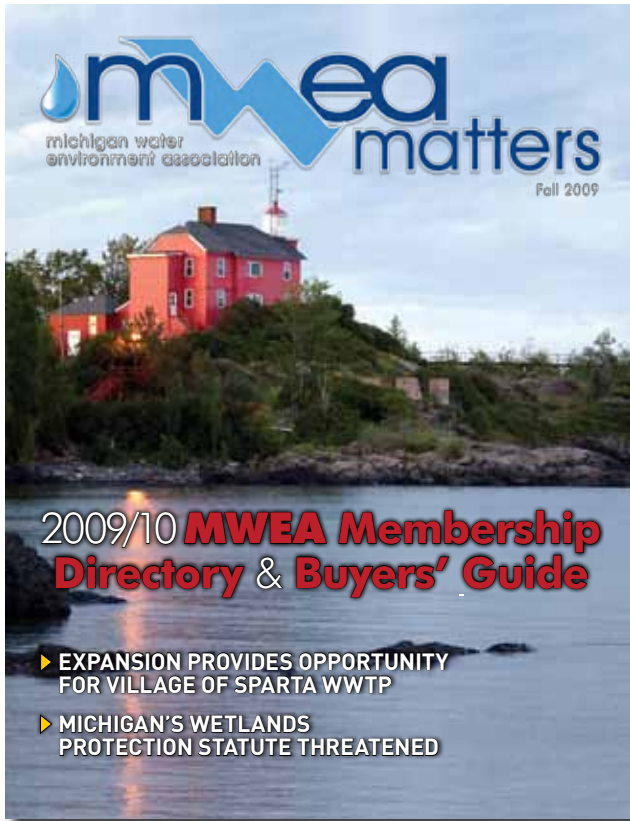


2010 Rate Card

mwea matters

michigan water environment association



As the official magazine of the Michigan Water Environment Association, **MWEA Matters** is committed to providing a strong and informative voice in providing efficient and environmentally protective water quality and wastewater management services throughout Michigan.

MWEA Matters has a controlled circulation of 2,500 that reaches public and private operators and managers, engineers, wastewater consultants, scientists, environmentalists, regulators, public officers and municipal leaders. **MWEA Matters** will reach these qualified decision makers four times per year in this billion dollar market.



EXTRA EXPOSURE ON THE WEB AT NO EXTRA COST

MWEA Matters magazine is presented in its entirety to MWEA members and other industry professionals on the MWEA web site. That is the extra exposure of print AND online advertising at **NO EXTRA COST.**

www.mi-wea.org

Published for the MWEA by:



For more information contact: **AL WHALEN**

Toll Free: 866-985-9782 Toll Free Fax: 866-985-9799
E-mail: awhalen@kelman.ca

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REGULAR COLUMNS WILL FEATURE:

- President's message
- Training and education programs
- WEF Updates
- Clean Water Law Alert
- Committee reports
- Project Profiles
- National reports
- Product showcase

2010 SCHEDULE:

SPRING 2010: MAY

Closing: Late February

- 2010 Joint Expo Recap
- 2010 MWEA/MI-AWWA Conference Preview

BONUS DISTRIBUTION AT SHOW

SUMMER 2010: AUGUST

Closing: Late May

- Official Show Guide to MWEA/MI-AWWA Joint Conference & Trade Show August 10-13, 2010 Mount Pleasant, Michigan

FALL 2010: NOVEMBER

Closing: Late August

- Buyers' Guide & Membership Directory
- Post conference report

WINTER 2010/2011: JANUARY/11

Closing: Late November

- Official Show Guide to 2011 Joint Expo February 2-3, 2011 Lansing, Michigan

BONUS DISTRIBUTION AT SHOW AND TO MICHIGAN AWWA MEMBERS

*4-Color included in all ads	1X	4X
Full page	\$1200	\$1100
1/2 page Island	1000	900
1/2 page Horizontal	900	800
1/3 page	650	600
1/4 page	550	500
1/6 page	375	350
1/8 page	300	275
Outside back cover (includes 4-color)	1600	1400
Inside front or Inside back covers (includes 4-color)	1400	1250

RATES ARE NET OF AGENCY COMMISSION.

Rates quoted are for space (and color) only.

*Black & White rates available on request.

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

The publisher and MWEA reserve the right to reject advertising that is deemed inappropriate.

The publisher and MWEA cannot be held liable for any material used or claims made in advertising included in this publication.



AL WHALEN
Sales Manager



We invite you to be a part of *MWEA MATTERS!*

Dear industry supporter and prospective advertiser,

As a staunch supporter of and contributor to the water quality industry in the great state of Michigan, we know that you and your company have a vested interest in its well being. As President of the Michigan Water Environment Association, representing more than 1,700 water quality professionals statewide who are dedicated to preserving, restoring and enhancing Michigan's 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 *MWEA MATTERS*. Exclusive to our region, *MWEA MATTERS* 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 *MWEA MATTERS* magazine is increasingly becoming an important communication vehicle within our industry.

As we strive to ensure that our magazine fulfills its important responsibility, 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 water quality industry in our region. 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 *MWEA MATTERS* in your promotional plans for the year ahead. It is definitely a win-win situation for all concerned.

Sincerely,
For the MWEA

Jerry Harte
Executive Director



More bang for your advertising buck!

With print and electronic communication operating hand-in-hand more than ever before, we are ecstatic to advise you that your print advertising in **MWEA Matters** magazine now brings with it some exciting electronic benefits as well...**at absolutely no extra cost to you.** We are now utilizing a user-friendly, interactive **Media Rich PDF** format that enables us to post an electronic version of the magazine, complete with all advertising, on the **Michigan Water Environment Association (MWEA)** web site. (www.mi-wea.org)

This exciting new development provides you with:

- An electronic version of your print ad in the publication on the association web site.
- When readers/viewers click on your company listing in the magazine's advertiser index, they will immediately be linked to your ad within the publication.

- When readers/viewers click on your advertisement in the magazine, they will immediately be linked to your company web site where they can further explore your company and what it has to offer. They can also click on any email address within your ad and it automatically opens up a new mail message to that address.

With other interactive opportunities for magazine readers, the Media Rich electronic version of **MWEA Matters** magazine now provides readers with a state-of-the-art complement to the magazine's print version and advertisers with a more comprehensive marketing package.

And as we indicated earlier...these added electronic benefits are provided to you as part of the package when you invest in print advertising in **MWEA Matters** magazine. **No extra costs to you...only extra benefits.**

If you have any questions, please contact your advertising sales representative for **MWEA Matters** magazine – MWEA's official publication reaching thousands of water and wastewater professionals throughout Michigan.



Magazines

SCORE HIGHER THAN TV AND INTERNET

New cross-media research demonstrates that magazines score significantly higher than TV and the Internet in generating advertising receptivity. Magazines also score highest in all of the other key engagement measures, and are leaders in influencing web behaviour.

In the February, 2007 Simmons Engagement Study, magazines scored higher than TV and the Internet in all six categories of reader engagement:

- **Inspirational** – Readers feel an emotional connection with the magazine, program or site
- **Trustworthy** – Readers trust it tells the truth and does not sensationalize
- **Life-Enhancing** – Readers learn something that helps them make better decisions

“All magazines do is keep getting stronger. As content providers, they are sitting at the top of the heap.”

- **Social Interaction** – Readers gain fodder for conversations
- **Personal Timeout** – Readers consider time reading/watching as special, quality time
- **Ad Attention/Receptivity** – Readers find the advertising interesting and relevant

Gary Garland, executive director of advertising services at Magazines Can is “not a bit surprised” by the findings. He attributes magazines’ high marks to the fact that they have a comfy, “curl-up” appeal and readers have more control over their choice to linger (or not) over a story or ad in a magazine, compared to TV

viewers who view on someone else’s schedule rather than their own.

“Magazines are becoming more relevant than ever, with advertisers shifting toward permission-based media, where the consumer is in control. With magazines and the web, you can read an ad, re-read it, save it, all those things.

“Well beyond that, though, magazines are storehouses of information and facts. People are drawn to a certain title because it delivers information of interest to them, and the mood has matched the moment. They are in there, and they are finding something of use, and that encourages them to then go somewhere else to get more information on products, services or concepts.”

Other studies show that print and the web not only coexist just fine, but are mutually beneficial. A Simultaneous Media Survey (SIMM 9) by BIGresearch and other studies by Roper Reports (2005) and the American Advertising Federation (2006) say marketers view magazines as the most effective medium in driving traffic to corporate websites, online promotions or other web-based marketing sites. The SIMM 9 (2007) study found that magazines prompted web searches more than any other marketing element, 10% more than TV and 33% more than face-to-face communication.

“I think what most magazine publishers are quickly realizing is that the web is anything but a threat,” Garland says. “It’s a huge opportunity for any content provider... and if you can then tack the web onto that, you’ve really got something.”

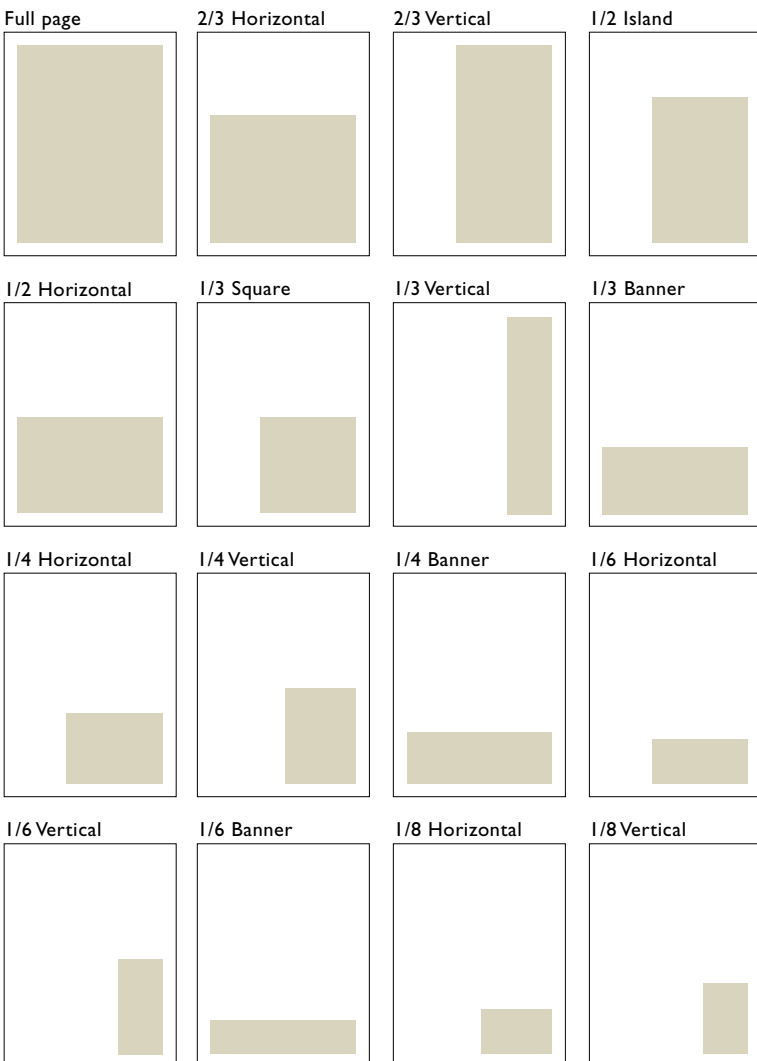
Having an online version is a definite advantage, he says, but print magazines continue to be more than relevant. He cites statistics from 1999 to 2005, which say magazines grew at an average annual compound rate of 7.4 percent, while all other major media combined – TV, radio, out-of-home, and newspapers – grew by 3.7%.

“All magazines do is keep getting stronger,” he says. “As content providers, they are sitting at the top of the heap.”

A D M A T E R I A L S U B M I S S I O N I N F O

AD DIMENSIONS (inches):

Size	Width	Depth	Size	Width	Depth
Full page	7	9 $\frac{1}{2}$	1/3 banner	7	3 $\frac{1}{8}$
Trim	8 $\frac{1}{4}$	10 $\frac{3}{4}$	1/4 horizontal	4 $\frac{5}{8}$	3 $\frac{3}{8}$
Bleed	8 $\frac{1}{2}$	11	1/4 vertical	3 $\frac{3}{8}$	4 $\frac{5}{8}$
2/3 horizontal	7	6 $\frac{1}{8}$	1/4 banner	7	2 $\frac{1}{2}$
2/3 vertical	4 $\frac{5}{8}$	9 $\frac{1}{2}$	1/6 horizontal	4 $\frac{5}{8}$	2 $\frac{1}{8}$
1/2 island	4 $\frac{5}{8}$	7	1/6 vertical	2 $\frac{1}{8}$	4 $\frac{5}{8}$
1/2 horizontal	7	4 $\frac{5}{8}$	1/6 banner	7	1 $\frac{5}{8}$
1/3 square	4 $\frac{5}{8}$	4 $\frac{5}{8}$	1/8 horizontal	3 $\frac{3}{8}$	2 $\frac{1}{8}$
1/3 vertical	2 $\frac{1}{8}$	9 $\frac{1}{2}$	1/8 vertical	2 $\frac{1}{8}$	3 $\frac{3}{8}$



PRODUCTION REQUIREMENTS:

- Adobe InDesign CS2
- QuarkXpress v. 6.0
- Adobe Photoshop CS2
- Adobe Illustrator CS2

(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
- **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 e-mail a pdf for proofing purposes.

- We support **CDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- 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 \$25.00

CRAIG KELMAN & ASSOCIATES
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 Winnipeg, Manitoba R3J 0K4
www.kelman.ca