

# STREAMLINES:

THE BEST OF MAINSTREAM AND WATERWEEK

## Introducing *Streamlines*—AWWA's new ePublication bringing you the best of *MainStream* and *WaterWeek*

Debuting in January 2009, *Streamlines* will bring readers timely and targeted stories about regulatory and legislative developments, industry issues and trends, utility practices, research and new technologies, along with information about the AWWA community and resources. This biweekly e-newsletter will be sent to more than 35,000 AWWA members. The *Streamlines* issues will also be available on the AWWA Web site.

### Maximum-Impact *Streamlines* banner advertising

- ▶ Four skyscraper banners will rotate through the front page and each story page of the *Streamlines* issues
- ▶ In addition, each banner will rotate through the *Streamlines* push-out e-mail every eight weeks
- ▶ Available only on an annual basis for \$12,500

*WaterWeek* and *MainStream* were seen by more than 275,000 people annually. Be sure to reach this combined audience through AWWA's new ePub, *Streamlines*.

Source: AWWA Exact Target statistics, July 2008

Streamlines

The screenshot shows the AWWA website header with navigation links: Contact Us, Advertise With Us, Sourcebook, and Site Map. The main navigation bar includes Home, Membership and Sections, AWWA Bookstore, Conferences and Education, Professional and Technical Resources, Government and Public Affairs, Publications, and About AWWA. The main content area features the 'streamlines' logo and the tagline 'Water news, advancements and practice—including the best of MainStream and WaterWeek'. Below the logo is a 'HEADLINES' section with three articles: 'Provincial official to assess water quality notices in BC', 'Shared waters means shared problems', and 'Congress looks at new strictures on chemical security'. To the right is an 'OUR COMMUNITY' section with links to 'President's Comment: Change is the challenge', 'Board sets \$31M budget', 'Quality Programs: Benchmarks tell utility's story', 'Drinking Water Week, May 6-12', and 'From the MAC: Nano R&D'. On the far right, there is a 'Welcome Please Log In' box with a 'Log In' button, and logos for 'The WaterLibrary', 'CareerCenter', and 'DrinkTap.org'.