WHO WE ARE

Established in 1881, the American Water Works Association is the largest nonprofit scientific and educational association in the world, dedicated to managing and treating water, the world’s most important resource. With more than 50,000 members, AWWA provides solutions to improve public health, protect the environment, strengthen the economy, and enhance our quality of life.

WHAT WE DO

- Educate water professionals
- Advocate for safe and sustainable water
- Collect and share knowledge
- Create volunteering opportunities
- Publish industry standards that cover all areas of water treatment and supply

WHY IT MATTERS

AWWA is a trusted source throughout the water community. Our membership includes professionals across the water and wastewater spectrum who are not only seeking information but are actively looking for innovative ideas and solutions to better serve the water industry. AWWA connects your brand with the water community. Our members:

- Include over 4,300 utilities
- Supply 80% of the nation’s drinking water
- Treat almost half of the nation’s wastewater

HOW WE CAN HELP

Let AWWA help you achieve your business goals—establishing brand awareness, connecting with clients, and driving revenue. Based on your strategy and objectives, we will create a custom marketing plan to achieve the following:

- Extend the reach of your product information and content
- Demonstrate how a new product, process, or device might be applied in daily practice
- Maximize your exhibit sponsorships
- Increase market share with proven lead-generation tools
- Bolster your reputation as a trusted information provider and educator
- Enhance your client engagement initiatives
CONTACT US

6666 West Quincy Avenue
Denver, CO 80235-3098
USA
800.926.7337
Fax: 303.795.1989
awwa.org

EAST AND SOUTHEAST US, ASIA,
AUSTRALIA, CANADA, AND
SOUTH AMERICA

Pam Fithian, Sales Manager
D 303.347.6138  |  M 720.315.5407
pfithian@awwa.org

Billie Emas, Sales Associate
D 303.347.6238
bemas@awwa.org

WEST AND MIDWEST US, ALASKA,
HAWAII, EUROPE, ISRAEL,
AND MEXICO

Nancy Mortvedt, Sales Manager
D 303.734.3442  |  M 303.947.3895
nmortvedt@awwa.org

Connor Larson, Sales Associate
D 303.347.6233
clarson@awwa.org

AWWA SALES TERRITORIES
Journal AWWA is the voice of the association and serves as a forum for thought leaders in the industry, focusing on issues affecting municipal drinking water, wastewater, and water reuse. The primary audience for Journal AWWA is managers and executives with content focused on transformative ideas that can be applied in real-world situations.

### 2020 JOURNAL AWWA RATES

**Published Monthly (Member Pricing)**

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<thead>
<tr>
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<td>$3,808</td>
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<td>$3,401</td>
<td>$2,993</td>
</tr>
</tbody>
</table>

**Special Position**  
Add $500

- Cover 2 $12,105
- Cover 3 $11,077
- Cover 4 $14,846

*Prices can change without notice. Contact your Territory Sales Manager for nonmember rates.*
By the Numbers

- 79% of readers are involved in the initiation, recommendation, specification, approval, or purchase of water industry products or services.*
- 22,928 subscribers self-identify as water/wastewater professionals.**
- 34,894 qualified circulation**
- 30,198 receive Journal AWWA as a member benefit.**
- 97,703 monthly reach*
- 64% of decision makers read Journal AWWA at least once a month.***
- 37% discussed an ad/article with someone else in the company.*
- 46% visited an advertiser’s website.*
- 67% of Journal AWWA readers have taken action based on advertising.*
- 59% view companies that advertise in Journal AWWA as supporters of AWWA’s mission.*

*November 2018 AdImpact, Signet Research, Inc.**June 2019 BPA****June 2016 Readership Survey

Product Spotlight

Highlight your product; includes full-color image and 75-word description as well as an online listing in the Product Marketplace. $995/issue

---

**PRODUCT SPOTLIGHT**

**ADVERTISING SECTION**

PFOA/PFOS Removal System
Enpress

PIONEER successfully removes poisonous chemicals PFOA/PFOS and is installed where the water line enters your home, business, or environment. PIONEER has complete lead, cyst, and PFOA/PFOS removal ability and installs in seconds. The system is also easy to resolve when differing pieces of material your customers install. For more information, call 1-855-677-7563, visit www.enpress.com.

WaterSmart Innovations
Southern Nevada Water Authority

The 12th annual WaterSmart Innovations Conference and Exposition, Oct. 2–3, 2019, in Las Vegas, is the premier urban water conservation conference and expo. For more information, visit WaterSmartInnovations.com.

HMI/SCADA
GE Digital

Have you seen iFIX lately? iFIX 6.0 enables High Performance HMI, reducing operator errors and speeding response. With a new HTML5 interface, iFIX modernizes visualization for a model-based, intuitive user experience. Rapid application development tools ease configuration. See what’s new with iFIX, CIMPLICITY, Historian, and our IOT solutions for mobility and remote monitoring.


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STANDARDS OFFICIAL NOTICE

ANSI/AWWA D120-19
Standard for Thermosetting Fiberglass-Reinforced Plastic Tanks

(December 5, 2019)

6666 West Quincy Ave.
Denver, Colorado 80235

www.awwa.org

Would you like to be notified when there is a new Standard or when a Standard has been updated? Sign up for AWWA Publication Updates at https://www.awwa.org/Publications.

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JOURNAL AWWA Reader Primary Job Function

- Executive 11%
- Management 36%
- Operations 15%
- Marketing and Sales 4%
- Design and Engineering 19%
- Other 7%
- Scientific and Research 8%
- Scientific and Research 8%

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Premium Options

- Insert (bound-in or blow-in)
- Poster (polybag or bound-in)
- French Gatefold
- Barrel Cover
- Cover Wrap
- Bookmark
- Bellyband
- Faux Cover (one-sided or two-sided)
## JOURNAL AWWA EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>TOPIC</th>
<th>DUE DATES</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>Treatment and Distribution</td>
<td>Editorial: 1/1/2020&lt;br&gt;Sales Close: 3/23/2020&lt;br&gt;Materials Due: 3/30/2020</td>
<td></td>
</tr>
</tbody>
</table>

Issue topics are subject to article availability and the discretion of the editor and do not define the entire issue. Every issue carries articles of general interest and broader scope than its specific topics.
OPFLOW

Opflow presents new and established technologies and ideas that readers can apply to water treatment and distribution as well as wastewater operations.

2020 OPFLOW RATES

Published Monthly (Member Pricing)

<table>
<thead>
<tr>
<th>Size</th>
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<td>$4,299</td>
<td>$4,007</td>
<td>$3,697</td>
<td>$3,280</td>
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</table>

Special Position Add $500

Cover 2 $10,207
Cover 3 $8,602
Cover 4 $10,899

Prices can change without notice. Contact your Territory Sales Manager for nonmember rates.
By the Numbers

- 55% of readers are from a public water supply company.*
- 9 out of 10 water professionals ranked Opflow as excellent or good.***
- 48% of Opflow readers value the publication the most for keeping them informed about new and established technologies.***
- 69% of decision makers read Opflow at least once a month.***
- 52% of influencers read Opflow monthly.***
- 36,650 circulation**
- 98,955 monthly reach* *November 2018 AdImpact Report, Signet Research Inc. **Based on July 2019 Subscribers ***June 2016 Readership Survey

Opflow Readers*...

- 9% bought products or services advertised
- 14% requested additional information from a company, sales rep., or distributor
- 18% recommended/specifed products
- 38% discussed an ad/article with someone else in the company
- 43% visited an advertiser’s website

64% took one or more actions based on advertising

*November 2018 AdImpact Report, Signet Research Inc.

Premium Options

- Insert (bound-in or blow-in)
- Poster (polybag or bound-in)
- Barrel Cover
- Faux Cover (one-sided or two-sided)

Additional Opportunities

- Certification Corner
  Monthly quiz with the types of questions found on certification exams, allowing Opflow readers to sharpen their skills and knowledge.

  Annual contract: $3,280/issue
  Six-month contract: $3,697/issue
  Three-month contract: $4,007/issue

- Marketplace
  Highlight your product; includes full-color image and 75-word description as well as an online listing in the Product Marketplace. $995/issue

- Cover Fold-Over
  Direct readers straight to your advertisement with your logo and “See us on page ___” right on the front cover. $1,200/issue
# OPFLOW EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>MONTH</th>
<th>TOPIC</th>
<th>DUE DATES</th>
<th>BONUS DISTRIBUTION</th>
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</thead>
<tbody>
<tr>
<td>September</td>
<td>Wastewater Treatment Trenchless Technology</td>
<td>Editorial: 5/1/2020&lt;br&gt;Sales Close: 7/24/2020, Noon MT&lt;br&gt;Materials Due: 8/3/2020</td>
<td>WEFTEC</td>
</tr>
</tbody>
</table>

Issue topics are subject to article availability and the discretion of the editor and do not define the entire issue. Every issue carries articles of general interest and broader scope than these topics.
DISPLAY AD SPECS

Mechanical Specifications
- Screen: 120/133
- Printing: Web offset
- Fonts: PostScript Type 1, no TrueType or font substitutions

PDF File Submission
High-resolution PDF file submission is preferred over sending native files for Journal AWWA and Opflow.
- PDF/X-1a compliance (Note: PDF/X-1a is a PDF output option in InDesign, Photoshop, and Illustrator.)
- No spot colors—must be CMYK, not RGB
- All fonts must be embedded and transparencies flattened. (Note: These requirements are built into the PDF/X-1a preset.)
- All elements must be high-resolution (300 ppi). Ink density 300%
- Do not apply security to the file.
- Use crop and bleed marks offset from the printable area.

General Guidelines
- Do not send press releases for product ads.
- Photo or logo files must be in .EPS, .TIF, or .JPG format and be named with the appropriate extension.
- File resolution should be at least 300 ppi.
- Do not compress the files.

Email Art: advertising@awwa.org
Upload art to AWWA:
FTP Site: ftp.awwa.org
Username: advertising
Password: AWWAadvertising

<table>
<thead>
<tr>
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<th>MEASUREMENTS</th>
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<td>Journal AWWA</td>
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<tr>
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<tr>
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<td>Journal AWWA</td>
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<tr>
<td>Opflow</td>
<td>4.625&quot; × 4.875&quot;</td>
</tr>
<tr>
<td>One-Third Page Vertical</td>
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<tr>
<td>Journal AWWA</td>
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<tr>
<td>Opflow</td>
<td>2.125&quot; × 10&quot;</td>
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<tr>
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<tr>
<td>Journal AWWA</td>
<td>3.375&quot; × 4.875&quot;</td>
</tr>
<tr>
<td>Opflow</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Binding
- Journal AWWA: Perfect
- Opflow: Saddle Stitch
SOURCEBOOK

The Official Resource Guide to Water Industry Products and Services

- Printed annually
- 45,000 distribution to water professionals
- Water professionals impacting more than 4,700 water systems

Why the Sourcebook?

The Sourcebook is the go-to place for key decision makers within the water and wastewater industry to find the information they need about products and vendors in the industry.

For more information, please contact:

Susan Maracle
smaracle@naylor.com
352.333.3405
awwa.org/sourcebook

Sourcebook Online

Sourcebook Online is a user-friendly forum designed to bring producers and end users together. Available 24 hours a day, 365 days a year, the interactive Sourcebook Online makes it easy to locate products and professional services geared to water supply professionals.

With hyperlinks, multiple search capabilities, and rich search results, our Sourcebook Online is designed to drive the purchasing process and bring customers to your site with just a few clicks of the mouse.

Online Stats June 2019

- 1,776 visits/month
- 5,723 page views/month
- 3.22 page views/visit

Google Ads June 2019

- Impressions: 10,700
- Clicks: 1,620

Complete Sourcebook Media Kit is available online, sourcebook.awwa.org/Advertising.
BUYERS’ RESOURCE GUIDE

This is a reference guide by industry that you want to be part of! You’ll be featured in each month’s print issue of Journal AWWA and in Sourcebook Online. Includes up to 50-word description and company logo.

For more information, please contact:
Susan Maracle
smaracle@naylor.com
352.333.3405

CO-BRANDING CONTENT

Put AWWA content to work for you!
Train your sales force, educate your clients, sell your products, or support your proposal with AWWA content.

● Bulk Discounts: Order several copies of a standard or manual to give to your sales reps as a training resource. Add your logo for a custom piece.

● Reprints: Give away reprints of an article from Journal AWWA or Opflow. Articles that feature your company or discuss related topics are excellent tools to substantiate your expertise and credibility. We offer custom reprint options. For information on reprints and reprint orders, contact commercialreprints@wiley.com.

● Co-Branded Content: Use a co-branded standard as a leave-behind on sales calls to promote your use of industry minimum requirements and best practices.

For ordering, email distribution@awwa.org.
WEBSITE ADVERTISING

Water professionals use awwa.org to access up-to-date industry news, resources, networking tools, industry standards, and manuals of practice. Advertise on awwa.org and reach a diverse and qualified audience from all over the world, 24 hours a day, 7 days a week.

awwa.org Monthly Average

- 600K page views
- 174K visits
- 100K unique visitors
- 3.49 page views per visit

Source: Google Analytics

Journal AWWA and Opflow

- 53K page views
- 18K visits
- 15K unique visitors
- 3 page views per visit

Source: Adobe Analytics

Website Advertising

AWWA offers website banners by guaranteed impressions or cost-per-thousand (CPM). CPM allows advertisers to pay each time an ad is displayed, so advertisers can easily justify the cost effectiveness of online campaigns. New to CPM advertising? We are here to help. Call your Territory Sales Manager.

$50/CPM, run of site
$60/CPM, geotargeted by state(s)

Note: Prices can change without notice. You will need to provide three ad sizes – leaderboard, medium rectangle, and smartphone banner. Art due two weeks before run date.
WEBSITE ADVERTISING SPECS

Ad Dimensions

- Leaderboard: 728 × 90 pixels horizontal
- Medium Rectangle: 300 x 250 pixels horizontal
- Smartphone Banner: 300 x 50 pixels horizontal (replaces Leaderboard on mobile)

File Types

- GIF, JPG, PNG, and HTML5 with click-through tags (DoubleClick preferred)

Maximum File Size

- As small as possible while maintaining image quality, but no larger than 100KB

Permitted

Animation

- HTML5 or animated GIF
- Max 24 FPS
- Max of 3 loops or 15s duration, whichever comes first

Third-Party Tags (Rich Media only)

Not Permitted

- Audio
- Adobe Flash
- Blinking, flashing, oscillating, or otherwise intermittent images
- Fly-out, fly-in, expanding, page overlay, or interstitial effects
- Forms or other mechanisms to collect data, including contact information
- Accessing a user’s webcam, microphone, or clipboard

Email art to AWWA

sales@awwa.org
**EMAILS**

**eTOC**

Table of Contents emails are sent to AWWA members for each issue of Journal AWWA and Opflow.

**Journal AWWA eTOC** sent to an average of 34,790/month  
**Opflow eTOC** sent to an average of 34,576/month

**Journal AWWA and Opflow** priced separately

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<tr>
<td>Position 4</td>
<td>$1,100</td>
<td>$968</td>
<td>$852</td>
<td>$750</td>
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</table>

*Note: eTOC banners are all 300 x 250 pixels horizontal and still-frame (non-animated). Creative due the 5th of the month prior.*

**AWWA Connections – Exclusive opportunity**

Banner in AWWA Connections. This email is sent every other Friday to more than 37,000 AWWA members.

**Monthly:** $1,750  

*Note: AWWA Connections banner is 600 x 100 pixels horizontal and still-frame (non-animated). Creative due the 25th of the month prior.*

**Total Water Solutions® Spotlight Email**

Total Water Solutions Spotlight is a monthly product email delivered from AWWA to over 55K water professionals. Customers have been averaging 29 clicks per placement. Includes a 50-word product description and a 150 x 150 pixel image of your product or logo.

$995/email, 15 spots/month
**ePDF DOWNLOADS – EXCLUSIVE OPPORTUNITY**

Capture audience attention quickly and effectively on a cover page added to each *Journal AWWA* and *Opflow* article downloaded. ePDF advertising includes measurable click-throughs so you can easily measure the success—the number of times an article is downloaded during the month you’re advertising. Size is 10 times larger than most online ads (the same size as a full-page *Journal AWWA* or *Opflow* print advertisement).

- Full text downloads of *Journal AWWA* and *Opflow* articles from 139 countries, including Australia, India, Canada, China, and Brazil
- Monthly average of 14K full text downloads

*Journal AWWA* and *Opflow* $4,000/month exclusive

**OTHER ADVERTISING**

**List Rental**

Reach qualified water professionals by renting AWWA’s membership, product buyers, and conference and event attendee lists. For information on pricing and list segmentation, contact AWWA’s list manager, Infocus Marketing, at 800.708.5478 or sales@infocusmarketing.com.
AWWA Career Center launched a new jobs platform, partnering with YourMembership, in January 2018. Job posters and seekers have been pleased with the ease of use and mobile-responsive design.

**SOME FEATURE HIGHLIGHTS**

- A variety of options expose jobs to passive job-seeking water industry professionals who do not visit job boards, including emails, social media, widgets on the AWWA website, etc.
- Everyday usability
- Use screening questions to determine if an applicant is qualified.
- If you choose to have online applications through AWWA, you may select multiple recipients to receive notification of new applicants.
- Choose to make your post anonymous or include your company profile.
- Employer brand advertising

**By the Numbers**

AWWA Career Center averaged per month: *

- Displayed over **930K** job postings
- Job seekers clicked on over **40K** jobs
- Apply Now button clicked **787** times

*August 2018 to July 2019 YourMembership Career Website statistics

**Job Postings**

Postings start at $249. Put your job in our next Job Flash™ Email to 6,400 water industry professionals to increase visibility by up to 500%! Options to attract diverse candidates, veterans, and maximize distribution to job aggregator websites and social media now available during checkout.

[awwa.org/careers](http://awwa.org/careers)

Contact careers@awwa.org or 303.347.6235 for more information.
LET US SHARE YOUR SUCCESS STORY!

**Content marketing is POWERFUL**

Attract and retain customers by creating and curating relevant and valuable content through powerful storytelling! Partner with AWWA to share your success story with water professionals through a high-impact multimedia advertorial package.

**AWWA multichannel reach is UNDENIABLE**

Interact with your customers using a combination of communication channels enabled by AWWA – web, email, social media, print, and video! This multichannel approach will target more than 50,000 water professionals and achieve more than 200,000 total impressions.

**We have the resources to DELIVER**

- Two-page spread in an issue of *Journal AWWA* or *Opflow* (Reach: 45,000)
- Professional video posted on the AWWA YouTube channel (Subscribers: 3,000)
- Webpage (custom URL) for hosting your advertorial
- Banner ads on AWWA website and *Journal AWWA* and *Opflow* sites (Impressions: 30,000)
- Exclusive email to *Journal AWWA* and *Opflow* readers with your advertorial (Reach: 45,000)
- AWWA Social Media posts linking to your advertorial and video (Platform followers: 60,000)
- Advertorial PDF and final video provided for your use

**Total Value: $33,450; Your Investment: $24,000**
EXHIBITING & SPONSORING

Exhibiting, sponsorship and advertising opportunities with AWWA allow your company to:

- Increase brand awareness
- Build client relationships
- Demonstrate and promote your product and service
- Generate sales leads

International Symposium on Potable Reuse
February 10–11 | Atlanta, GA
Covers the latest innovations in treatment and monitoring technology, the 2020 International Symposium on Potable Reuse attracts water industry professionals from around the world to discuss the most critical and challenging issues associated with both direct and indirect potable reuse.

International Symposium on Biological Treatment
February 12–13 | Atlanta, GA
The 2020 International Symposium on Biological Treatment explores the latest developments in biotreatment technology, operations and monitoring strategies. This symposium dissects the benefits of engineered and passive biological systems from both the research and utility perspectives.

AWWA/WEF The Utility Management Conference™
February 25–28 | Anaheim, CA
Over the past three decades, members of AWWA and WEF have established the Utility Management Conference™ as one of the leading, most informative, and most prestigious management conferences available. Water and wastewater managers and professionals convene to hear the latest approaches, practices, processes, techniques, case studies and research in all aspects of utility management.

AWWA/AMTA Membrane Technology Conference & Exposition
March 16–20 | Phoenix, AZ
Join AMTA and AWWA to explore how the latest developments in membrane technology can enhance water reliability and quality. Each year the conference reveals new directions in water and wastewater treatment technologies, desalting and membrane bioreactor applications.

Sustainable Water Management Conference
March 29–April 1 | Minneapolis, MN
Water sector organizations and professionals will learn about best practices for managing water resources, source water protection, sustainable utility planning, analyzing the costs and benefits of water conservation, and exploring alternative water sources including stormwater and reuse.

International Symposium on Inorganics | April 14–15 | Denver, CO
The International Symposium on Inorganics encompasses a combination of technical presentations and in-depth discussions on the critical matters related to inorganic contaminants in drinking water. Attendees gain insights into current and emerging issues related to inorganic contaminants, including sources and occurrence, monitoring and treatment, regulatory landscape, and best practices for managing these contaminants and communicating their risks.

ACE20—Annual Conference and Exposition | June 14–17 | Orlando, FL
Water professionals are optimistic about the health of the sector. Recent successes in addressing challenges and becoming better at developing solutions that effectively manage water are fueling this outlook. Despite many challenges in the water sector, water professionals are leveraging innovation, advocacy and new programs to address critical issues to protect the world’s most important resource. Come to ACE20 to learn the leading-edge solutions and exchange knowledge to help ensure we create a “Future So Bright” for our profession and people around the world.

Transformative Issues Symposium: Communications
August 17–19 | Cincinnati, OH
Water and wastewater professionals will gather for this two-day symposium on the most relevant and engaging event on the evolving topic of concern.

Water Infrastructure Conference & Exposition
November 2–5 | Philadelphia, PA
Participants will discuss water infrastructure issues and solutions, including the latest cost-effective strategies to manage aging infrastructure, control water loss, protect critical infrastructure and finance capital projects.

AWWA/SWAN International Smart Water Symposium
November 10–11 | Austin, TX
Join us at the AWWA|SWAN International Smart Water Symposium to learn about and discuss data-driven solutions to global water challenges. The symposium highlights smart water innovations from multiple perspectives and helps attendees to master how to use digital solutions more efficiently while increasing their resilience to cyber and other hazards.

Water Quality Technology Conference® & Exposition
November 16–19 | Schaumburg, IL
This established and highly regarded conference provides a practical forum for a wide range of water technology professionals to exchange the latest research, information and technology for improving water quality.

View show prospectuses, download applications, and discover sponsorship opportunities at awwa.org/exhibitors.
CONFERENCE PROGRAMS

**Mechanical Specifications**
- Screen: 120/133
- Printing: Web offset
- Fonts: PostScript Type 1, no TrueType or font substitutions

**PDF File Submission**
High-resolution PDF file submission is preferred over sending native files for *Journal AWWA* and *Opflow*.
- PDF/X-1a compliance (Note: PDF/X-1a is a PDF output option in InDesign, Photoshop, and Illustrator.)
- No spot colors—must be CMYK, not RGB
- All fonts must be embedded and transparencies flattened. (Note: These requirements are built into the PDF/X-1a preset.)
- All elements must be high-resolution (300 ppi). Ink density 300%
- Do not apply security to the file.
- Use crop and bleed marks offset from the printable area.

**General Guidelines**
- Do not send press releases for product ads.
- Photo or logo files must be in .EPS, .TIF, or .JPG format and be named with the appropriate extension.
- File resolution should be at least 300 ppi.
- Do not compress the files.

**SIZE** | **MEASUREMENTS**
--- | ---
Two-Page Spread | Live area: 15" × 10" w/bleed: 16.25" × 11"
Full Page | Final trim: 8" × 10.75" Live area: 7.25" × 10" w/bleed: 8.25" × 11"
Symposium Full Page | Program size: 8.5" × 11" Ad size: 8" × 10.5" No bleed; 0.25" white border around ad
Two-Thirds Page Vertical | 4.625" × 9.25"
One-Half Page Horizontal | 7" × 4.875"
One-Half Page Vertical | 3.375" × 9.25"
One-Third Page Island | 4.625" × 4.875"
One-Third Page Vertical | 2" × 9.25"
One-Fourth Page | 3.375" × 4.875"

**Binding** | **Perfect**

*Not all sizes available for every conference*
CAREER CENTER JOB FAIR

Meet Face-to-Face with Job Seekers

Connect with future employees by participating in the Career Center Job Fair held at ACE. The Career Center Job Fair offers you the opportunity to meet face-to-face with potential candidates and provide valuable information about your company to attendees. More information at awwa.org/exhibitors or contact career@awwa.org or 303.347.6235.

WEBINARS

Sponsored Webinar (Exclusive) $13,000

- Targeted AWWA audience, including professionals from every area of the water sector
- Complimentary registration for attendees
- Technical staff for topic selection assistance
- Marketing of the webinar including:
  - Half-page ad in Journal AWWA or Opflow
  - Cross-promotional banners on AWWA website
  - Three exclusive emails to a targeted audience
  - Social media posts on Facebook, LinkedIn, and Twitter
- Webinar delivery logistics, including timeline development, platform training, and rehearsal time
- Mail and email addresses of attendees for one-time use*
- Archive of your webinar for 30 days
- Webinar name, company logo, date and registration link highlighted on webinar page

AWWA Webinar Branding, $9,500 annual

- Sponsor 15 AWWA webinars
- Your logo on the awwa.org webinar page
- Your logo on more than 35 emails promoting upcoming webinars
- Your logo on webinar presentation handout
- Attendee contact information for one-time use*, for each webinar

*Excluded from the mailing list are those customers who viewed the webcast in a group setting. The mailing list will be provided upon receipt of a signed List Agreement Form that allows for one-time use for either mail or email addresses.
WHY BECOME A MEMBER?

AWWA Service Provider membership provides you with opportunities to build business relationships, develop qualified staff, and demonstrate your commitment to safe, clean water.

- Stay informed.
- Connect with decision makers.
- Enjoy discounts on products, advertising, events, trainings, and more!

<table>
<thead>
<tr>
<th>Member Benefits</th>
<th>SERVICE PROVIDER</th>
<th>INDIVIDUAL</th>
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<tbody>
<tr>
<td>Journal AWWA</td>
<td>✮</td>
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<td>Opflow</td>
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<td>AWWA Water Science</td>
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<td>Water Service Insider newsletter</td>
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<td>AWWA Connections newsletter</td>
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<td>Section membership</td>
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<td>Discounts at events (ACE, specialty and Section conferences)</td>
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<td>Discounts on distance learning (eLearning and webinars)</td>
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<tr>
<td>Discounts on technical resources (Standards, Manuals, and products)</td>
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<td>Career resources</td>
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<td>Online resources (Communities and tools)</td>
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<td>Discounts on exhibits, sponsorship, advertising and mailing list rental</td>
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<td>Free listings in Sourcebook (up to 10)</td>
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<td>Discounts for all employees</td>
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<td>Use of AWWA member logo</td>
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<td>Complete set of AWWA Standards</td>
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<tr>
<td>Memberships for employees</td>
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</tbody>
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- 80% of drinking water served by US utilities are AWWA members.

- 42% of AWWA members are executives/managers.

- 60% of utility members are combined water and wastewater utilities.

- Over 300 new utility members joined AWWA in the past three years.

- 84% of all drinking water utilities that serve over 250K people are institutional members of AWWA.*

- 98% of all drinking water utilities that serve over 500K people are institutional members of AWWA.*

*SDWIS and AWWA member records