

2020

Print Advertisement Rates

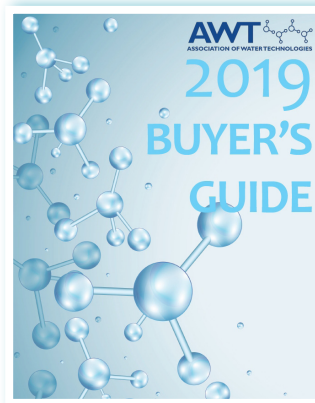


- THE ANALYST
- MEMBERSHIP DIRECTORY
- BUYER'S GUIDE
- BUSINESS SUPPLEMENT
- TECHNOLOGY SUPPLEMENT
- AWTGram

the ANALYST

THE VOICE OF THE WATER TREATMENT INDUSTRY

The Analyst is the official publication of the Association of Water Technologies (AWT) and the voice of the water treatment industry. *The Analyst* presents new technologies in the areas of cooling, boiler, and wastewater treatment. Each quarterly issue of the Analyst magazine highlights current developments in industrial water treatment, while emphasizing practical applications of available technologies. With a growing circulation of over 4200, water technologists and subscribers from related businesses can track trends, and stay abreast of regulatory activities, marketing concepts, and business practices impacting our industry. If your company supplies products or services to water treatment companies, *the Analyst* speaks to the audience you are trying to reach.



In addition to the quarterly issues of *The Analyst*, the AWT Membership Directory is mailed each February. The AWT Buyer's Guide is mailed in August and receives bonus circulation at the annual AWT Convention and Expo. The AWT Business Supplement is mailed with the spring issue of *The Analyst*. The Technology Supplement is mailed with the fall issue of *The Analyst*. Digital editions of all eight publications provide a direct, online link from your print ad to your company website.

2017 Readers Survey Results

June 2017 AWT survey results

73%
prefer print to digital

73%
spend at least
30 minutes with
each issue

63%
read all 4 issues

38%
save AWT magazines
for 5 years or longer

75%
most often read
the technical articles

AWT readers are ... **Influential**

**WITH A 30%
CIRCULATION INCREASE,
THERE'S NEVER BEEN
A BETTER TIME TO
ADVERTISE WITH AWT!**

... **Engaged**

Most readers...

- › pass the magazine on to others to read
- › refer back to previous issues
- › take some action after viewing the ads

Products and Services Organizations Plan to Purchase in the Next 12 Months:	
Biocides	71%
Test Equipment	70%
Corrosion & Scale Inhibitors	68%
Pumps/Controllers	67%
Dispersants	61%
Lab Services	55%
Formulated Products	51%
Training/Consulting	47%
Coagulants & Flocculants	38%
Software	40%
Blenders	37%

... **Active**

2020

AWT Advertising Rates & Deadlines

	<i>The Analyst</i> Winter 2020	AWT Membership Directory 2020	<i>The Analyst</i> Spring 2020 and Business Supplement
Deadline to Advertise:	November 11, 2019	January 10, 2020	March 3, 2020
Ad Materials Due:	December 9, 2019	January 20, 2020	March 28, 2020
Mail Date:	January 27, 2020	February 14, 2020	May 20, 2020
	<i>The Analyst</i> Summer 2020 (Convention Issue)	AWT Buyer's Guide (Mails with Summer issue/distributed at Convention)	<i>The Analyst</i> Fall 2020 and AWT Technology Supplement
Deadline to Advertise	May 29, 2020	June 3, 2020	September 7, 2020
Ad Materials Due	June 24, 2020	June 29, 2020	September 28, 2020
Mailed	August 17, 2020	August 17, 2020	November 11, 2020

Page Rates

Rates:	1x	4x	6x	8x
Two Page Spread	\$5950	\$5650	\$5350	\$5050
Full Page	\$3850	\$3550	\$3250	\$3050
2/3 Page	\$3450	\$3050	\$2750	\$2550
1/2 Page	\$2775	\$2545	\$2390	\$2260
1/3 Page	\$2485	\$2215	\$2085	\$1935
1/4 Page	\$2315	\$2195	\$2000	\$1850

ADVERTISING POLICY: Please note that we require advertisements to be submitted by the Ad Materials Due date for each issue in which you are scheduled to run. Unless new art is submitted by Materials Due date, a pick up of previous artwork will be run.

PAYMENT TERMS: Net 30 days. A finance charge of 1.5% per month will begin accruing on any unpaid invoice after 60 days from the invoice date. AWT may put a credit hold on any account with a past due balance. In the event an account is referred to an outside collection agency or attorney, purchaser will be responsible for all collection costs including attorney fees and court costs.

Cover Rates

Rates:	1x	4x	6x	8x
Inside Front Cover	\$4500	\$4200	\$4000	\$3800
Inside Back Cover	\$4500	\$4200	\$4000	\$3800
Back Cover	\$5400	\$5100	\$4800	\$4500

The AWTGram

The AWTGram, the association's monthly eNewsletter, reaches more than 4100 individual AWT members each month. The AWTGram is emailed around the 15th of each month. Ad reservations must be made by the 1st of each month. Ad materials are due by the 7th of each month. Space is limited. Specs for AWTGram banner ads are listed below:

	1x	6x	12x
580 x 100 pixels (60 kbs MAX file)	\$250	\$175	\$150

AWT Advertising Specifications

Rates:

All rates and pricing are listed at net costs per ad.

Bleeds:

There are no additional charges for bleeds.

Guaranteed Positions:

Add 25% to ad rates to guarantee position.
Space and availability are limited.

Circulation:

The Analyst is published quarterly and is distributed to over 4100 water treatment industry professionals. Advertisers in the Summer issue of *The Analyst* and *The Buyer's Guide* receive bonus circulation at the AWT Annual Convention.

Commission:

Commission for advertising agencies is not an AWT policy.
Agencies should seek fees directly from the advertiser.

Cancellation Policy:

Cancellations must be made in writing and are not accepted after space reservation deadlines.

Payment Information:

All payments must be made "in advance of or upon delivery of goods or services." In order to ensure this, AWT obtains credit card information from each advertiser. If there are outstanding invoices for prior issues, companies will not be allowed to continue advertising until amount due is paid in full.

Materials Submission Guidelines:

High resolution, print ready files

All fonts embedded, CMYK (plus any spot PMS), high res graphics (300 dpi pics, 1200 dpi line art)

Native files (InDesign, TIFF, EPS, High Res-PDF)

All fonts and graphics included

High res graphics (300 dpi pics, 1200 dpi line art)

Submit Materials by due dates via email to:

Heather Prichard, National Advertising Director
advertising@awt.org

Questions: advertising@awt.org or 202-361-6283

Mechanical Requirements:

(All publications except Membership Directory)

A.	Full Page	7.5 x 10
B.	Full Page Bleed	8.625 x 11.25
C.	Two Page Spread	17.25 x 11.25
D.	2/3 Page Vertical	4.5 x 10
E.	1/2 Page Horizontal	7 x 4.5
F.	1/2 Page Vertical	3.375 x 10
G.	1/2 Page Island	4.5 x 7
H.	1/3 Page Vertical	2.25 x 10
I.	1/3 Page Square	4.5 x 4.5
J.	1/4 Page	3.375 x 4.5

Membership Directory

K.	Full Page	4.5 x 7
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