

# **INFLUENTS** OFFICIAL PUBLICATION OF THE WATER ENVIRONMENT ASSOCIATION OF ONTARIO



As the official magazine of the **Water Environment Association of Ontario**, **INFLUENTS** is committed to projecting a strong and informative voice connecting the industry throughout the province of Ontario. **INFLUENTS** has a guaranteed circulation of 2,000 that reaches engineers, plant and equipment operators, inspectors, administrators, government officials and suppliers throughout Ontario. WEAO's magazine reaches these qualified decision makers four times per year in this multi-billion dollar market.



**EXTRA EXPOSURE ON THE WEB AT NO EXTRA COST**  
INFLUENTS magazine is also presented in its entirety to WEAO/OPCEA members and other industry professionals on the WEAO web site. That is the extra exposure of print AND online advertising at **NO EXTRA COST.**  
[www.weao.org](http://www.weao.org)

## IN EVERY ISSUE:

- In depth features on current issues
- Educational articles
- Project profiles
- People in the news
- Committee reports
- News and events
- Marketplace developments

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| *4 Colour included in all ads                  | 1X     | 4X     |
|--|--------|--------|
| Full page                                      | \$1100 | \$1000 |
| 2/3 page                                       | 1025   | 925    |
| 1/2 island                                     | 950    | 850    |
| 1/2 page                                       | 900    | 800    |
| 1/3 page                                       | 650    | 600    |
| 1/4 page                                       | 550    | 500    |
| 1/6 page                                       | 400    | 350    |
| 1/8 page                                       | 300    | 275    |
| Outside Back (includes 4-colour)               | 1500   | 1250   |
| Inside Front or Back Cover (includes 4-colour) | 1400   | 1150   |

\*Black and White rates available on request.

## RATES ARE NET OF AGENCY COMMISSION.

Rates quoted are for space (and colour) only.  
 Rates do not include GST.

## 2009 SCHEDULE:

### SPRING: MARCH

Space Closing: January 23

• **Official Show Guide to the WEAO Annual Conference & OPCEA Exhibition 2009**  
**April 5-7**  
**The Westin Harbour Castle**  
**Toronto, ON**

**BONUS DISTRIBUTION AT CONFERENCE**

### SUMMER: JUNE/JULY

Space Closing: May 1

### FALL: SEPTEMBER/OCTOBER

Space Closing: September 5

### WINTER: DECEMBER/JANUARY

Space Closing: November 6

## SIZES AVAILABLE

|                  |            | width (inches) |   | depth (inches) |
|------------------|------------|----------------|---|----------------|
| <b>Full page</b> |            | 7              | x | 9 1/2          |
| <b>2/3 page</b>  | Horizontal | 7              | x | 6 1/8          |
|                  | Vertical   | 4 5/8          | x | 9 1/2          |
| <b>1/2 page</b>  | Island     | 4 5/8          | x | 7              |
|                  | Horizontal | 7              | x | 4 5/8          |
| <b>1/3 page</b>  | Square     | 4 5/8          | x | 4 5/8          |
|                  | Vertical   | 2 1/8          | x | 9 1/2          |
|                  | Banner     | 7              | x | 3 1/8          |
| <b>1/4 page</b>  | Horizontal | 4 5/8          | x | 3 3/8          |
|                  | Vertical   | 3 3/8          | x | 4 5/8          |
|                  | Banner     | 7              | x | 2 1/2          |
| <b>1/6 page</b>  | Horizontal | 4 5/8          | x | 2 1/8          |
|                  | Vertical   | 2 1/8          | x | 4 5/8          |
|                  | Banner     | 7              | x | 1 5/8          |
| <b>1/8 page</b>  | Horizontal | 3 3/8          | x | 2 1/8          |
|                  | Vertical   | 2 1/8          | x | 3 3/8          |

Published for the WEAO by:



For more information contact:

**DARRELL HARRIS**

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# More bang for your print advertising buck!

**W**ith print and electronic communication operating hand-in-hand more than ever before, we are ecstatic to advise you that your print advertising in *Influents* 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 **Water Environment Association of Ontario (WEAO)** web site. ([www.weao.org](http://www.weao.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 *Influents* 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 *Influents* magazine. **No extra costs to you...only extra benefits.**

If you have any questions, please contact your advertising sales representative for *Influents* magazine – WEAO's official publication reaching thousands of water and wastewater professionals in Ontario.



# 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.”

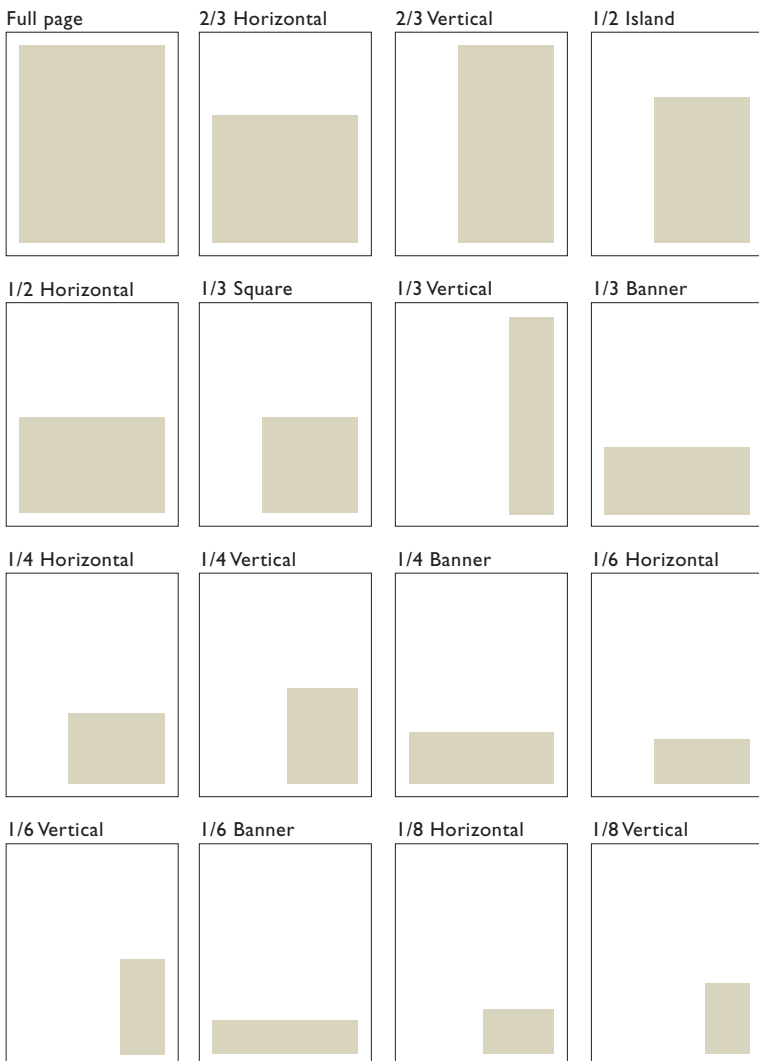
Having an online version is a definite advantage, he says, but print magazines continue to be more than relevant. He cites statistics from 1999 to 2005, which say magazines grew at an average annual compound rate of 7.4 percent, while all other major media combined – TV, radio, out-of-home, and newspapers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

# AD MATERIAL SUBMISSION INFO

## 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 CS4
- Adobe Photoshop CS4
- Adobe Illustrator CS4

*(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 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 and DVDs**
- 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
- Contact us for **ftp site information** for files that are too large to e-mail
- 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

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