



# DIGESTED news

*Celebrating 50 Years of Clean Water*

## Looking to reach wastewater professionals in Utah?

***Digested News* has a controlled circulation of 1,000  
with a pass-along readership of over 3,000\***

This highly qualified audience is made up of key decision makers with buying authority and influence – the **CORE** of your market. All copies of each issue are individually addressed to qualified decision makers whose positions include:

- Public/private treatment plant operators and managers
- Wastewater consultants
- Scientists
- Environmentalists
- Regulators
- Government officials
- Academics
- Engineers

**Extra exposure on the web!** Ads booked in *Utah Digested News* appear online - **FREE!**

\* Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy

# Reach your Utah target market at key times

*Digested News* magazine reaches key players in this multi-million-dollar market at four strategic times throughout the year, including spring and fall issues focusing on major industry events such as the **WEAU's Annual Conference & Trade Show**, as well as the...



## SPRING 2015

The official guide to the WEAU Utah Conference & Trade Show.

Space Closing: Mid February  
Distribution: Late March

Bonus Distribution at the Show



## SUMMER 2015

Space Closing: Late May  
Distribution: Early July



## FALL 2015

The official guide to the Mid-year Conference

Space Closing: Mid September  
Distribution: Late October

Bonus Distribution at the Mid Year Conference



## WINTER 2015

Annual Buyers' Guide showcasing advertisers' products/services

Space Closing: Mid November  
Distribution: Late December

\*Covers are subject to change.

## Full Color Advertising rates \*Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!

As the official membership publication of the Water Environment Association of Utah, *Digested News* is committed to providing a strong and informative voice in all matters pertaining to the exchange of water quality knowledge and experiences among its members and the public and to foster a greater awareness of water quality achievements and challenges throughout the great state of Utah.

	1 Time Rate	4 Time Rate	Online Magazine*
<b>OBC</b>	\$900	\$825	<b>FREE</b> with print booking!
<b>IFC/IBC</b>	\$800	\$725	<b>FREE</b> with print booking!
<b>Full page</b>	\$750	\$675	<b>FREE</b> with print booking!
<b>1/2 Island</b>	\$625	\$575	<b>FREE</b> with print booking!
<b>1/2 page</b>	\$500	\$450	<b>FREE</b> with print booking!
<b>1/3 page</b>	\$450	\$400	<b>FREE</b> with print booking!
<b>1/4 page</b>	\$375	\$325	<b>FREE</b> with print booking!
<b>1/6 page</b>	\$250	\$200	<b>FREE</b> with print booking!

- 10% premium for all guaranteed position (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- Rates are net of agency commission.

- The publisher and the WEAU reserve the right to reject advertising that is deemed inappropriate.
- The publisher and the WEAU cannot be held liable for any material used or claims made in advertising included in this publication.

Published for the  
Water Environment  
Association of Utah by:



To reach Utah's water industry professionals through the *Digested News* magazine and its targeted readership, contact Kris at your earliest convenience to discuss your company's promotional plans for 2015.

**Kris Fillion, Marketing Manager**

Phone: 866-985-9798 Fax: 866-985-9799 E-mail: [kfillion@kelman.ca](mailto:kfillion@kelman.ca)



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# Connecting you with key decision makers in your market

## Dear industry supporter and prospective advertiser,

**A**s a supporter of and contributor to the water quality industry in the great state of Utah, we know that you and your company have a vested interest in its wellbeing. As President of the Water Environment Association of Utah (WEAU), representing water quality professionals statewide who are dedicated to preserving, restoring and enhancing Utah'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 the *Digested News*. Exclusive to our region, *Digested News* 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 *Digested News* magazine is increasingly becoming an important communication vehicle within our industry.

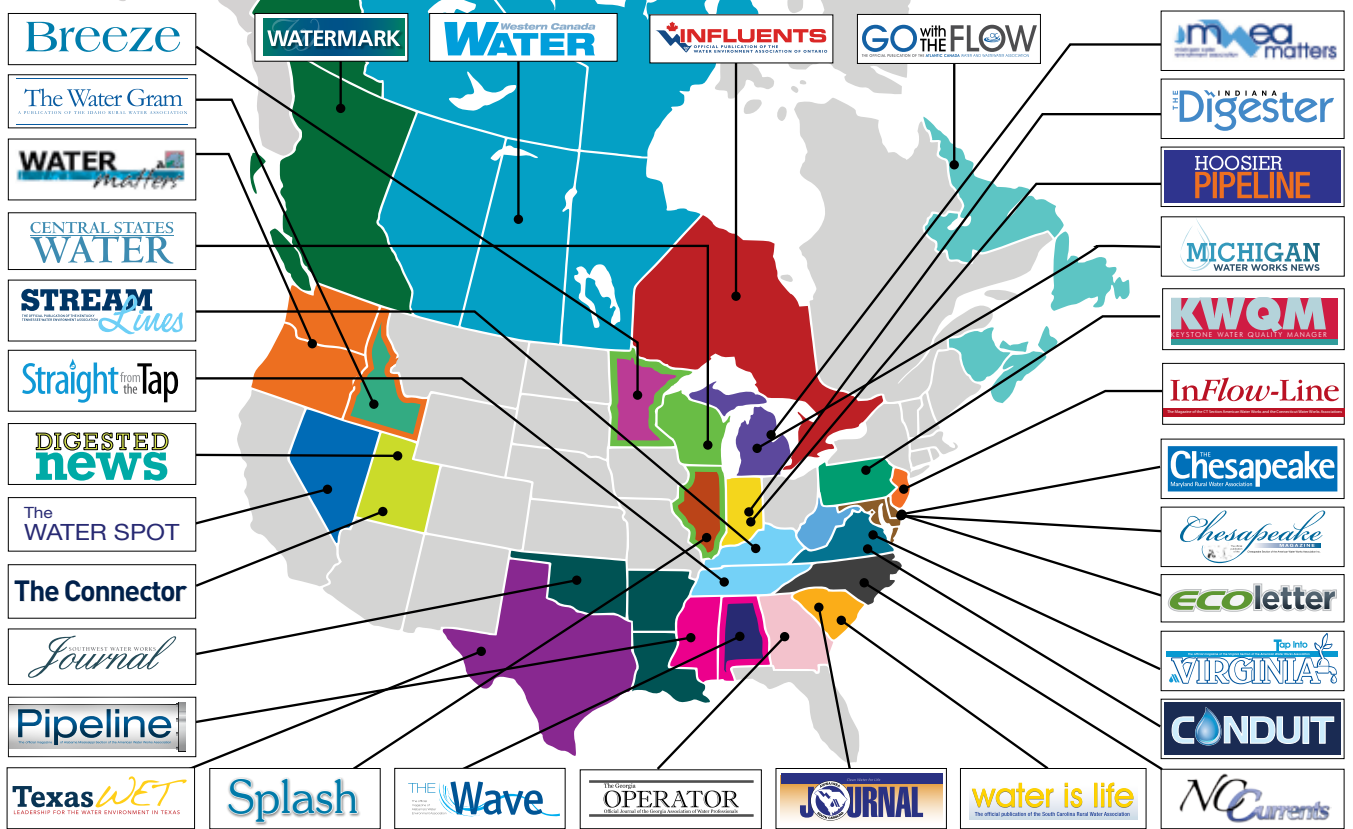
As we strive to ensure that our magazine fulfills its important responsibility, I urge you to take full advantage of its potential to effectively promote your company's products and services, and to demonstrate your commitment to and support of the water quality industry in our region. When you are contacted by Kris Fillion of our publishing partner, Craig Kelman & Associates, I sincerely encourage you to make the most of this high-impact and meaningful marketing opportunity by including *Digested News* in your promotional plans for the year ahead. It is definitely a win-win situation for all concerned.

**Sincerely,**

Mike Foerster

### Recent Advertisers

# Putting your company in front of the North American Water & Wastewater industry



\* Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

- BREEZE (MNAWWA)**  
Minnesota  
Circ. 1,400 (pass-along readership 4,200\*)
- CENTRAL STATES WATER (CSWEA)**  
Illinois, Minnesota, Wisconsin  
Circ. 2,100 (pass-along readership 6,300\*)
- CHESAPEAKE MAGAZINE (CSAWWA)**  
Maryland, Delaware, D.C.  
Circ. 1,500 (pass-along readership 4,500\*)
- THE CHESAPEAKE (MRWA)**  
Maryland  
Circ. 1,300 (pass-along readership 3,900\*)
- THE CONDUIT (VWEA)**  
Virginia  
Circ. 2,000 (pass-along readership 6,000\*)
- THE CONNECTOR (RWAU)**  
Utah  
Circ. 2,800-5,500 (pass-along 7,500-15,500\*)
- DIGESTED NEWS (WEAU)**  
Utah  
Circ. 1,000 (pass-along readership 3,000\*)
- ECOLETTER (CWEA/WWOA)**  
Maryland, Delaware, D.C.  
Circ. 2,000 (pass-along readership 6,000\*)
- THE GEORGIA OPERATOR (GAWP)**  
Georgia  
Circ. 4,000 (pass-along readership 12,000)
- GO WITH THE FLOW (AWWA/WEF)**  
Nova Scotia, New Brunswick, PEI and Newfoundland  
Circ. 1,000 (pass-along readership 3,000\*)
- HOOSIER PIPELINE (The Alliance of Indiana Rural Water)**  
Indiana - Circ. 1,400 (pass-along readership 4,200\*)
- INDIANA DIGESTER (IWEA)**  
Indiana  
Circ. 1,800 (pass-along readership 5,400\*)
- INFLOW-LINE (CTAWWA/CWWA)**  
Connecticut  
Circ. 2,500 (pass-along readership 7,500\*)
- INFLUENTS (WEAO)**  
Ontario  
Circ. 2,600 (pass-along readership 7,800\*)
- THE JOURNAL (SCAWWA-WEASC)**  
South Carolina  
Circ. 3,500 (pass-along readership 10,500\*)
- KWQM-KEYSTONE WATER QUALITY MANAGER (PWEA)**  
Pennsylvania  
Circ. 2,000 (pass-along readership 6,200\*)
- MWEA MATTERS (MWEA)**  
Michigan  
Circ. 2,500 (pass-along readership 7,500\*)
- NC CURRENTS (NC AWWA-WEA)**  
North Carolina  
Circ. 4,000 (pass-along readership 12,000\*)
- PIPELINE (AL-MS AWWA)**  
Alabama, Mississippi  
Circ. 3,200 (pass-along readership 9,600\*)
- SOUTHWEST WATER WORKS JOURNAL (SW AWWA)**  
Louisiana, Arkansas, Oklahoma  
Circ. 2,500 (pass-along readership 7,500\*)
- SPLASH (ISAWWA)**  
Illinois  
Circ. 2,000 (pass-along readership 6,750\*)
- STRAIGHT FROM THE TAP (KY-TN AWWA)**  
Kentucky, Tennessee  
Circ. 1,500 (pass-along readership 4,500\*)
- STREAMLINES (KY-TN WEA)**  
Kentucky, Tennessee  
Circ. 2,000 (pass-along readership 6,000\*)
- TAP INTO VIRGINIA (VA AWWA)**  
Virginia  
Circ. 2,000 (pass-along readership 6,000\*)
- TEXAS WET (WEAT)**  
Texas  
Circ. 2,200 (pass-along readership 6,600\*)
- THE WATER GRAM (IRWA)**  
Idaho  
Circ. 1,800 (Pass-along readership 5,400\*)
- WATER IS LIFE (SCRWA)**  
South Carolina  
Circ. 1,000 (pass-along readership 3,000)
- WATERMARK (AWWA/WEF)**  
British Columbia & Yukon Territory  
Circ. 5,100 (pass-along readership 15,000\*)
- WATER MATTERS (PNWS - AWWA)**  
Idaho, Oregon, Washington  
Circ. 3,100 (pass-along readership 8,400\*)
- THE WATER SPOT (NWEA)**  
Nevada  
Circ. 1,000 (pass-along readership 3,500)
- WATER WORKS NEWS (MI AWWA)**  
Michigan  
Circ. 3,500 (pass-along readership 10,500)
- THE WAVE (AWEA)**  
Alabama  
Circ. 1,400 (pass-along readership 4,200\*)
- WESTERN CANADA WATER (AWWA/WEF)**  
Alberta, Saskatchewan, Manitoba, NWT, Nunavut  
Circ. 5,000 (pass-along readership 15,000\*)



Choose to advertise in one, some or all of these targeted publications by having a pricing strategy personally tailored for your company. Contact Marketing Manager, Kris Fillion, to discuss your company's promotional plans for 2015.



Toll Free: 866-985-9798 • Toll Free Fax: 866-985-9799 • E-mail: kfillion@kelman.ca



# DIGESTED news

## Interactive Edition

### Digested News available online



With print and electronic communication operating hand-in-hand, you can take advantage of the fact that *Digested News* magazine is available online in a highly interactive format.

A user-friendly, interactive Media Rich PDF format that includes:

1. Active hyper-links to all websites and e-mails contained in the publication
2. Active links to the specific stories from the front cover and contents page
3. Active links to advertiser websites from their ads



Visit us online, [www.weau.org](http://www.weau.org)



# USE PAPER RESPONSIBLY

**Today's forest industry is working hard to become one of the greenest industries on earth.**

- ♻️ What other industry plants hundreds of millions of trees every year?
- ♻️ What other industry actually grows more of its main resource than it consumes?
- ♻️ What other industry generates most of its own energy needs from renewable resources, including waste biomass, biogas, hydro and wind?
- ♻️ What other industry uses a renewable resource and recycled stock as its main ingredients?
- ♻️ What other industry has worked harder on improving its environmental performance with partners and advocates including governments, customers and environmental groups?

Paper is an essential part of human civilization. While we all use and depend upon electronic communications, it is easy to ignore that it comes at an environmental cost.

Worldwide spam email traffic creates greenhouse gases equivalent to burning two billion gallons of gasoline yearly, with numbers rising. More than 200 million items of toxic e-waste are thrown away every year in the US alone, with a recycling rate of only 18% compared to 57% for paper. Estimates are that North Americans throw out more than 500,000 toxic computers and cell phones every day.

No industry is perfect. But the paper industry has made, and continues to make, huge investments in environmental responsibility. Specifying and buying paper from certified sources ensures the continuation and growth of carbon-absorbing forests. Using paper with appropriate amounts of recycled fibre helps preserve forests, conserve energy, and maximize fibre usage through paper lifecycles.

**Paper is a powerful communications medium.  
Use it responsibly... and recycle the paper that you use.**

# Our concern for the environment



## is more than just talk

As we continue to deliver valuable information through the pages of this magazine, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible. Here is what we mean:

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council® (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.

*So enjoy this magazine...and **KEEP THINKING GREEN.***



# Why **PRINT** Continues to **MAKE AN IMPRESSION**

## **GETTING ATTENTION**

There are fewer magazines and print newsletters in the mail, so more attention is paid to each piece.

## **WHAT'S OLD IS NEW AGAIN**

As social media progresses, online content and iPad applications may be overwhelming. More and more people are attempting to disconnect themselves from digital media, feeling overwhelmed by the sheer volume. Many marketers are continuing to leverage print as something of value in their marketing mix.

## **PRINT STILL EXCITES PEOPLE**

The printed word is still perceived as more credible to many people than anything on the web.

## **NO AUDIENCE DEVELOPMENT COSTS**

Distributed directly to membership or subscriber lists that are continually updated, print magazines enable advertisers to effectively reach a current and accurate target audience. There are no mailing list development, maintenance or retention costs for advertisers in these printed publications.

### Production Requirements:

- Adobe InDesign CS6
- Adobe Photoshop CS6
- Adobe Illustrator CS6

*(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 \$50.00

#### Please submit ad material to:

STEFANIE HAGIDIAKOW  
Ph: 866-985-9790  
Fax: 866-985-9799  
E-mail: stefanie@kelman.ca



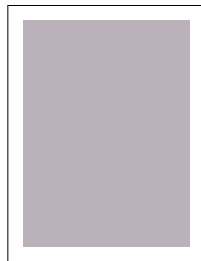
Craig Kelman & Associates  
3rd Floor - 2020 Portage Ave.  
Winnipeg, Manitoba R3J 0K4  
www.kelman.ca

### AD DIMENSIONS

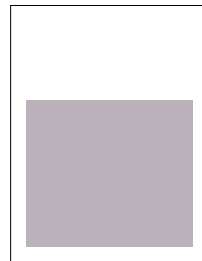
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

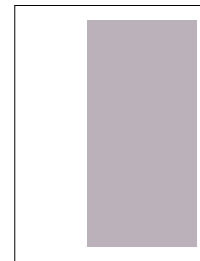
Full page



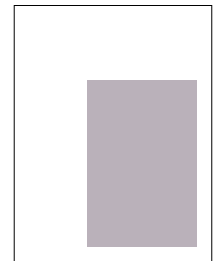
2/3 Horizontal



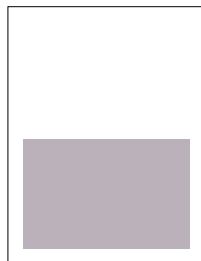
2/3 Vertical



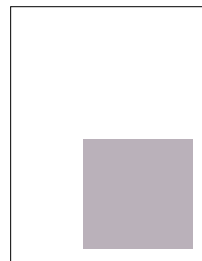
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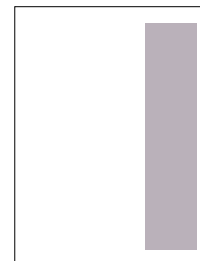
1/2 Horizontal



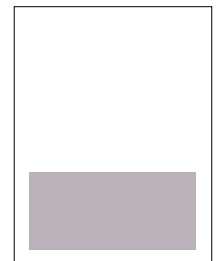
1/3 Square



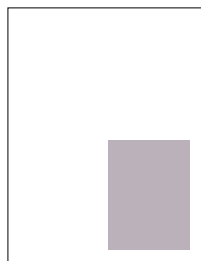
1/3 Vertical



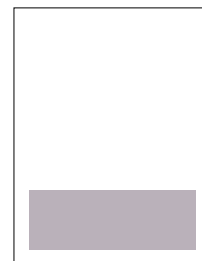
1/3 Banner



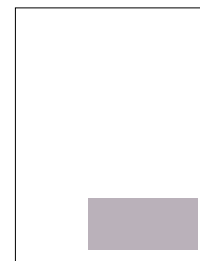
1/4 Vertical



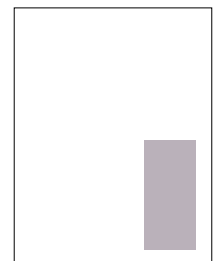
1/4 Banner



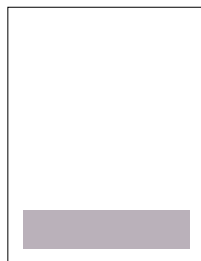
1/6 Horizontal



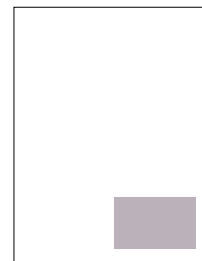
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

