

# THE MARYLAND CURRENT

## LOOKING TO REACH RURAL WATER INDUSTRY PROFESSIONALS THROUGHOUT MARYLAND?

*The Maryland Current* is committed to projecting a strong and informative voice connecting the rural water industry throughout Maryland. Its guaranteed circulation of 1,600 reaches Mayors, Water/Wastewater Operators, Clerks, all Rural Water Systems, Managers, Board Members (systems under 10,000 in population), Government Officials, and distributed on personal Technical Assistance visits and Training Sessions. *The Maryland Current* will reach these qualified decision makers four times per year!

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

### EXTRA EXPOSURE ON THE WEB AT NO EXTRA COST

*The Maryland Current* is also presented in its entirety to MRWA members and other industry professionals on the MRWA website. That is the extra exposure of print AND online advertising at NO EXTRA COST.

MEDIA KIT | [WWW.MD-RWA.ORG](http://WWW.MD-RWA.ORG)



**MARYLAND**  
RURAL WATER ASSOCIATION

# REACH YOUR TARGET MARKET AT KEY TIMES

## SCHEDULE

### Regular columns will include:

- Message from the Executive Director
- Associate/Voting/  
Individual Member Listings
- Board of Directors
- Administration & Staff
- Calendar of Events
- Committee Reports
- Trade Talk
- Plus feature stories/technical articles



### SPRING

Space Deadline: Mid-March  
Distribution: Late April

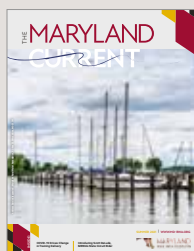
**Special issue: MRWA Annual Conference**

**BONUS DISTRIBUTION AT SHOW**



### FALL

Space Deadline: Early September  
Distribution: Late October



### SUMMER

**MRWA Annual Conference RECAP**

Space Deadline: Late May  
Distribution: Mid-July



### WINTER

Space Deadline: Late November  
Distribution: Mid-January

**Special Issue: Buyers' Guide**

\*Covers 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 Maryland Rural Water Association, *The Maryland Current* 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 Maryland.

	1 Time Rate	4 Time Rate	Online Magazine*
<b>OBC</b>	\$1,175	\$1,050	FREE with print booking!
<b>IFC/IBC</b>	\$1,050	\$925	FREE with print booking!
<b>Full page</b>	\$950	\$875	FREE with print booking!
<b>1/2 page island</b>	\$825	\$775	FREE with print booking!
<b>1/2 page</b>	\$750	\$700	FREE with print booking!
<b>1/3 page</b>	\$600	\$550	FREE with print booking!
<b>1/4 page</b>	\$525	\$450	FREE with print booking!
<b>1/6 page</b>	\$450	\$400	FREE with print booking!
<b>1/8 page</b>	\$375	\$325	FREE with print booking!

- 10% premium for all guaranteed positions (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.
- The publisher and the MRWA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and the MRWA cannot be held liable for any material used or claims made in advertising included in this publication.
- Rates are net of agency commission.



To reach water professionals through *The Maryland Current* and its targeted readership, contact Dave at your earliest convenience to discuss your company's promotional plans.

**Dave Gill, Marketing Manager**

**Phone:** 866-985-9791 **Fax:** 866-985-9799 **Email:** david@kelman.ca

Published for MRWA by:





## ANNUAL MEMBERSHIP DIRECTORY

All advertisers will receive a free alphabetical listing and choice of up to five categories to have their company name listed within the Buyers' Guide Section.

**Booking deadline: Mid-January | Distribution: March**

DIRECTORY DIMENSIONS		
Ad Size	Width	Depth
Full Page		
Bleed	6"	8.75"
Trim	5.75"	8.5"
Live Area	5"	7.5"
Ad Size	Width	Depth
2/3 Page	5"	4.875"
1/2 Page	5"	3.625"
1/3 Page	2.25"	4.875"
1/4 Page	2.25"	3.625"
1/6 Page	2.25"	2.25"
1/8 Page	2.25"	1.625"

AD SIZE	FULL-COLOR
	*B&W rates available upon request
Double-Page Spread	\$2,725
Outside Back Cover	\$2,525
Inside Front/Back Cover	\$2,400
Full Page	\$1,825
2/3 Page	\$1,525
1/2 Page	\$1,175
1/3 Page	\$825
1/4 Page	\$675
1/6 Page	\$525
1/8 Page	\$450

- Net Advertising Rates
- MRWA members receive 5% discount on rates
- 10% premium for position guarantees (not including covers)



To reach water professionals through *MRWA Annual Membership Directory*, contact Dave at your earliest convenience to discuss your company's promotional plans.

**Dave Gill, Marketing Manager**

**Phone:** 866-985-9791 **Fax:** 866-985-9799 **Email:** david@kelman.ca

Published for MRWA by:





MAKE AN IMPACT WITH

# PREMIUM ADVERTISING OPPORTUNITIES

## INSERTS

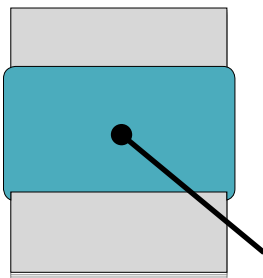
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

## POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

## BELLYBANDS

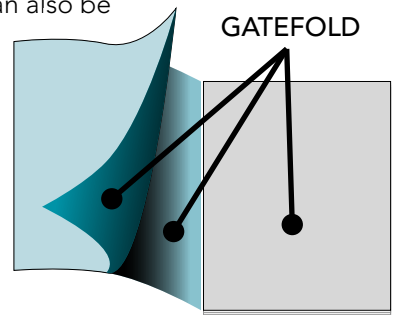
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



BELLYBAND

## PREMIUM GATEFOLDS

Maximize the impact of your message with a three-page gatefold, which is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front (or back) cover, thus allowing three full pages of advertising.



CONTACT YOUR SALES ASSOCIATE  
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.

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



## AWWA (American Water Works Association)

-  **1 ALABAMA AND MISSISSIPPI**  
Pipeline (AL-MS AWWA)  
Circ. 3,500 (pass-along readership 10,500\*)
-  **2 CONNECTICUT**  
Inflow-line (CTAWWA/CWWA)  
Circ. 1,700 (pass-along readership 5,100\*)
-  **3 IDAHO, OREGON AND WASHINGTON**  
Water Matters (PNWS - AWWA)  
Circ. 3,000 (pass-along readership 9,000\*)
-  **4 ILLINOIS**  
Splash (ISAWWA)  
Circ. 2,800 (pass-along readership 8,400\*)
-  **5 INDIANA**  
News Leaks (INAWWA)  
Circ. 2,500 (pass-along readership 7,500\*)
-  **6 KENTUCKY AND TENNESSEE**  
Straight from the TAP (KY-TN AWWA)  
Circ. 1,800 (pass-along readership 5,400\*)
-  **7 LOUISIANA, ARKANSAS AND OKLAHOMA**  
Southwest Water Works Journal (SW AWWA)  
Circ. 2,400 (pass-along readership 7,200\*)
-  **8 MARYLAND, DELAWARE AND D.C.**  
Chesapeake Magazine (CSAWWA)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **9 MICHIGAN**  
Water Works News (MI AWWA)  
Circ. 3,500 (pass-along readership 10,500\*)
-  **10 MINNESOTA**  
Breeze (MNAWWA)  
Circ. 1,500 (pass-along readership 4,500\*)
-  **11 MISSOURI**  
Show-me Magazine (MO AWWA)  
Circ. 1,500 (pass-along readership 4,500\*)
-  **12 NEW JERSEY**  
Pipeline (AWWA NJ)  
Circ. 2,000 (pass-along readership 6,000\*)
-  **13 PENNSYLVANIA**  
The Water News Source (PA AWWA)  
Circ. 2,000 (pass-along readership 6,000\*)
-  **14 UTAH AND SOUTHEAST IDAHO**  
The Flow (IMS AWWA)  
Circ. 1,800 (pass-along readership 5,400\*)
-  **15 VIRGINIA**  
Tap into Virginia (VA AWWA)  
Circ. 2,200 (pass-along readership 6,600\*)
-  **16 WEST VIRGINIA**  
Mountain Water (WV AWWA)  
Circ. 600 (pass-along readership 1,800\*)








## AWWA & WEF

-  **17 ALBERTA, SASKATCHEWAN, MANITOBA, NWT AND NUNAVUT**  
Western Canada Water (WCW AWWA/WEA)  
Circ. 5,400 (pass-along readership 16,200\*)
-  **18 ARIZONA**  
The Kachina News (AZ Water Association)  
Circ. 2,500 (pass-along readership 7,500\*)
-  **19 ARIZONA, CALIFORNIA AND NEVADA**  
Tri-state Seminar Magazine (AZ WATER/CWEA/NWEA)  
Circ. 4,700 (pass-along readership 14,100\*)
-  **20 BRITISH COLUMBIA AND YUKON TERRITORY**  
Watermark (BCWWA/WEF)  
Circ. 4,600 (pass-along readership 13,800\*)
-  **21 GEORGIA**  
The Georgia Operator (GAWP AWWA-WEA)  
Circ. 4,200 (pass-along readership 12,600\*)
-  **22 NORTH CAROLINA**  
NC Currents (NC AWWA-WEA)  
Circ. 3,700 (pass-along readership 11,100\*)
-  **23 NOVA SCOTIA, NEW BRUNSWICK, PEI AND NEWFOUNDLAND**  
Go With The Flow (ACWWA)  
Circ. 1,100 (pass-along readership 3,300\*)
-  **24 SOUTH CAROLINA**  
The Journal (SCAWWA-WEASC)  
Circ. 3,500 (pass-along readership 10,500\*)

## WEF (Water Environment Federation)

-  **25 ALABAMA**  
The Wave (AWEA)  
Circ. 1,800 (pass-along readership 5,400\*)
-  **26 CALIFORNIA**  
Clean Water (CWEA)  
Circ. 10,000 (pass-along readership 30,000\*)
-  **27 HAWAII**  
Lua Line (HWEA)  
Circ. 1,000 (pass-along readership 3,000\*)
-  **28 ILLINOIS, MINNESOTA AND WISCONSIN**  
Central States Water (CSWEA)  
Circ. 2,800 (pass-along readership 8,400\*)
-  **29 INDIANA**  
Indiana Digester (IWEA)  
Circ. 2,000 (pass-along readership 6,000\*)
-  **30 IOWA**  
Official Publication (IAWEA)  
Circ. 1,200 (pass-along readership 3,600\*)
-  **31 KENTUCKY AND TENNESSEE**  
Streamlines (CWP-KT)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **32 MARYLAND, DELAWARE AND D.C.**  
Ecoletter (CWEA/WWOA)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **33 MICHIGAN**  
MWEA Matters (MWEA)  
Circ. 2,500 (pass-along readership 7,500\*)
-  **34 MISSOURI**  
Current (MWEA)  
Circ. 1,300 (pass-along readership 3,900\*)
-  **35 NEVADA**  
The Water Spot (NWEA/NWRA)  
Circ. 2,000 (pass-along readership 6,000\*)
-  **36 ONTARIO**  
Influents (WEAO)  
Circ. 2,700 (pass-along readership 8,100\*)
-  **37 PENNSYLVANIA**  
KWQM-Keystone Water Quality Manager (PWEA)  
Circ. 3,800 (pass-along readership 11,400\*)
-  **38 TEXAS**  
Texas WET (WEAT)  
Circ. 3,200 (pass-along readership 9,600\*)
-  **39 UTAH**  
Digested News (WEAU)  
Circ. 1,000 (pass-along readership 3,000\*)
-  **40 VIRGINIA**  
The Conduit (VWEA)  
Circ. 2,200 (pass-along readership 6,600\*)

## NRWA (National Rural Water Association)

-  **41 EVERGREEN RURAL WATER OF WASHINGTON**  
The Operator's Newsletter (ERWOW)  
Circ. 1,000 (pass-along readership 3,000\*)
-  **42 IDAHO**  
The Water Gram (IRWA)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **43 INDIANA**  
Hoosier Pipeline (The Alliance of Indiana Rural Water)  
Circ. 1,700 (pass-along readership 5,100\*)
-  **44 LOUISIANA**  
Louisiana Membership Directory & Resource Guide (LRWA)  
Circ. 1,800 (pass-along readership 5,400\*)
-  **45 MARYLAND**  
The Maryland Current (MRWA)  
Circ. 1,600 (pass-along readership 4,800\*)
-  **46 SOUTH CAROLINA**  
Water Is Life (SCRWA)  
Circ. 1,000 (pass-along readership 3,000\*)
-  **47 UTAH**  
The Connector (RWAU)  
Circ. 3,500 (pass-along readership 10,500\*)

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

# INTERACTIVE EDITION

## AVAILABLE ONLINE



1. **A realistic reading experience** – This digital edition looks and feels like a real book: flip-through pages, the sounds of turning pages, and even shading along the spine all enhance your reading experience. This is the world's first full html5 solution on the market giving you the same interactive experience as the flash version. In addition to the book layout, you can also select a presentation view that presents single pages rather than the traditional double page layout.
2. **Mobile, iPad, iPhone compatibility** – The html5 resizes the publication automatically so that you can view the magazine on most mobile devices.
3. **eReader output** – The eReader output option allows you to download 'eBook' files so that you can read the magazine on the growing number of eReaders such as Kindle, Nook and iBooks.
4. **Thumbnail view** – You can select to show a thumbnail-style navigation panel that allows you to view the entire publication at once.
5. **A share feature** – You can share the digital publication with friends and colleagues via social networks, including Facebook and Twitter, or via email or google.
6. **Active hyperlinks** connect you with all websites and emails contained in the publication.
7. **Active links** connect you to specific stories from the front cover and contents page.
8. **Active links** connect you to advertiser websites from their ads and the ad index.
9. **Searchable and zoomable content** allows you to search the entire issue for specific words, phrases, subjects, etc.
10. You can make *The Maryland Current's* content even more valuable by adding your own personal notes and bookmarks throughout each issue.

To experience *The Maryland Current* online, visit [www.md-rwa.org/resources/magazine](http://www.md-rwa.org/resources/magazine)



# 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.***



# TOP 10 REASONS

## Why advertisers use magazines

1. **Magazines and magazine ads capture focused attention:**  
The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
2. **Magazine advertising is targeted:**  
Magazines engage readers in very personal ways. There is a magazine for every profession, industry and personal interest. Use magazines to reach your target audience in a meaningful way.
3. **Magazine advertising is relevant and welcomed:**  
Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
4. **Magazines are credible:**  
Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
5. **Magazines offer a lasting message:**  
Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits.
6. **Magazines deliver brand relevant imagery:**  
Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
7. **Magazine advertising drives web searches and visits:**  
Magazines are where consumers go for ideas and inspiration. That is why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
8. **Magazines drive the purchase funnel:**  
Magazines are effective across all stages of the purchase funnel, especially brand favorability and purchase consideration – the most sought after metrics that are the hardest to sway.
9. **Magazine advertising enhances ROI:**  
Allocating more ad dollars to magazines in the marketing mix improves marketing and advertising return on investment (ROI).
10. **Magazines sell:**  
Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.





# 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 CC
- Adobe Photoshop CC
- Adobe Illustrator CC

(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 colors MUST be converted to CMYK
- Include a hard copy (color or black proof) or email a pdf for proofing purposes

- We support CDs and DVDs
- All above requirements for sending electronic files apply to sending by email
- Use STUFFIT or WINZIP to compress large files
- Attach all related files (fonts, links, graphics)
- DO NOT embed files in your email or Word document
- Contact us for ftp site information for files that are too large to email
- 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

Email: [stefanie@kelman.ca](mailto:stefanie@kelman.ca)

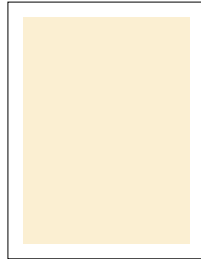


## AD DIMENSIONS

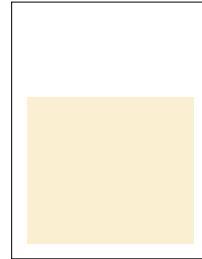
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

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"

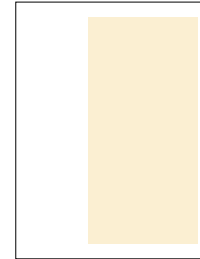
Full Page



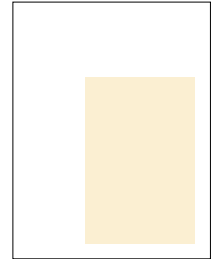
2/3 Horizontal



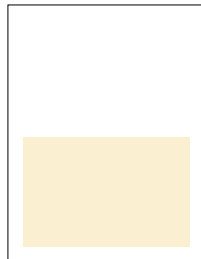
2/3 Vertical



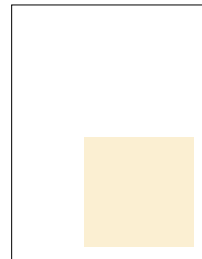
1/2 Island



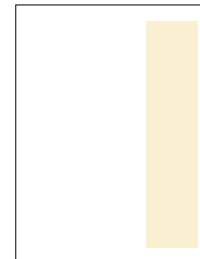
1/2 Horizontal



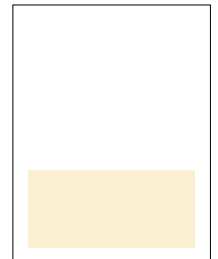
1/3 Square



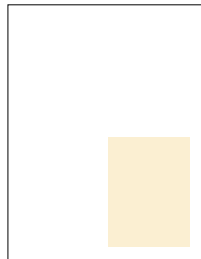
1/3 Vertical



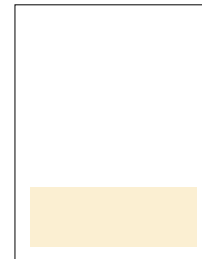
1/3 Banner



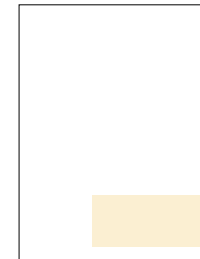
1/4 Vertical



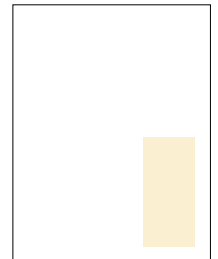
1/4 Banner



1/6 Horizontal



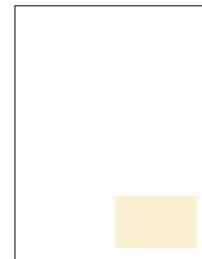
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

