

MEDIA KIT 2023

WATER CANADA

COVERING THE
COMPLETE WATER CYCLE

Projects | Policy | Innovation

**DRINKING WATER
WASTEWATER
STORMWATER**

Digital Media

- 16,000 ave. / month page views
 - 10,000 ave. / month unique visitors
 - 5,200 e-newsletter subscribers
- 18,900 Twitter followers
 - 40,000 ave. / month Twitter impressions
 - 2,500 ave. / month LinkedIn impressions

PLATFORM	AD UNIT	SIZE (PIXELS)	MIN. MON. IMPRESSIONS	RATE
WaterCanada.net	Leaderboard	1,200 x 200	5,000/month	\$1,000/month
	Box Ad	300 x 250	2,500/month	\$500/month
E-newsletter	Sponsored Story	1,000 words	5,200 recipients	\$3,000/story
	Banner	600 x 200	5,200 recipients	\$500/e-newsletter
	Dedicated E-blast	NA	5,200 recipients	\$1,500/deployment

WATER CANADA
WEBINARS

Launched in 2021, the Blue Economy webinar series, now called Water Canada Webinars, focuses on expert insights into the state of the water industry in wastewater, drinking water, and stormwater.

Webinar sponsors have an opportunity to demonstrate thought leadership, generate sales leads, and align themselves with key topics in the Canadian water sector.

Sponsorship includes:

- Opportunity to speak for 2-3 minutes at beginning of panel discussion, or participate as an expert panelist (at discretion of editor).
- A feature article based on the webinar will be published in a subsequent issue of Water Canada.
- 1 x Full Page ad in Water Canada magazine (Value \$3000)
- Website and social media exposure with tags and logos in event promotion.
- Immediately following the event, a recording of the session is available to share with your network.

Complete webinar sponsorship package: \$8,500

WATER CANADA
PODCASTS

Water Canada's Blue Economy webinars will soon be available as podcasts on Spotify and iTunes to reach a large audience.

Sponsorships start at \$2,500.

WATER CANADA
SUMMIT

formerly Canadian Water Summit

June 7 - 9, 2023

Delta City Centre, Ottawa



- Join hundreds of water industry leaders and influencers at the premier event in the sector.
- The 14th Annual Water Canada Summit is presented in partnership with the Canadian Water and Wastewater Association.
- Celebrate leadership and align your brand with top innovators in Canada's water sector at the Water Canada Awards Gala.
- Profile your company by sponsoring a session at the Summit, an award, or a networking opportunity

Sponsorship tiers are available to fit any budget.

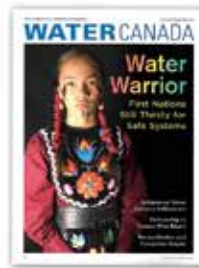
Contact Jackie Pagaduan for more information

WATER CANADA
AWARDS

Water's Next Awards, now called Water Canada Awards, is an event designed to recognize water professionals for their outstanding efforts, projects, and technologies.

Reach key industry leaders with your brand message at the event and on event promotions - ask us about available sponsorships.

MAGAZINE EDITORIAL CALENDAR



	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
DRINKING WATER	Digital drinking water	Disinfection and contaminants	Urban water	Potable reuse	Decentralized systems	Water equity considerations
WASTE-WATER	Operator shortage	Biosolids and PFAS	Nanomaterials	Resource recovery	Digital wastewater	Nutrient removal
STORM-WATER	Climate change	GHGs	Flood protection	Green infrastructure	Disaster management	Incentivizing innovation
Advertising Closes	NOV 25	FEB 3	APR 14	JUN 9	AUG 16	OCT 13
Creative Due	DEC 2	FEB 10	APR 21	JUN 16	AUG 23	OCT 20

Print Rates

STANDARD	1X	3X	6X
Full Page	\$2,985	\$2,685	\$2,425
Half Page	\$1,945	\$1,745	\$1,575
Third Page	\$1,645	\$1,485	\$1,335
Quarter Page	\$1,345	\$1,215	\$1,085
SPECIAL	1X	3X	6X
Outside Cover	NA	NA	\$3,495
Inside Cover	NA	NA	\$3,145
Double Page Spread	\$4,935	\$4,935	\$3,995

NOTE: All rates are effective September 1, 2022. All advertising rates are net and are based on receiving complete electronic artwork. Taxes are extra. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. GST# 87301 2900 RT001

Print Dimensions

AD SIZE	BLEED	TRIM	SAFE AREA
Double Page Spread	16.5" x 11.125"	16.25" x 10.875"	15.75" x 10.375"
Full Page	8.375" x 11.125"	8.125" x 10.875"	7.625" x 10.375"
Half Page	NA	7" x 4.75"	NA
Third Page Verticle	NA	2.125" x 10"	NA
Third Page Horizontal	NA	7" x 3"	NA
Third Page Square	NA	4.625" x 4.75"	NA
Quarter Page	NA	3.375" x 4.75"	NA


PRINT MATERIAL SUBMISSIONS: Please provide all ad art as a high-quality, full-colour PDF at 300 dpi resolution. There must be a minimum 1/4" safe area from the trim edge for all primary content. All content that is meant to bleed off the page must be pulled out to 1/8" from the trim edge on all four sides for DPS and FULL PAGE ads. For questions or art submission, contact Gordon Alexander, Art Director and Senior Designer at gord@actualmedia.ca


Engagement Packages

Engagement Packages ensure your messaging reaches your target audience across the widest possible interface, using a variety of mediums.

Engagement packages deliver:

- Brand visibility combining the impact of print, and the interactivity of digital.
- Thought leadership through content alignment.
- Lead generation through social media connectivity.

MULTI-PLATFORM			
PLATINUM	GOLD	SILVER	BRONZE
BUNDLED RATE \$50K Value: \$71.5K Savings: \$21.5K	BUNDLED RATE \$30K Value: \$46K Savings: \$16K	BUNDLED RATE \$20K Value: \$26.5 Savings: \$6.5K	BUNDLED RATE \$15K Value: \$18.5K Savings: \$3.5K
6 x Full Pages	3 x Full Pages (or 6 x Half Pages)	2 x Full Pages (or 4 x Half Pages)	3 x Half Pages (or 6 x Quarter Pages)
12-months leaderboard	12-months box ad	12-months box ad	12-months box ad
12 x Newsletter banners	6 x Newsletter banners	6 x Newsletter banners	6 x Newsletter banners
4 x E-blasts, or 2 Sponsored Stories	2 x E-blasts, or 1 Sponsored Story	2 x E-blasts, or 1 Sponsored Story	2 x E-blasts, or 1 Sponsored Story
Water Summit Platinum sponsorship	Water Summit Gold sponsorship	Water Summit Silver sponsorship	
Water Canada Awards Category sponsorship	Water Canada Awards Category sponsorship	Water Canada Awards Category sponsorship	
Webinar sponsorship	Webinar sponsorship		
Podcast sponsorship	Podcast sponsorship		

DIGITAL			
PLATINUM	GOLD	SILVER	BRONZE
BUNDLED RATE \$40K Value: \$60k Savings \$20k	BUNDLED RATE \$25K Value: \$37.5K Savings \$12.5K	BUNDLED RATE \$20K Value: \$24 Savings \$4K	BUNDLED RATE \$15K Value: \$18K Savings \$3K
12-months leaderboard and 12-months box ad	12-months box ad	12-months box ad	12-months box ad
12 x Newsletter banners	8 x Newsletter banners	8 x Newsletter banners	12 x Newsletter banners
4 x E-blasts, or 2 Sponsored Stories	2 x E-blasts, or 1 Sponsored Story	2 x E-blasts, or 1 Sponsored Story	4 x E-blasts, or 2 Sponsored Stories
Webinar sponsorship	Webinar sponsorship	Webinar sponsorship	
Podcast sponsorship	Podcast sponsorship	Podcast sponsorship	
Water Summit Platinum sponsorship	Water Summit Gold sponsorship		
Water Canada Awards Category sponsorship	Water Canada Awards Category sponsorship		



CREATE MEMORABLE EVENTS

We create professional in person and virtual events from start to finish so you don't have to. From conferences to webinars, our team of experts look after all the planning and details to create experiences that leave a lasting impression and make you look good.

- **Strategy:** best practices, themes, enhanced experiences
- **Planning:** schedules, contracts, programs, venues
- **Logistics:** staffing, production, decor, speakers, sponsors

HIRE THE EXPERTS AND MAKE YOUR
NEXT EVENT ONE TO REMEMBER.

actualmedia
EVENTS

Sarah@actualmedia.ca

(416) 444-5842 x0115 ● www.actualmedia.ca

EXPERT MARKETING

Stand out from the competition and get the visibility you need, from the team that knows your business. We'll create marketing that looks good, sounds great, and delivers results. We plan, write, design, deploy, and manage the metrics so you don't have to.

Let Actual Agency be your trusted marketing partner.

- Strategy
- Advertising
- Communications
- Design
- Websites
- Video

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A G E N C Y

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