

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 |

WATERCANADA
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

WATERCANADA
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.

WATERCANADA
DOWNSTREAM

A speed-networking event designed specifically for students and early-career professionals in Canada’s water sector.

Sponsors receive the following benefits:

- Connect with emerging talent for recruitment purposes
- Associate your brand with key topics in the sector
- ESG networking

Topic table sponsorships: \$2500

Includes:

- Seat at the table with opportunity to connect and network
- Brand visibility in print, digital, and social media platforms
- Post-event recognition in Water Canada



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 | | |

WATER CANADA SUMMIT

June 7 - 9, 2023, Delta City Centre, Ottawa

The 14th annual Water Canada Summit (formerly the Canadian Water Summit) is an in-person conference and tradeshow that brings together a diverse range of stakeholders, innovators and 'water nerds' from across Canada's entire water sector. The Summit is the ideal opportunity for interested participants to network with colleagues, meet with prospective customers and policy makers, learn from front-line operators, and take in the latest technologies and innovations from Canada's research community. Featuring insights, opinions and perspectives from a wide range of experts, panelists and practitioners, the Water Canada Summit is the perfect opportunity to position your branding and messaging on the leading edge of Canada's water sector.



WATER CANADA SUMMIT - 2023 SPONSORSHIP PACKAGES

| TIER | RATE | MAGAZINE | DIGITAL CONTENT | | | | SUMMIT PRESENCE | | | TICKETS | |
|------------|----------|-----------|-----------------|-------------------|--------------------|--------------|-----------------|---------------|--------------|---------|------|
| | | | WaterSummit.ca | Sponsored Stories | Newsletter Banners | Social Media | Booth | Intro Session | Signage logo | Summit | Gala |
| PRESENTING | \$25,000 | Full Page | Leaderboard | 1 | 2 | Yes | Yes | Yes | Yes | 8 | 8 |
| PLATINUM | \$15,000 | Full Page | Leaderboard | 1 | 2 | Yes | Yes | Yes | Yes | 6 | 6 |
| GOLD | \$10,000 | Half Page | Box | | 1 | Yes | Yes | Yes | Yes | 4 | 4 |
| SILVER | \$5,000 | Logo | | | | | Yes | | Yes | 4 | 4 |
| BRONZE | \$3,500 | | | | | | Yes | | Yes | 2 | 2 |
| AWARD | \$3,500 | Logo | | | | | | Yes | Yes | 4 | 4 |

WATER CANADA AWARDS

2023 Sponsorship Opportunities

The Water Canada Awards (formerly Water's Next Awards) celebrate the remarkable people and projects that continue to shape Canada's water sector. Associate your brand with these best-in-class projects and innovative thought leaders by sponsoring an award category:

AWARD CATEGORIES:

- Drinking water project • Wastewater project
- Stormwater project • Conservation project
- Education & Awareness • Policy driver
- Technology & Innovation • Emerging leadership
- Downstream: Diversity and Skills
- Water Operator of the Year
- Water Steward of the Year



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

actualmedia

AGENCY

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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

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