

DRINKING WATER • WASTEWATER • STORMWATER • CONSERVATION

# **WATER** CANADA

## **2024 MEDIA KIT**

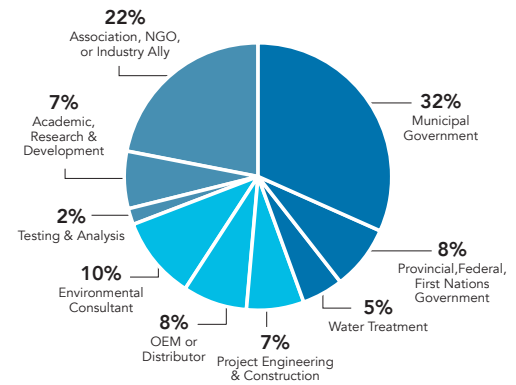
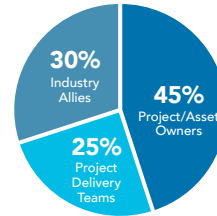
Reaching the key stakeholders  
from across Canada's water sector



# WATER CANADA

## AUDIENCE

Water Canada reaches local and regional water authorities across Canada, and the engineers, consultants and innovators who serve them. Our audience represents both sides of a given water project: The asset owners, and the project delivery teams.



	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
DRINKING WATER	Urban Water	Algae	Source Water Protection	Bottled Water	Water Reuse	Data Analysis
WASTE WATER	Localized Solutions	PFAS	Smart Cities/ Digital Twins	Net-Zero	Emerging Contaminants	Innovation
STORM WATER	Stormwater Capacity	Climate Adaptation	Disaster Management	Resilience	Urban Solutions	Road Salt
BONUS DISTRIBUTION		Water Canada Summit		IWA World Water Congress	WEFTEC	
Advertising Closes	Dec 8	Feb 9	April 12	June 14	Aug 16	Oct 18
Creative Due	Dec 15	Feb 16	April 19	June 21	Aug 23	Oct 25



### TOP 50 WATER PROJECTS – ANNUAL REPORT

March 2024

Water, wastewater, stormwater, and conservation  
Showcase your branding alongside Canada's most significant water projects



### WATERCANADA.NET

Industry news and coverage from across Canada's water sector.  
18,000 monthly page views  
11,000 monthly unique visitors



### WATER CANADA NEWSLETTER

A weekly summary of industry news and events.  
5,000 weekly subscribers



### WATER CANADA SUMMIT

Showcase your brand at the Summit and reach hundreds of engineers, consultants, and municipal authorities from across Canada!

### WATER CANADA AWARDS

Celebrate leadership, innovation and expertise by sponsoring a Water Canada Award at the gala!  
**Toronto, August 13, 2024**



### WATER CANADA WEBINARS

Sponsorship includes:

- Opportunity to introduce or participate on the panel
- Feature article based on the webinar
- Web and social media promotion
- Subsequent advertising (value = \$3000)

### WATER CANADA DOWNSTREAM

Reach and recruit emerging new talent

A series of information and networking events, designed for and catered to students and early-career professionals.

Sponsors demonstrate expertise in their fields, and showcase their work to this group for recruitment purposes.

**Contact us for dates and sponsorship opportunities**

# RATES & SPECIFICATIONS

## Magazine Rates

STANDARD	1X	3X	6X
Double Page Spread	\$4,935	\$4,435	\$3,995
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
TOP50 REPORT	1X		
Full Page	\$3,500		

NOTE: All rates are effective September 1, 2023. All advertising rates are net and 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

## Magazine 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"
Report - Full Page	8.375" x 11.125"	8.125" x 10.875"	7.625" x 10.375"
Half Page Horizontal	NA	7" x 4.75"	NA
Third Page Horizontal	NA	7" x 3"	NA
Quarter Page Vertical	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](mailto:gord@actualmedia.ca)

## Digital

PLATFORM	AD UNIT	SIZE (PIXELS)	MIN. MON. IMPRESSIONS	RATE
WaterCanada.net	Leaderboard	1068 x 200	4,000/month	\$1,000/month
	Box Ad	300 x 250	2,000/month	\$500/month
E-newsletter	Sponsored Story	1,000 words	4,000/month	\$3,000/story
	Banner	600 x 200	4,000/newsletter	\$500/banner
	Dedicated E-blast	NA	4,500 recipients	\$1,500/deployment

PRODUCT	UNIT	RATE
Summit	Sponsorship	Various tiers available – Contact for more information
Awards Gala	Sponsorship	From \$3,500
Webinar	Sponsorship	\$8,500
Downstream	Sponsorship	Contact for more information

**TOP 50**  
CANADIAN WATER PROJECTS

## SPONSORSHIP PACKAGES

TIER	PREMIERE	ELITE	SELECT	CHOICE
	<b>\$25,000</b> Value: \$36,050 Savings: \$11,050	<b>\$20,000</b> Value: \$27,050 Savings: \$7,050	<b>\$15,000</b> Value: \$18,950 Savings: \$3,950	<b>\$10,000</b> Value: \$13,010 Savings: \$3,010
Top 50 Report	Full Page Ad	Full Page Ad	Full Page Ad	Full Page Ad
Magazine	6 x Full Pages	6 x Full Pages	6 x Half Pages	6 x Quarter Pages
Web	12-month leaderboard	12-month box Ad	6-month box Ad	3-month box Ad
E-Newsletter	12 x Banners	6 x Banners	6 x Banners	3 x Banners

Advertising & Sponsorship Inquiries: Jackie Pagaduan, Business Development Manager  
416-444-5842 ext. 0112 [jackie@actualmedia.ca](mailto:jackie@actualmedia.ca)



# RETARGETING & ADDITIONAL MARKETING SERVICES

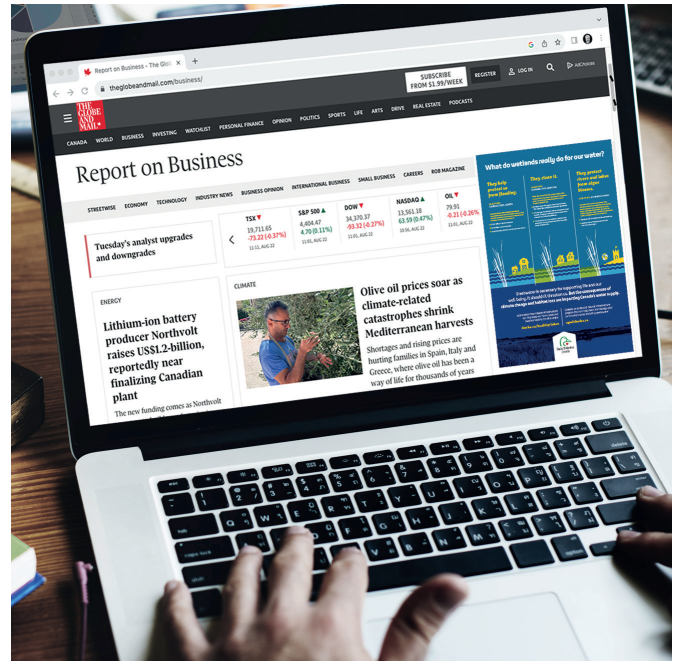
## RETARGETING

**Extend the audience and amplify your reach!**

Retargeting services are available to Water Canada advertisers. Your retargeted ad message can be served up to WaterCanada.net visitors after they leave the site, and will continue to be delivered via the Google Ad Network – for just pennies per impression!

- Multiple ad sizes and formats available
- Water Canada magazine advertisers may reserve up to 2-months retargeting with each magazine ad
- Water Canada digital advertisers may reserve up to 1-month retargeting with each digital ad

IMPRESSIONS PER MONTH	RATE
Additional 100,000	<b>\$2,500</b> (\$0.025 per impression)
Additional 150,000	<b>\$3,000</b> (\$0.02 per impression)
Additional 200,000	<b>\$3,500</b> (\$0.0175 per impression)



**MARKETING THAT WORKS**

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.

**actualmedia**  
AGENCY

Todd@actualmedia.ca  
(416) 444-5842 x0111 • www.actualmedia.ca



**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.

**actualmedia**  
EVENTS

Sarah@actualmedia.ca  
(416) 444-5842 x0115 • www.actualmedia.ca