

DRINKING WATER • WASTEWATER • STORMWATER • CONSERVATION

WATER CANADA

2025 MEDIA KIT

Reaching key stakeholders
across Canada's water sector



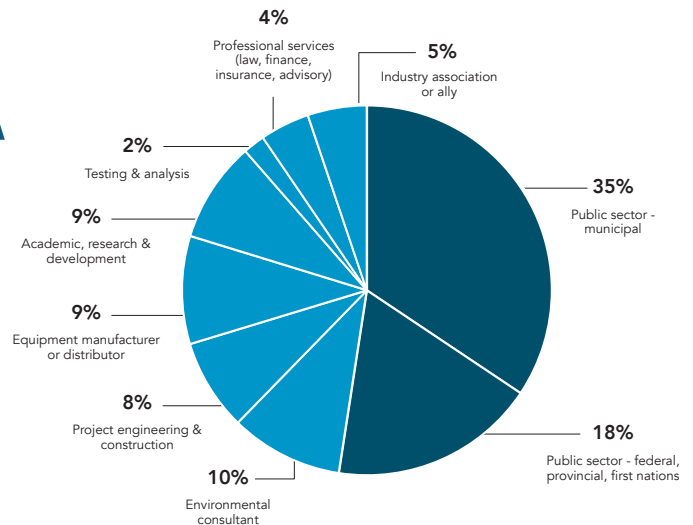
WATER CANADA

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.

53%
Project/Asset
Owners

47%
Project
Delivery
Teams



RETARGETING AND EMAIL BLASTS

Cast a wide net, or refine your target list to a very specific audience. We can help you do both!

RETARGETING

Deliver your digital messaging to our verified audience via the Google Ad Network.

Rate = \$2,500 per 100,000 impressions

DIRECT EMAIL MARKETING

Reach up to 17,000 unique Actual Media subscribers. Or, customize your list, and refine email distribution based on industry sector, geography, and/or reader interest(s).

Rates starting from \$250 per thousand recipients (contact us for a quote)



ENGAGEMENT PACKAGES

TIER	PREMIERE	ELITE	SELECT	CHOICE
TOP 50 CANADIAN WATER PROJECTS	\$25,000 Value: \$51,550 Savings: \$26,550	\$20,000 Value: \$36,050 Savings: \$16,050	\$15,000 Value: \$23,450 Savings: \$8,450	\$10,000 Value: \$14,010 Savings: \$4,010
Top 50 Report	Full Page Ad	Full Page Ad	Full Page Ad	Full Page Ad
Water Canada Awards	Premiere Sponsor	Award Sponsor	Friend of Water Canada Sponsorship	5 Tickets
WaterCanada.net	12-month leaderboard	12-month box Ad	6-month box Ad	3-month box Ad
Retargeting	100k Impressions	100k Impressions		
Sponsored Content	1 Story	1 Story	1 Story	
E-Newsletter	12 x Banners	6 x Banners	6 x Banners	3 x Banners
Magazine	6 x Full Pages	6 x Full Pages	6 x Half Pages	6 x Quarter Pages

EDITORIAL AND MATERIAL SPECS



	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
Project Feature	Inverness Wastewater Treatment Facility	Regina Water Expansion Project	Don River & Central Waterfront	Jean R. Marcotte Wastewater Treatment Plant	Abbotsford Drinking Water Resilience	Lake Manitoba & Lake St. Martin Outlet Channels
Waste water	Flow Monitoring Solutions	Residuals and biosolids	AI	Inspection Solutions	Wastewater to Energy	Nutrient Removal
Storm water	Stormwater Capacity	Permeable Surfaces	GIS	Green Infrastructure	Watershed Management	Early Warning Systems
Drinking Water	Aging Infrastructure	Data Analysis	Source Water Protection	Security	PFAS	Indigenous DWAs
Advertising Closes	Dec 6	Feb 7	April 11	June 13	Aug 15	Oct 18
Creative Due	Dec 13	Feb 14	April 18	June 20	Aug 22	Oct 25

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
TOP 50 REPORT	1X		
Full Page	\$3,500		

NOTE: All rates are effective September 1, 2024. 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: Provide ad art as a high-quality, 4-colour PDF at 300 dpi. Add a minimum 1/4" safe area from the trim edge for all primary content. Content that is meant to bleed must be 1/8" from the trim edge on all sides for DPS and FULL PAGES. For questions contact Gordon Alexander, gord@actualmedia.ca.

DIGITAL PLATFORMS & INDUSTRY EVENTS

DIGITAL

PLATFORM	AD UNIT	SIZE (PIXELS)	MIN. MON. IMPRESSIONS	RATE
WaterCanada.net	Leaderboard	1068 x 200 px	4,000/month	\$1,000/month
	Box Ad	300 x 250 px	2,000/month	\$500/month
E-newsletter	Sponsored Story	1,000 words	NA	\$3,000/story
	Banner	600 x 200 px	5,600+/newsletter	\$500/banner
	Dedicated E-blast	NA	Up to 17,000 recipients	Contact for details

EVENTS

PRODUCT	UNIT	RATE
Water Canada Awards & Show	Tickets or Sponsorship	Various tiers available - Contact for more information
Webinar	Sponsorship	\$8,500
Downstream	Sponsorship	Contact for more information



TOP 50 WATER PROJECTS – ANNUAL REPORT
March 2025
 Drinking 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.
 5,600 weekly subscribers

WATER CANADA AWARDS

Celebrate leadership, innovation and expertise by sponsoring an award category at the Water Canada Awards & Show!



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 = \$3,000)

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

EXPERT MARKETING

Let Actual Media Agency be your trusted marketing partner!
 Contact Todd Latham to book a discovery call.
 Access our Agency Capabilities presentation deck here.

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 AGENCY

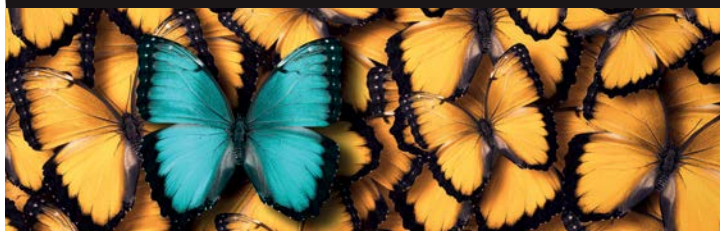
Todd@actualmedia.ca
 (416) 444-5842 x0111 • www.actualmedia.ca

MEMORABLE EVENTS

Let Actual Media Events handle the details, so you don't have to.
 Contact Sarah Wensley for more information.

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 EVENTS

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



Advertising & Sponsorship Inquiries: Vanessa Watson, Business Development Manager
 647-535-5655 vanessa@actualmedia.ca