

DRINKING WATER • WASTEWATER • STORMWATER • CONSERVATION

# **WATER** CANADA



## **2026 MEDIA KIT**

Reaching key stakeholders  
across Canada's water sector

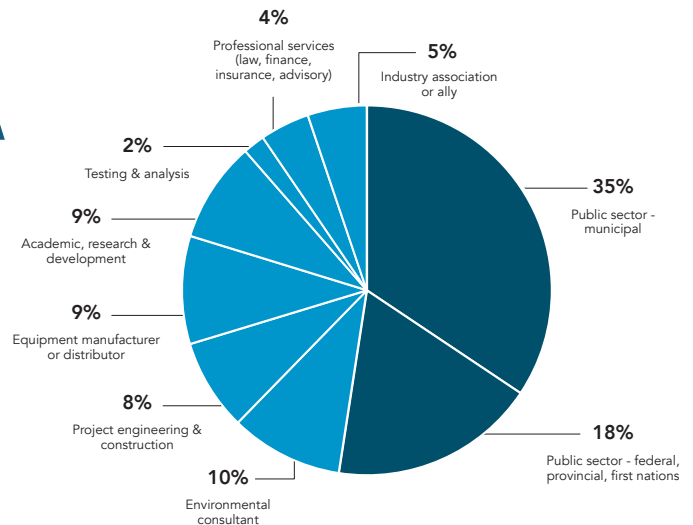
# WATER CANADA

## 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 20,000 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
<b>TOP 50</b> CANADIAN WATER PROJECTS	<b>\$25,000</b> Value: \$49,300 Savings: \$24,300	<b>\$20,000</b> Value: \$37,300 Savings: \$17,300	<b>\$15,000</b> Value: \$24,450 Savings: \$9,450	<b>\$10,000</b> Value: \$15,510 Savings: \$5,510
<b>Top 50 Report</b>	Full Page Ad	Full Page Ad	Full Page Ad	Full Page Ad
<b>WaterCanada.net</b>	12-Month Leaderboard	12-Month Box Ad	6-Month Box Ad	3-Month Box Ad
<b>Retargeting</b>	200k Impressions	200k Impressions	100k Impressions	100k Impressions
<b>E-blast</b>	1 (custom)	1 (custom)		
<b>Sponsored Content</b>	2 Stories	1 Story	1 Story	
<b>E-Newsletter</b>	12 x Banners	6 x Banners	6 x Banners	3 x Banners
<b>Magazine</b>	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
<b>Project Feature</b>	Bonnybrook WWTP Calgary, AB	Chippewas of Nawash FN	Wabasse Creek Watershed Gatineau, QC	GE Booth Water Resource Recovery Centre	Buffalo Pound Water Buffalo Pound Lake, SK	Metro Vancouver Project
<b>Waste water</b>	Flow Monitoring Solutions	Wastewater to Energy	Future of Wastewater Treatment	Emerging Contaminants	Decentralized Wastewater Systems	Nutrient Removal
<b>Storm water</b>	Forecasting	Permeable Surfaces	Green Infrastructure	Watershed Management	New Tech	Early Warning Systems
<b>Drinking Water</b>	Public Perception	Emerging Contaminants	PFAS	Source Water Protection	Smart Water	UV-LED
<b>Advertising Closes</b>	Dec 5	Feb 6	April 10	June 12	Aug 14	Oct 16
<b>Creative Due</b>	Dec 12	Feb 13	April 17	June 19	Aug 21	Oct 23

## MAGAZINE RATES

STANDARD	1X	3X	6X
<b>Double Page Spread</b>	\$4,935	\$4,435	\$3,995
<b>Full Page</b>	\$2,985	\$2,685	\$2,425
<b>Half Page</b>	\$1,945	\$1,745	\$1,575
<b>Third Page</b>	\$1,645	\$1,485	\$1,335
<b>Quarter Page</b>	\$1,345	\$1,215	\$1,085
<b>TOP 50 REPORT</b>	1X		
<b>Full Page</b>	\$3,500		

NOTE: All rates are effective September 1, 2025. 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
<b>Double Page Spread</b>	16.5" x 11.125"	16.25" x 10.875"	15.75" x 10.375"
<b>Full Page</b>	8.375" x 11.125"	8.125" x 10.875"	7.625" x 10.375"
<b>Report - Full Page</b>	8.375" x 11.125"	8.125" x 10.875"	7.625" x 10.375"
<b>Half Page Horizontal</b>	NA	7" x 4.75"	NA
<b>Third Page Horizontal</b>	NA	7" x 3"	NA
<b>Quarter Page Vertical</b>	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, gordon@actualmedia.ca.

Advertising & Sponsorship Inquiries: **Vanessa Watson**, Business Development Manager  
647-535-5655 [vanessa@actualmedia.ca](mailto:vanessa@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	5,300+/newsletter	\$500/banner
	Dedicated E-blast	NA	Up to 20,000 recipients	Contact for details

## EVENTS

PRODUCT	UNIT	RATE
Water Canada Awards	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 2026

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.  
17,000 monthly page views  
11,000 monthly unique visitors



### WATER CANADA NEWSLETTER

A weekly summary of industry news and events.  
5,300 weekly subscribers

### WATER CANADA AWARDS

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



### 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.

**actualmedia**  
AGENCY

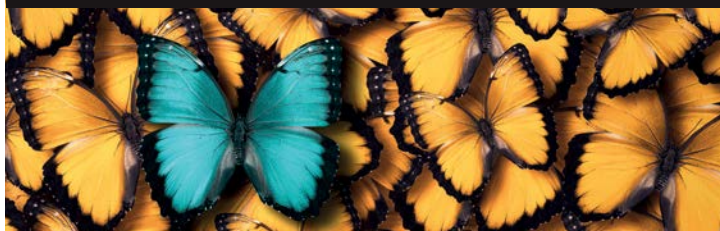
Todd@actualmedia.ca  
(416) 444-5842 x0111 • www.actualmedia.ca

### MEMORABLE EVENTS

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

**actualmedia**  
EVENTS

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