

# TexasWET

LEADERSHIP FOR THE WATER ENVIRONMENT IN TEXAS

Official Publication of the Water Environment Association of Texas

MEDIA KIT 2020

## Looking to reach wastewater professionals in Texas?

TEXAS WET HAS A CONTROLLED  
CIRCULATION OF 3,200 WITH A  
PASS-ALONG READERSHIP OF OVER 10,500\*

This highly qualified audience is made up of key decision makers with buying authority and influence – the CORE of your market. All copies of each issue are individually addressed to qualified decision makers whose positions include:

- Public/private treatment plant operators and managers
- Wastewater consultants
- Scientists
- Environmentalists
- Regulators
- Government officials
- Academics
- Engineers

\* Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

EXTRA EXPOSURE ON THE WEB!  
ADS BOOKED IN TEXAS WET APPEAR ONLINE - FREE!



Water Environment Association of Texas



s someone who is directly involved in the delivery of high-quality products and services to the wastewater industry throughout Texas we know that you and your company have a vested interest in the industry's well-being.

As President of the Water Environment Association of Texas, representing professionals who are dedicated to preserving, restoring and enhancing our precious water resources, I can assure you that we share the desire to make our industry as strong, vibrant and progressive as possible.

To that end, we welcome you to *Texas WET*, our magazine that plays a vital role in our industry's building and strengthening process. To meet the growing needs of our organization and our members, you will see a full-color magazine with exciting graphic design and timely and informative content. From featuring major projects and events, to providing timely news dealing with important issues, profiling industry professionals and helping our members become better prepared to meet the numerous challenges they face. *Texas WET* is becoming one of the most important communication vehicles within our industry.

As we strive to ensure that our magazine fulfills its important education and communication responsibilities, I urge you to take full advantage of its potential to effectively promote your company's products and services, and to demonstrate your commitment to and support of the wastewater industry in our great state. When you are contacted by a representative of our publisher, Kelman & Associates, I sincerely encourage you to make the most of this high-impact and meaningful marketing opportunity by including *Texas WET* in your promotional plans for the year ahead. It is definitely a win-win for all concerned.

Sincerely,

### Heather Cook

President, Water Environment Association of Texas



## Water Environment Association of Texas

*Texas WET* is the bi-monthly publication of the Water Environment Association of Texas (WEAT). For information regarding membership in WEAT or submitting articles please contact:

Julie Nahrgang, Association Manager  
Tel: 512-693-0060  
E-mail: [julie@weat.org](mailto:julie@weat.org)



## REACH YOUR TARGET MARKET AT KEY TIMES

<b>ISSUE #1 2020</b> Space Closing: Early January Distribution: Early February	<b>ISSUE #3 2020</b> Space Closing: Late April Distribution: Early June	<b>ISSUE #5 2020</b> Space Closing: Late August Distribution: Early October
<b>ISSUE #2 2020</b> Space Closing: Early February Distribution: Early March	<b>ISSUE #4 2020</b> Space Closing: Late June Distribution: Late July	<b>ISSUE #6 2021</b> Space Closing: Late October Distribution: Early December
<b>OUR SPECIAL TEXAS WATER 2020 ISSUE BONUS DISTRIBUTION AT SHOW</b>	<b>BONUS DISTRIBUTION AT</b> 	

*Texas WET* reaches 3,200 key decision makers and professionals in this multi-million-dollar market at six strategic times throughout the year. Including engineers, treatment plant owners and technicians, government officials, regulatory agency personnel, manufacturers and their agents, scientists, universities, and other groups concerned with the environment.

## FULL COLOR ADVERTISING RATES \*ADS BOOKED IN THE PRINT MAGAZINE WILL APPEAR ONLINE AT NO EXTRA COST!

As the official membership publication of the Water Environment Association of Texas, *Texas WET* is committed to providing a strong and informative voice in all matters pertaining to the wastewater industry, water pollution control in Texas and beyond as well as experiences among WEAT's members and the public.

SIZE	1 Time Rate	2-3 Time Rate	4-6 Time Rate	Online Magazine*
OBC	<b>N/A</b>	<b>N/A</b>	\$1,425	FREE with print booking!
IFC/IBC	<b>N/A</b>	<b>N/A</b>	\$1,275	FREE with print booking!
Full Page	\$1,175	\$1,100	\$1,050	FREE with print booking!
2/3 page	\$1,025	\$1,000	\$975	FREE with print booking!
1/2 page island	\$950	\$925	\$900	FREE with print booking!
1/2 page	\$800	\$775	\$725	FREE with print booking!
1/3 page	\$700	\$675	\$600	FREE with print booking!
1/4 page	\$575	\$550	\$525	FREE with print booking!
1/6 page	\$475	\$450	\$425	FREE with print booking!
1/8 page	\$425	\$400	\$375	FREE with print booking!
Professional Directory	\$275	\$250	\$225	FREE with print booking!

- All rates include full color.
- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- Rates are net of agency commission.
- The publisher and WEAT reserve the right to reject advertising that is deemed inappropriate.
- The publisher and WEAT cannot be held liable for any material used or claims made in advertising included in this publication.

Published for  
WEAT by:



To reach wastewater professionals through *Texas WET* and its targeted readership, contact Chad at your earliest convenience to discuss your company's promotional plans.

**CHAD MORRISON, Marketing Manager**  
**TOLL FREE: 866-985-9788**  
**E-MAIL: CHAD@KELMAN.CA**



MAKE AN IMPACT WITH

# PREMIUM ADVERTISING OPPORTUNITIES

## INSERTS

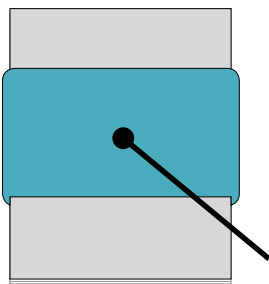
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

## POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

## BELLYBANDS

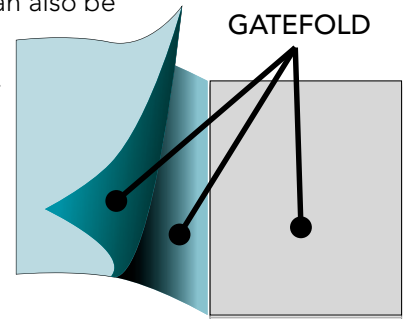
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



BELLYBAND

## PREMIUM GATEFOLDS

Maximize the impact of your message with a three-page gatefold, which is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front (or back) cover, thus allowing three full pages of advertising.



CONTACT YOUR SALES ASSOCIATE  
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.

# WEAT E-NEWS

THE OFFICIAL ONLINE NEWSLETTER OF THE WATER ENVIRONMENT ASSOCIATION OF TEXAS

SENT OUT BI-MONTHLY TO WATER PROFESSIONALS ACROSS TEXAS

## BE A 'CHARTER SPONSOR' OF WEAT E-NEWS

As a Charter Sponsor, your company will be recognized on the e-newsletter's opening page with a high-impact presentation of your company's logo and a direct link to your company's website.

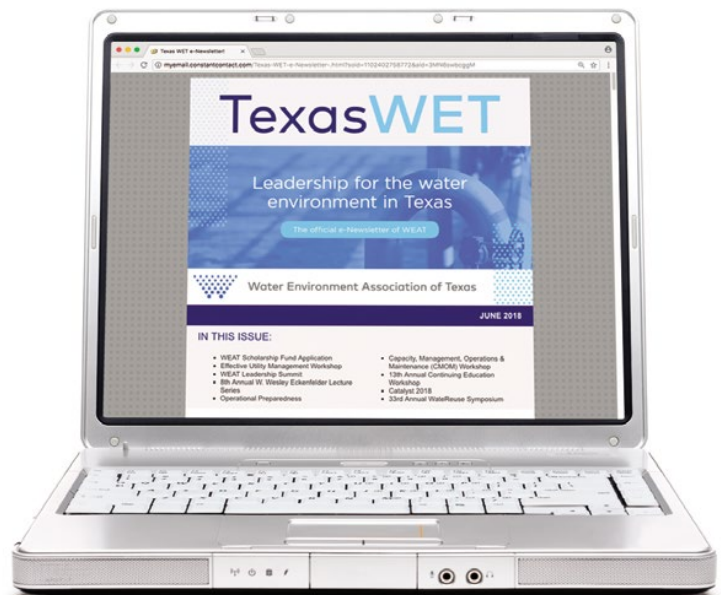
**REACHING WEAT'S MEMBERS SIX TIMES PER YEAR.**

1 TIME RATE	2-3 TIME RATE	4-6 TIME RATE
\$250	\$225	\$200



Water Environment  
Association of Texas

***Have your company name, logo and website placed in front of all WEAT members bi-monthly***



Published for  
WEAT by:



To reach wastewater professionals through **WEAT E-News** and its targeted readership, contact Chad at your earliest convenience to discuss your company's promotional plans.

**CHAD MORRISON, Marketing Manager**  
**TOLL FREE: 866-985-9788**  
**E-MAIL: CHAD@KELMAN.CA**



## Production Requirements:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

(earlier versions of the above programs are also acceptable)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS/IMAGES** used must be included
- All pantone/spot colors **MUST** be converted to **CMYK**
- Include a hard copy (color or black proof) or email a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by email
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your email or Word document
- Contact us for **ftp site information** for files that are too large to email
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

### Please submit ad material to:

STEFANIE HAGIDIAKOW  
Ph: 866-985-9790  
Fax: 866-985-9799  
E-mail: [stefanie@kelman.ca](mailto:stefanie@kelman.ca)

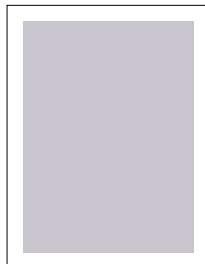


## AD DIMENSIONS

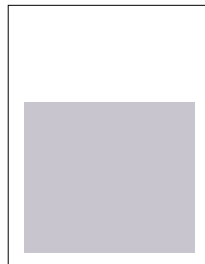
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"
Professional Card	2.4375"	1.375"

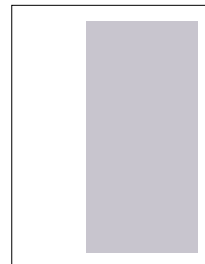
Full Page



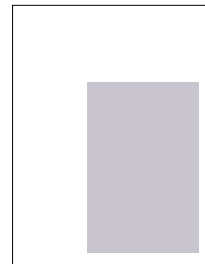
2/3 Horizontal



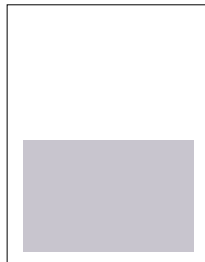
2/3 Vertical



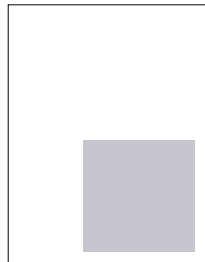
1/2 Island



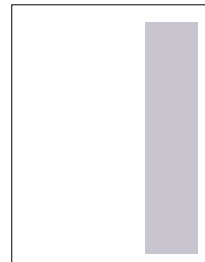
1/2 Horizontal



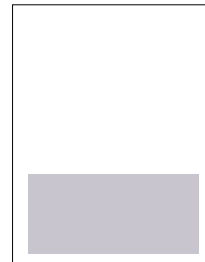
1/3 Square



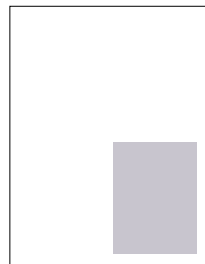
1/3 Vertical



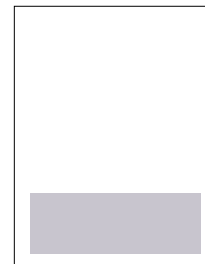
1/3 Banner



1/4 Vertical



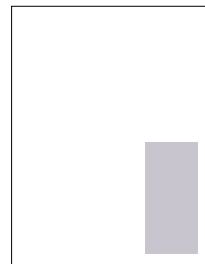
1/4 Banner



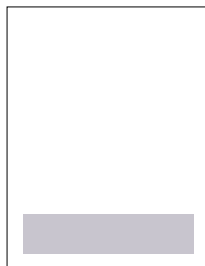
1/6 Horizontal



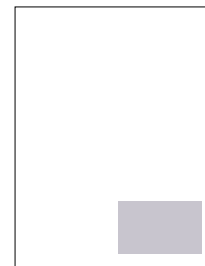
1/6 Vertical



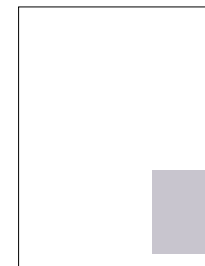
1/6 Banner



1/8 Horizontal



1/8 Vertical



Professional Card

