

2018
Quarterly
Publication

the
Kachina
news



Media Kit

Looking to Reach

WATER PROFESSIONALS

throughout Arizona?

Supporting
our vision of
"A vibrant Arizona
through
safe, reliable
water" since 1928



AZ Water Association
18521 E Queen Creek Rd
Ste. 105-611
Queen Creek, AZ 85142

480-987-4888 ph
480-816-7039 fax

www.azwater.org

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:

- Treatment plant operators and managers
- Scientists and Environmentalists
- Contractors and Consultants
- Manufacturers, Distributors, and Suppliers
- Regulators and Educators
- Municipal Officials

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11/15/2017

Dear industry supporter and prospective advertiser,

As someone who is directly involved in the delivery of quality products and services to the water industry throughout Arizona, we know that you and your company have a vested interest in the industry's well-being. AZ Water Association 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 the *Kachina News*, our very own industry magazine exclusive to Arizona. The *Kachina News* plays a vital role in our industry's building and strengthening process. From featuring major projects; providing timely news that deals with important issues; profiling industry professionals and committee news; and helping our members become better prepared to meet the numerous challenges they face - our quarterly *Kachina News* magazine is an important communication tool 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 water industry in our area. I sincerely encourage you to include the *Kachina News* in your promotional plans for the year ahead. It is definitely a win-win situation for all concerned.

Sincerely,
Deborah Muse, Executive Manager
Editor Kachina News



PRINT CONTINUES TO MAKE AN IMPRESSION

Getting Attention - There are fewer magazines and print newsletters in the mail, so more attention is paid to each piece.

What's Old is New Again - As social media progresses, online content and iPad applications may be overwhelming. More and more people are attempting to disconnect themselves from digital media, feeling overwhelmed by the sheer volume. Many marketers are continuing to leverage print as something of value in their marketing mix.

Print Still Excited People - The printed word is still perceived as more credible to many people than anything on the web.

No Audience Development Costs - Distributed directly to memberships or subscriber lists that are continually updated, print magazines enable advertisers to effectively reach a current and accurate target audience. There is no mailing list development, maintenance or retention costs for advertisers in these printed publications.

All advertisers are listed Alphabetically in our Index to Advertisers showing Website and page number of your ad.

The Kachina News is the official publication of the AZ Water Association, Arizona Section of the American Water Works Association, and Arizona Water Environment Association.

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PRICES AND SPECIFICATIONS

► Magazine Description

Color: FULL COLOR PUBLICATION

Trim Size: 8 ½" x 11"

Pages: Between 68-84

Circulation: 2,300 members

► Publication Submittal Dates/Deadline

Deadline:	December 10	March 10	June 10	September 10
Issue:	WINTER	SPRING	SUMMER	FALL
Mail Date:	January 10	April 10	July 10	October 10

► Process Color Advertising Size & Rates

	<u>Ad Size</u>	<u>2018 Annual Rate (4 issues)</u>
Full Page Inside Front Cover	7.5" w x 9.5" h	\$2,500
Full Page Inside Back Cover	7.5" w x 9.5" h	\$2,500
Full Page Center Fold, Right Side	7.5" w x 9.5" h	\$2,500
Full Page	7.5" w x 9.5" h	\$2,000
Half Page Outside Back Cover	7.5" w x 4.5" h	\$2,000
Half Page Next to Table of Contents	7.5" w x 4.5" h	\$2,000
Half Page (horizontal)	7.5" w x 4.5" h	\$1,500
Half Page (vertical)	3.5" w x 9.5" h	\$1,500
Fourth Page (vertical-only)	3.5" w x 4.5" h	\$1,200
Business Card	3.5" w x 2.0" h	\$ 800

► Acceptable Formats

All color ads should be four color process, high-resolution files sent as a .jpg, .tif or .pdf, with fonts embedded.

► Copy and Contractual Regulations

1. Forwarding of an order is construed as acceptance of all rates and conditions under which the advertising was sold.
2. If more or fewer insertions appear than originally specified, charges will be adjusted in accordance with established rates.
3. All advertising material will be destroyed after one year, if not previously instructed otherwise.

► Issuance, Closing and Changes

1. Published quarterly.
2. Advertising copy is due on the 10th day of the month preceding date of issue.
3. Changes not accepted after 20th day of month preceding the date of issue.

► Send Artwork

Email artwork by **December 15** to Debbie Muse - manager@azwater.org.

► Payment Options

This year all advertising payments will be processed through our web site. Go to www.azwater.org and choose advertise. When choosing your online advertisement option, you may select to pay by credit card or by check. All checks should be made payable to **AZ Water** and mailed to: **AZ Water Association, 18521 E. Queen Creek Rd., Ste. 105-611, Queen Creek, AZ 85142.**

► Questions

Contact Debbie Muse, Publications Editor at 480-987-4888, manager@azwater.org.

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