The Australian Water Association is Australia's biggest water network promoting sustainable water management and connecting members through information, networking and recognition. With a comprehensive range of communication platforms, and over 5000 members, the Australian Water Association provides the industry with independent, engaging and relevant content. It is a trusted environment for advertisers to get their products, services and brands in front of this highly targeted and engaged audience and be seen as the solution of choice.
WHAT IS THE AUSTRALIAN WATER ASSOCIATION AND WHO ARE ITS MEMBERS?

THE ASSOCIATION:
The Australian Water Association is Australia’s biggest water network promoting sustainable water management and connecting members through information, networking and recognition.

THE MEMBERS:
The Australian Water Association provides the platform for water experts, practitioners and businesses to share information, grow expertise and collaborate effectively. Its members include professionals and practitioners working in utilities, science and research, energy and resources, manufacturing and agriculture.

THE AUDIENCE:
The Australian Water Association has 4500 individual members, 600 corporate members and 100 water utility organisations.
AWA PLATFORMS

There are opportunities for advertisers to reach water industry professionals using both print and digital platforms.

2 BUMPER ISSUES A YEAR: APRIL FOR OZWATER AND OCTOBER
Distributed to full AWA membership
Readership: 18,000+

SOURCE ENEWS
Weekly enewsletter distributed to 12,000 AWA members and associated water professionals.

SOLUS EDM
Direct to the inbox of 12,000 water industry professionals.

LAUNCHED NOVEMBER 2018
WATER SOURCE
Your one-stop shop for water-related content.

Estimated Traffic:
14,000 monthly users
PRINT OPTION - Current MAGAZINE

The Australian Water Association’s magazine is the perfect reflection of today’s vibrant water sector, presenting a comprehensive overview of the industry including scientific, research and other technical papers, industry reports, news and happenings in a high-quality magazine format. The magazine is a trusted authority and resource for the water industry, keeping readers informed about developments both in Australia and overseas.

Published twice a year, the publication is a highly effective place to market your services to a highly targeted and engaged audience of water-industry decision-makers.

RATES + 2 ISSUE DISCOUNT

<table>
<thead>
<tr>
<th>Rates</th>
<th>1 ISSUE</th>
<th>2 ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>$5300</td>
<td>$4770</td>
</tr>
<tr>
<td>Full page</td>
<td>$3300</td>
<td>$2970</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>$2500</td>
<td>$2250</td>
</tr>
</tbody>
</table>

*Please note prices are non-inclusive of GST. Issue content is subject to change without notice.

LOADING FEES:

Outside back cover ____ 30%
Inside front cover ____ 25%
Inside back cover ____ 20%
Right-hand first half ____ 20%
Right-hand page ____ 15%

Creative print options including gatefolds, barn doors, tip-ons.
Print content options including advertorials and sponsored content. Price on application. See page six for more detail.

SCHEDULE AND ISSUE THEMES:

<table>
<thead>
<tr>
<th>COVER DATE</th>
<th>BOOKING DEADLINE</th>
<th>ARTWORK DEADLINE</th>
<th>INSERT DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ozwater issue April 2019</td>
<td>11 March</td>
<td>26 March</td>
<td>05 April</td>
</tr>
<tr>
<td>October 2019</td>
<td>02 September</td>
<td>17 September</td>
<td>01 October</td>
</tr>
</tbody>
</table>

LOOSE INSERTS/ONSERTS:

Full run $3300 (based on weight below 20g and maximum size for inserts: 200 x 287 mm, onserts 210 x 297 mm)

*Rates subject to 10% gst and are priced per issue
SPONSORED CONTENT OPPORTUNITIES

Connect with our audience by using the trusted environment of the Australian Water Association’s print and digital platforms. By highlighting informative, engaging and thought-provoking content, you can share your company’s perspective and position your brand as a thought leader and innovator.
DIGITAL OPTIONS

SOURCE ENEWSLETTER

The Source weekly eNewsletter reaches 12,000 water industry professionals, with an average open rate of 37%.
There are 4 advertising positions booked on a monthly basis.
AWA also offer the opportunity for sponsored content. This is very similar to one of the stories (but labelled sponsored). Advertisers should provide: 6-word headline, 40-50 words body copy plus a high res image and URL. (NB. Copy may be edited for tone and grammar to fit the platform).

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD UNIT SIZE</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSITION 1</td>
<td>LEADERBOARD</td>
<td>$3200</td>
</tr>
<tr>
<td>POSITION 2</td>
<td>MREC</td>
<td>$2400</td>
</tr>
<tr>
<td>POSITION 3</td>
<td>MREC</td>
<td>$2000</td>
</tr>
<tr>
<td>POSITION 4</td>
<td>MREC</td>
<td>$1300</td>
</tr>
<tr>
<td>Sponsored &amp; Advertorial Posts</td>
<td>40 words and an image with links to your site</td>
<td>$5600</td>
</tr>
</tbody>
</table>

*Rates subject to 10% GST.

WATER SOURCE

Launched November 2018 – the Australian Water Association makes moves for a digital-first future.

The Australian Water Association has expanded its digital offering with a new information hub designed to make it easier to access water-related content anytime, anywhere.

Water Source is a one-stop shop for water industry professionals and the public, featuring information created and curated by the Association. It is optimised for user experience and best practice search functionality.

Rates: 1 month duration

<table>
<thead>
<tr>
<th>TOP BANNER</th>
<th>HALF PAGE</th>
<th>Mrec</th>
<th>SPONSORED CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home page only (728 x 90 pixels)</td>
<td>Run of site (300 x 600 pixels)</td>
<td>Run of Site (300x250 pixels)</td>
<td>Heading + Image + 40 word intro and URL</td>
</tr>
<tr>
<td>$2,000</td>
<td>$4,000</td>
<td>$2,000</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

*Rates subject to 10% GST.
DIGITAL OPTIONS CONTINUED

SOLUS EDM

This unique opportunity offers advertisers direct access to the inboxes of AWA members and associated water industry professionals. Your message needs to be highly relevant and requires AWA approval. Only 10 sends are available per year and preference is given to members.

Rate per EDM: $6,000 (ex gst)
SPECIFICATIONS
PRINT SPECIFICATIONS

PRINT ARTWORK*

- All artwork should be supplied with bleed.
- Advertising should be submitted as CMYK press-ready PDF files with no special or PMS colours. Do not use Registration Black.
- PDF files should be submitted with crop marks and 5mm bleed on all sides where necessary.
- All images should be a minimum of 300 dpi at the size they’re used and all fonts should be embedded.
- Print ready files can be supplied via dropbox or email.
- It is the responsibility of the advertiser to ensure that all PDF files are submitted to press-ready standard.

Charges apply for Mahlab Media to design your advertisement. Ask your sales manager or the ad campaign coordinator for a quote.

*Please note: incorrectly supplied material will incur a minimum production charge of $50.

COLOUR SPACE: CMYK
SPOT/PMS COLOURS: NO
FORMAT: PDF/X-1A:2001 PRINT PDF (WITH TRIM & BLEED)
RESOLUTION: MIN 300DPI

DOUBLE PAGE SPREAD

<table>
<thead>
<tr>
<th>Type area</th>
<th>Trim size</th>
<th>Full bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>W 410mm x H 287mm</td>
<td>W 210mm x H 297mm</td>
<td>W 430mm x H 307mm</td>
</tr>
</tbody>
</table>

FULL PAGE

<table>
<thead>
<tr>
<th>Type area</th>
<th>Trim size</th>
<th>Full bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>W 200mm x H 287mm</td>
<td>W 210mm x H 297mm</td>
<td>W 220mm x H 307mm</td>
</tr>
</tbody>
</table>

HALF PAGE HORIZONTAL

<table>
<thead>
<tr>
<th>Type area</th>
<th>Trim size</th>
<th>Full bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>W 200mm x H 134mm</td>
<td>W 210mm x H 144mm</td>
<td>W 220mm x H 154mm</td>
</tr>
</tbody>
</table>

**ADDITIONAL MANUAL HANDLING INSERTING CHARGES APPLY TO INSERTS SUPPLIED LARGER THAN MAX SIZE SPECIFIED.

INSERT/ONSERT SPECIFICATIONS

Please supply size**, weight, pagination, folding, and if required, specific page insert and varied state distribution requirements to your sales manager upon booking.

**ADDITIONAL MANUAL HANDLING INSERTING CHARGES APPLY TO INSERTS SUPPLIED LARGER THAN MAX SIZE SPECIFIED.

INSERT - 200 X 287 MM MAXIMUM TRIM SIZE**
ONSERT - 210 X 297 MM MAXIMUM TRIM SIZE**

PLEASE NOTE: INSERTS MUST HAVE CORRECT DELIVERY LABEL ATTACHED TO EVERY BOX. ASK YOUR SALES MANAGER FOR A COPY OF THE LABEL.

**Additional Manual handling inserting charges apply to inserts supplied larger than max size specified.

Insert Delivery address: Contact your Sales Manager for details.

CONTACT:
artwork@mahlab.co / 02 9556 9100
## DIGITAL SPECIFICATIONS

### SOURCE ENEWS

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>W650 x H90 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>MREC</td>
<td>W300 x H250 pixels</td>
</tr>
</tbody>
</table>

### WATER SOURCE

<table>
<thead>
<tr>
<th>Leaderboard - Desktop</th>
<th>W728 x H90 pixels, Mobile: W300 x H250 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page - Desktop</td>
<td>W300 x H600 pixels, Mobile: W300 x H250 pixels</td>
</tr>
<tr>
<td>MREC</td>
<td>W300 x H250 pixels</td>
</tr>
</tbody>
</table>

When booking Leaderboard or Half Page Digital, please supply artwork for both desktop and mobile.

### GENERAL INFORMATION

- 200K file size, format: jpg, gif, png
- For animated GIFs include a static image as safeguard for unsupported browsers, all key information should be on the first GIF panel.
- One click-through URL per asset | maximum three-frame GIF
- Recommended total animation length is 15 seconds
- Ads with white backgrounds need to have a box around them.

## SPONSORED CONTENT & SOLUS EDM SPECIFICATIONS

**SPONSORED CONTENT AND ADVERTORIAL -**

Images to be RGB, jpg, 72dpi, W1197 x H616 pixels, with 40-50 words of copy plus 1 x URL. **NOTE:** Sponsored content image is to be a single image only. Display ads (with text) supplied as an image or more than one image in a single jpg file will not be accepted.

**SOLUS EDM** - 1 x image: w 650 x h 200 pixels, 72dpi, RGB. Copy: 300 words approx. Logo: 300 x 300 pixels, 72dpi, RGB. Subject line: 35 - 40 characters. 1 x CTA URL.

Please note: Assets must be received 7 working days in advance for approval and testing.

Val Glendinning / 02 9556 9118 / val@mahlab.co
Mahlab are experts in helping your advertising campaign work hard in the Australian Water Association platforms. You know your services and products but we can make recommendations to make sure you stand out as much as possible to our audiences. This means more leads for you and better ROI for your advertising dollars. Across print and digital platforms, creative advertising solutions and native advertising are ways to do this.

**CREATIVE ADVERTISING**

Use the latest in print and digital technology to help your ad stand out as soon as someone picks up a magazine, visits the website, or reads the enewsletter. This means the reader spends more time on your ad and so has deeper engagement with your brand and message.

**IN PRINT WE CAN OFFER:**
- Belly-bands
- Cover wraps
- Barndoors
- Tip-ons
- Gatefolds

**ONLINE WE CAN OFFER:**
- Skins that take over the website, expandable ad units and in-ad videos.
- Rich media so that the ad interacts with the users and the ad changes when the user's mouse passes over it.

Prices for print and digital creative and native advertising are available on application. Mahlab can also offer design services.
SPONSORED CONTENT
Sponsored content offers the opportunity to use the trusted environment of the Australian Water Association’s member communication platforms (Current magazine, enews, Water Source information hub and AWA website) to share useful, engaging and informative content such as case studies, research or white papers. We will edit the content to help maximise your opportunity to show leadership and expertise in your sector.

The team at Mahlab can work with you to develop and write this content, which can be amplified through other channels.

SUPPORTED BY
Align your brand with an Australian Water Association feature relevant to your marketing objectives.

ADVERTORIAL
This is your chance to talk directly about your products and services. You can include calls to action, logos and contact details.

Mahlab can work with you to identify what it is you could say to this audience that will make them sit up and listen, as well as taking care of the writing and design.
Mahlab has more than 20 years of experience working with associations to help them use independent, relevant and informative content to retain and grow their membership.

We understand that useful and inspiring content is essential for professionals to advance their careers in their chosen industry.

By advertising in trusted member environments, we can help you get your marketing messages in front of a niche and engaged audience of relevant decision-makers.
CONTACT

Advertising enquiries:
Val Glendinning

Phone:
02 9556 9118

Email:
val@mahlab.co