

An aerial photograph showing a two-lane asphalt road that has been completely submerged under dark, still floodwater. The road's white lane markings are visible above the water surface. Numerous dead, bleached tree trunks and branches are scattered throughout the water, some standing upright and others partially submerged. The overall scene conveys a sense of environmental impact and water management challenges.

AUSTRALIAN WATER ASSOCIATION

The Australian Water Association is Australia's biggest water network, promoting sustainable water management and connecting members through information, networking and recognition. With a range of communication platforms and over 5000 members, the Australian Water Association provides the industry with independent, engaging and relevant content. It is an ideal environment for brands to place their products and services in front of a highly targeted and engaged audience in a trusted member environment.

Mahlab

AUSTRALIAN
WATER
ASSOCIATION

THE ASSOCIATION:

The Australian Water Association is Australia's biggest water network, committed to driving a sustainable water future. The goal of the association is to share information and knowledge, connect members with industry and inspire positive change.

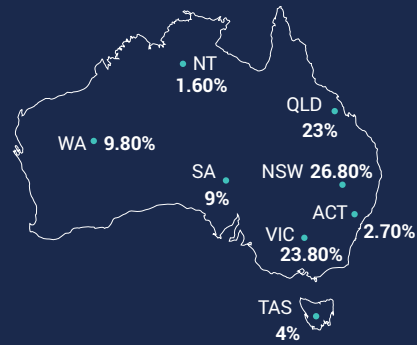
THE MEMBERS:

The Australian Water Association's members cover every facet of the water sector. Our audience is made up of professionals and practitioners working in utilities, engineering, urban design and planning, science, research, academia, energy, resources, manufacturing, mining and

agriculture.

THE AUDIENCE:

The Australian Water Association has more than 4500 individual members and 550 corporate members, representing a total of over 100 water utility organisations.

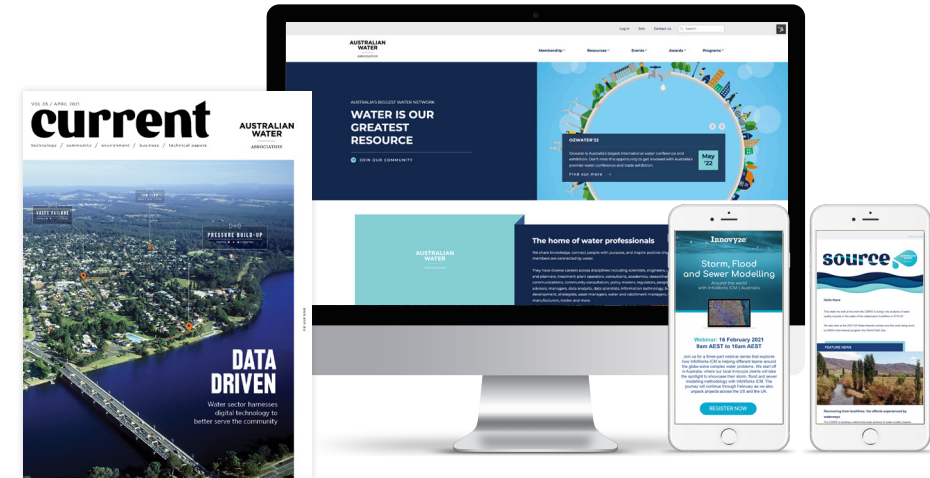


THE CONTENT:

Our content covers the big issues in the Australian (and international) water sector, with a strong focus on technology, community, environment and business. Across our platforms, readers gain insights on industry, technological advances and building a sustainable water future. If the water sector is talking about it, you'll find us reporting on it.

ADVERTISE WITH US.

ABOUT US



Through Water Source, the Australian Water Association provides a platform for water experts, practitioners and business to share information, grow expertise and collaborate.

PRINT



Current magazine

12,000+
READERSHIP

1 issue
per year in October:
April for Ozwater
and October

WEBSITE



AWA Website

85,000
UNIQUE USERS

EDM'S



Water Source database

12,000
SUBSCRIBERS
Sent weekly

Solus eDMs:
Your opportunity to
splash directly into the inbox of
12,000 water professionals



ADVERTISING RATES AND SPECIFICATIONS

Published annually, *Current* is a highly effective channel to market your services to a targeted and engaged audience of water industry decision-makers.

In 2022, *Current* will examine the significant new investments being made in the water sector and how this is shaping the industry. It will also look at sustainability, effective water management, human capital and how to better harness new technologies.



RATES	
RATES	1 ISSUE
Double page spread	\$7000
Full page	\$4400
Half page horizontal	\$3350

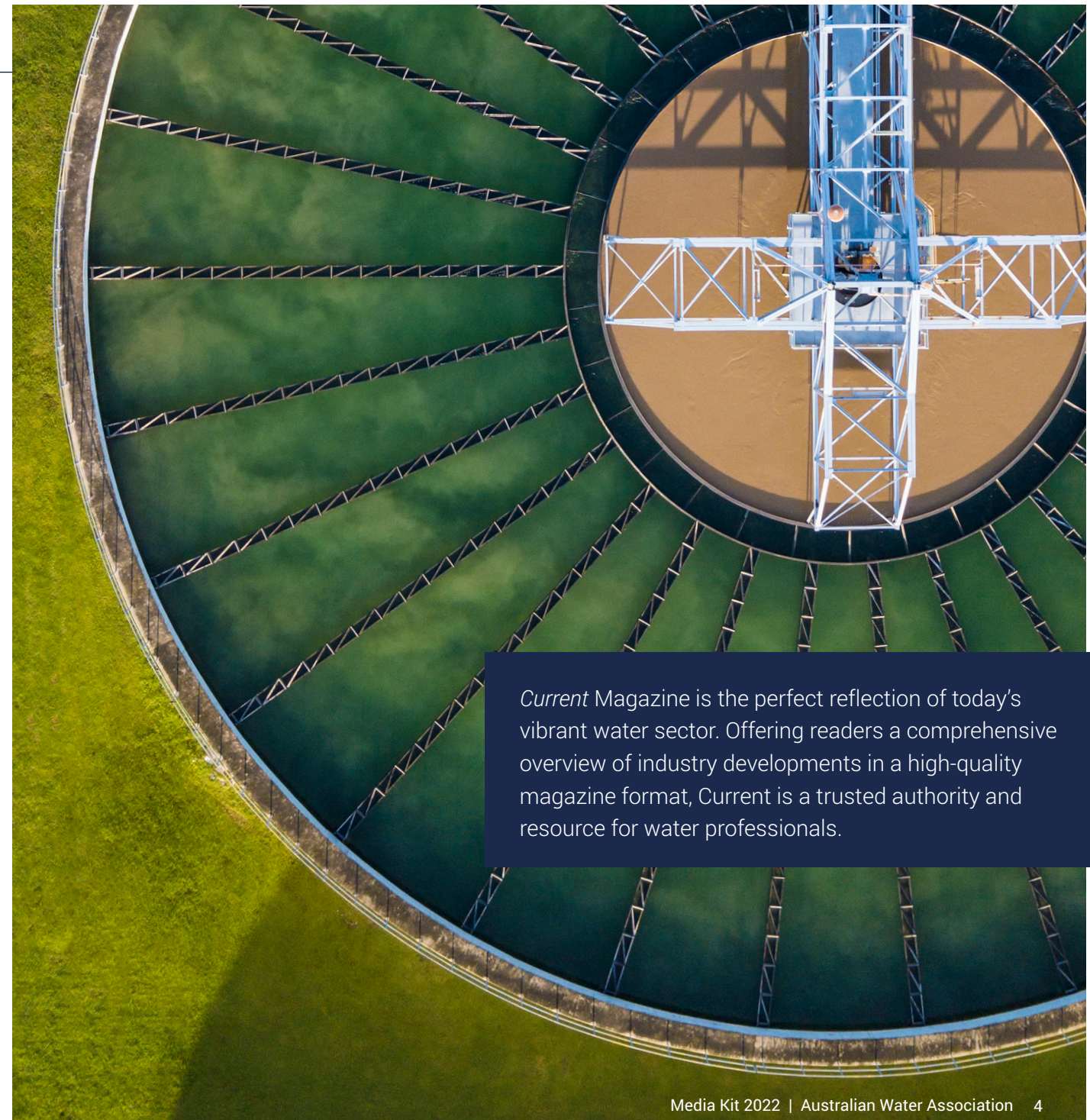
*Rates subject to 10% GST.

2020 DEADLINES

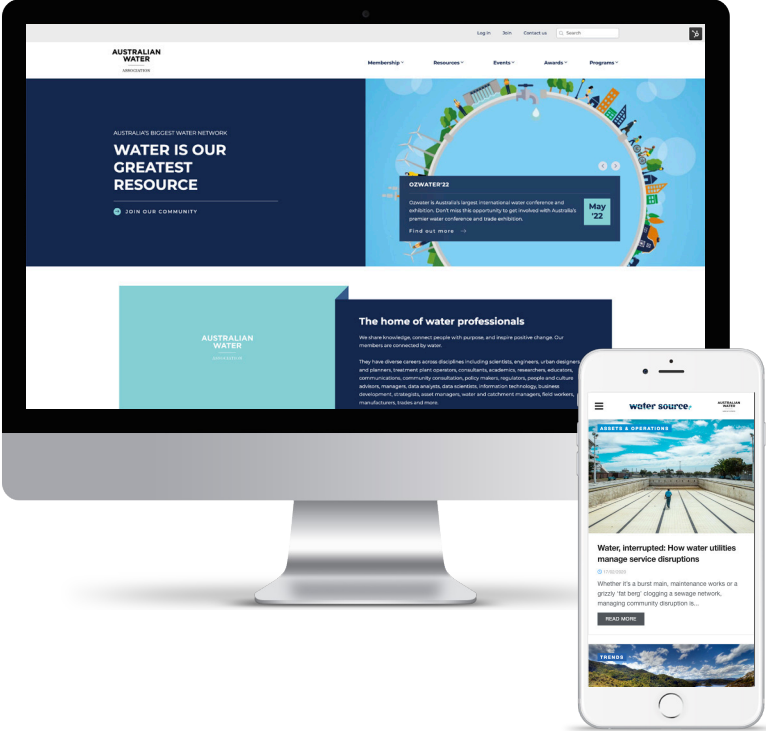
COVER DATE	BOOKING DEADLINE	ARTWORK DEADLINE	INSERT DEADLINE
April 2022	11 March 2022	18 March 2022	4 April 2022

LOOSE INSERTS/ONSERTS

Ask David Taggart for information and pricing – 0415 567 921 – davidtaggart@mahlab.co



Current Magazine is the perfect reflection of today's vibrant water sector. Offering readers a comprehensive overview of industry developments in a high-quality magazine format, *Current* is a trusted authority and resource for water professionals.



AUSTRALIAN WATER ASSOCIATION

The website is home to Australia's biggest water network, connecting members with industry and stakeholders and allowing them to share information and knowledge.

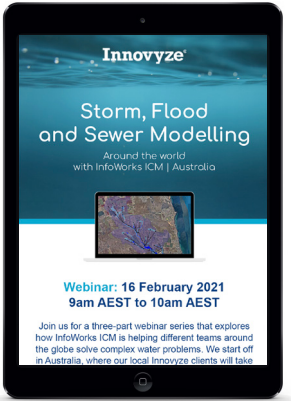
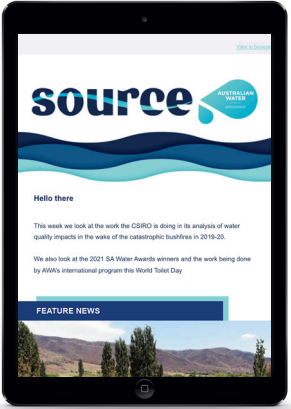


85,000
MONTHLY USERS

POSITION	MONTHLY RATE
LEADERBOARD	\$2600
HALF PAGE	\$3200
MREC	\$2000
SPONSORED CONTENT	\$4000

*Rates subject to 10% GST.

POSITION	MONTHLY RATE
LEADERBOARD	\$2500
HALF PAGE	\$1950
MREC	\$1900



SOURCE E-NEWS

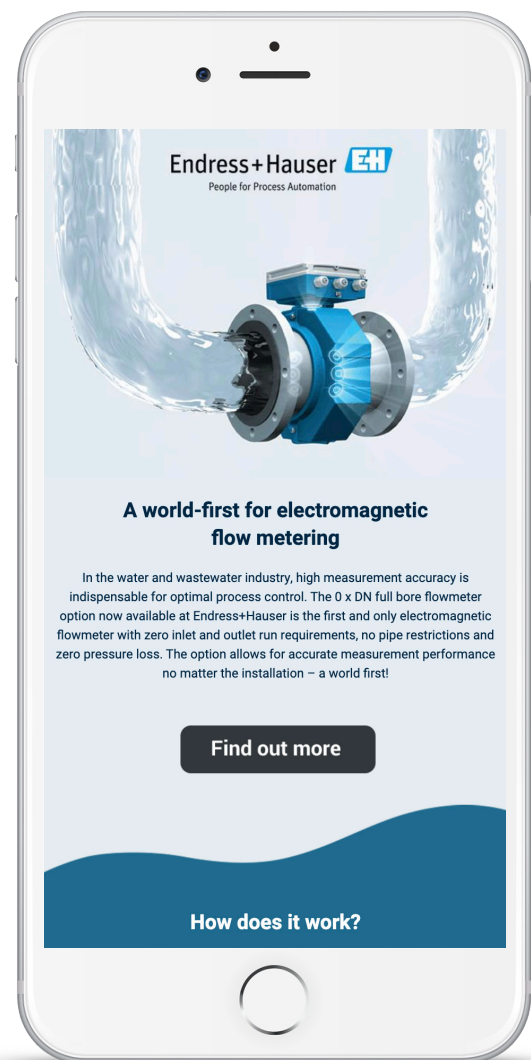
The Source weekly eDM is sent to 12,000 industry professionals with an average open rate of 37%. There are four advertising options that can be booked on a weekly or monthly basis.



12,000
SUBSCRIBERS

POSITION	WEEKLY RATE
LEADERBOARD	\$1100
MREC 1	\$950
MREC 2	\$750
MREC 3	\$500
SPONSORED CONTENT	x1 week - \$1650 x4 weeks - \$5750

*Rates subject to 10% GST.



ONLY 12 SENDS PER YEAR

As the Industry Manager at Endress + Hauser, Luc Turner had this to say about his experience working with the Mahlab and AWA team on Solus EDM email blasts:

"We've always found Mahlab communication brilliant throughout the period we've worked with them. They're refreshingly easy to talk to, their artistic work is brilliant and in my opinion better than anyone else we've worked with"

Luc then elaborated on his preference for using Solus EDM email blasts as part of marketing campaigns:

"As a method through which we can reach a key water audience, we will absolutely continue to use AWA's Solus EDM email blasts going forward. Accessing their invaluable contact list will continue to be a key part of our strategy when launching new products, solutions, or any other industry related initiatives."



Solus eDMs offer a unique opportunity to reach the inboxes of AWA members and associated water industry professionals. The newsletters are designed and built by Mahlab in collaboration with the advertiser, and are the ideal medium to deliver a targeted campaign with tangible results.

The message of your campaign has to be relevant to the audience, and requires AWA approval before sending. Only 12 sends are available per year. Reserved for AWA corporate members.



WHITE PAPERS

This year, AWA is also introducing lead generation whitepaper campaigns to our platforms. These are an impactful, thought provoking and engaging medium, allowing you to generate high quality leads while continuing to develop brand awareness and industry eminence.

White papers will be promoted through Source e-News and directing to a hosting page on Water Source.



INFOGRAPHICS

Our award-winning team of editors will craft a storyline based on the message you wish to convey, before our designers commence building an engaging, eye-catching animated infographic. This rich media insert will help educate our audience on what sets your company apart within the industry.

Your infographic would be hosted on the Water Source content hub and amplified through all AWA digital platforms.



WEBINARS

Industry experts and water professionals regularly offer valuable insights through our series of webinars ranging from technical deep dives to policy analysis and robust roundtables.

Ask David for pricing for each of our rich media offerings.

An aerial photograph of a coastal landscape. The top half of the image shows a vast expanse of bright red soil dotted with numerous small, green, scrubby bushes and a few larger, more prominent green trees. A thin, dark line separates the land from a wide, sandy beach. The beach is a uniform light brown color. Below the beach is the ocean, which has a vibrant turquoise hue. The water's surface is covered in fine, rhythmic ripples. The word "SPECIFICATIONS" is written in large, white, sans-serif capital letters across the middle of the image, centered horizontally and partially overlapping the beach and the water.

SPECIFICATIONS

PRINT SPECIFICATIONS

PRINT ARTWORK*

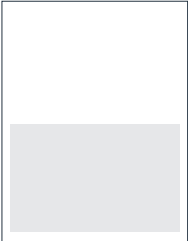
- All artwork should be supplied with bleed.
- Advertising should be submitted as CMYK press-ready PDF files with no special or PMS colours. Do not use Registration Black.
- PDF files should be submitted with crop marks and 5mm bleed on all sides where necessary.
- All images should be a minimum of 300 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.

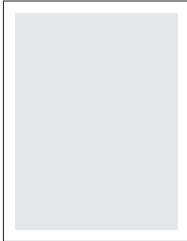
*Please note: incorrectly supplied material will incur a minimum production charge of \$50.

TYPE AREA	TRIM SIZE	FULL BLEED
DOUBLE PAGE SPREAD		
250mm (H) x 395mm (W)	275mm (H) x 420mm (W)	285mm (H) x 430mm (W)
FULL PAGE		
N/A	250mm (H) x 185mm (W)	N/A
HALF PAGE HORIZONTAL		
N/A	118mm (H) x 185mm (W)	N/A

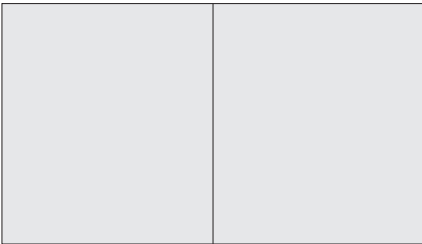
GENERAL INFORMATION
Colour space: CMYK
Spot/PMS Colours: No
Format: PDF/x-1A:2001 Print PDF (with trim & bleed)
Resolution: Min 300 DPI



Half Page Horizontal



Full Page



Double Page Spread

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.

INSERT	200 X 287mm maximum trim size**
ONSERT	210 X 297mm 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 David for more information.

CONTACT

Phoebe Armstrong
phoebe@mahlab.co / 0416 334 816

DIGITAL SPECIFICATIONS



SOURCE ENEWS	
LEADERBOARD	W 650 x H 90 pixels
MREC	W 300 x H 250 pixels

WATER SOURCE	
LEADERBOARD	desktop: W 728 x H 90 pixels mobile: W 300 x H 50 pixels
HALF PAGE	desktop: W 300 x H 600 pixels mobile: W 300 x H 250 pixels
MREC	W 300 x H 250 pixels

PLEASE NOTE: 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, 72 DPI, W 1197 x H 616 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.

PLEASE NOTE: assets must be received 7 working days in advance for approval and testing

SOLUS EDM

1 X IMAGE	W 650 x H 200 pixels, 72 DPI, RGB
SUBJECT LINE	150 - 200 characters. 1 x CTA URL
COPY	300 words approx
LOGO	300 x 300 pixels, 72 DPI, RGB



WHO IS MAHLAB?



MAHLAB PORTFOLIO

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.

WHO IS MAHLAB?

AUSTRALIAN HUMAN
RESOURCES INSTITUTE



PHARMACEUTICAL
SOCIETY OF AUSTRALIA



ENGINEERS AUSTRALIA



SALESFORCE



ZOOM



BUSINESS NBN™



CONTACT

ADVERTISING ENQUIRIES:

David Taggart
0415 567 921
davidtaggart@mahlab.co



AUSTRALIAN
WATER

ASSOCIATION