AUSTRALIAN WATER

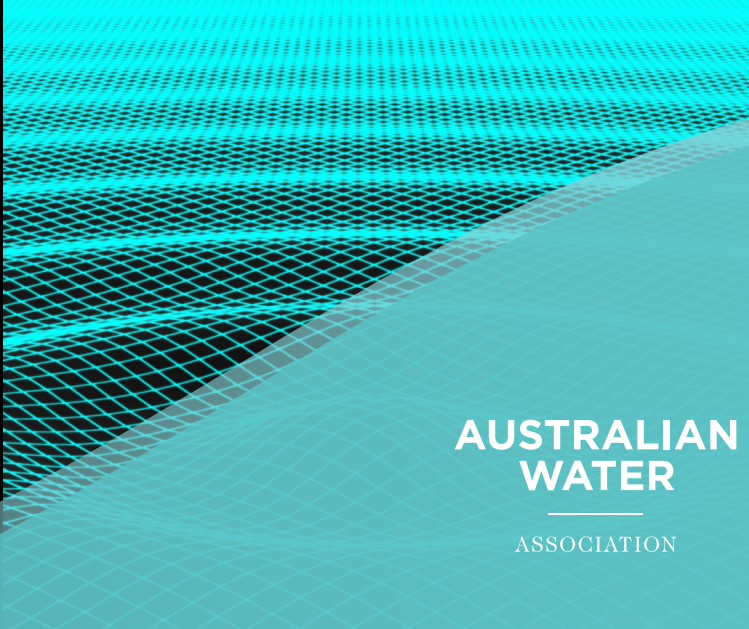## ASSOCIATION

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.

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 industy 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 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.

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.

NT 1.60%
QLD 23%
WA 9.80%
SA 9%
NSW 26.8%
ACT 2.7%
VIC 23.8%
TAS 4%
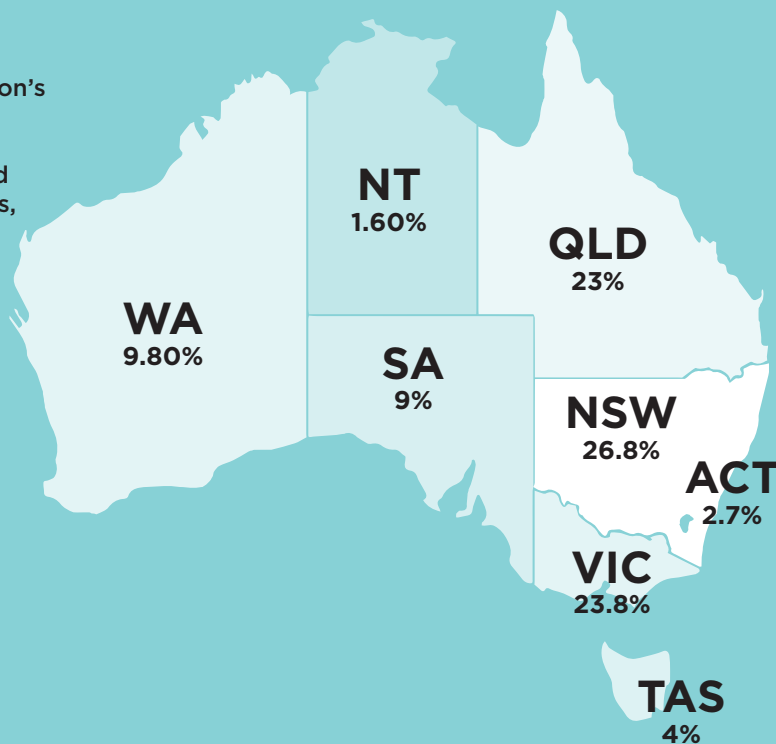
ABOUT US

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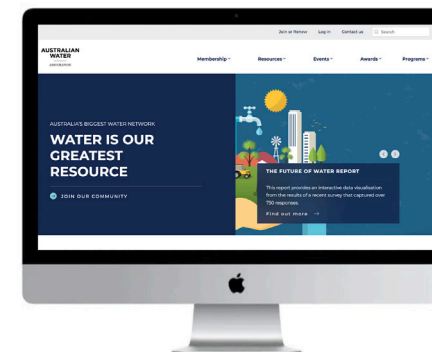
PRINT

Current Magazine
12,000+
READERSHIP
1 issue per year in April, aligned with Ozwater conference.

WEBSITE

AWA Website
10,287
MONTHLY USERS
With 15,800 page views

EDMS

Water Source database
12,000+
SUBSCRBERS
Sent weekly

Solus EDMs:
Your opportunity to splash directly into the inbox of 12.000 water professionals

ADVERTISING RATES
AND SPECS

PRINT - CURRENT MAGAZINE

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

The 2024 edition of Current will examine the latest national surge in water reform, particularly in relation to water security, environment and Indigenous voice. It will also take a close look at how digitisation is driving sustainability, building resilience in the face of climate change and how the water sector is managing the growing skills gap.
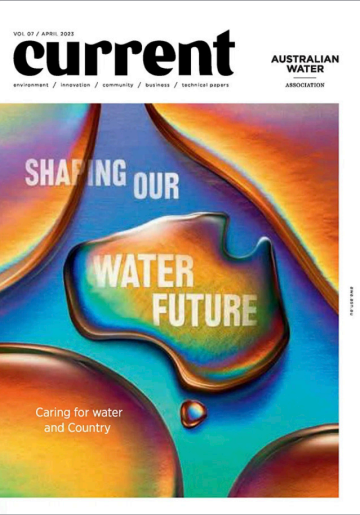
RATES	1 ISSUE
Double Page Spread	$7000
Full Page	$4400
Half Page Horizontal	$3350

2024 DEADLINES	
BOOKING DEADLINE	23 FEBRUARY 2024
ARTWORK DEADLINE	8 MARCH 2024
INSERT DEADLINE	8 MARCH 2024

LOOSE INSERTS/ONSERTS
For information and pricing contact advertising@awa.asn.au

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.

DIGITAL

AUSTRALIAN WATER ASSOCIATION WEBSITE

The website is home to Australia's biggest water network, connecting members with industry and stakeholders and allowing them to share information and knowledge.
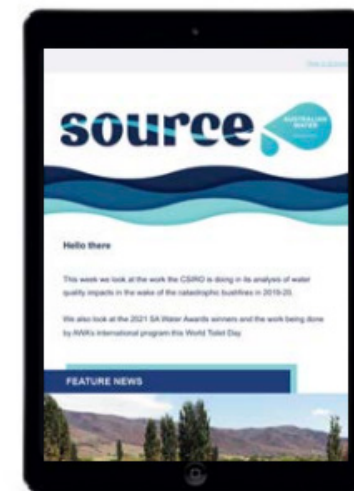
10,287
MONTHLY USERS

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.

8,200
MONTHLY USERS

POSITION (HOMEPAGE)	MONTHLY RATE
LEADERBOARD	$2600
SPONSORED CONTENT	$4000
HALF PAGE	$3200
MREC	$2000

POSITION (SECONDARY PAGE)	MONTHLY RATE
LEADERBOARD	$2500
HALF PAGE	$1950
MREC	$1900

POSITION	MONTHLY RATE
LEADERBOARD 1	$1100
LEADERBOARD 2	$950
MREC	$750
SPONSORED CONTENT	X 1 WEEK - $1650
	X4 WEEKS - $5750

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 AWA 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.

SOLUS EDMS

only 12 sends per year
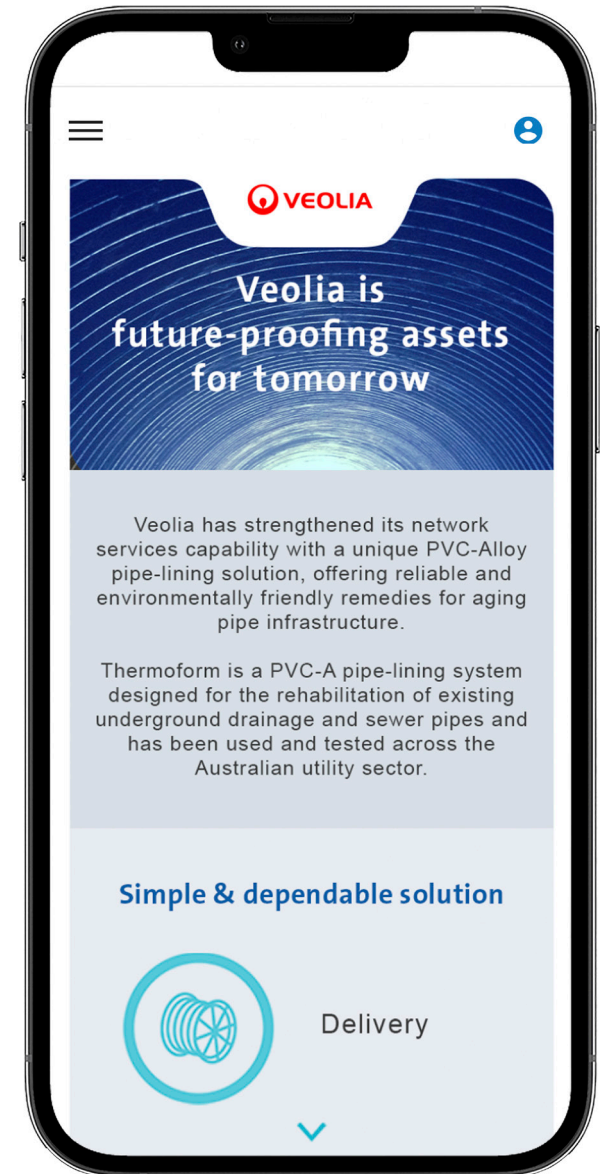
VEOLIA

Veolia is future-proofing assets for tomorrow

Veolia has strengthened its network services capability with a unique PVC-Alloy pipe-lining solution, offering reliable and environmentally friendly remedies for aging pipe infrastructure.

Thermoform is a PVC-A pipe-lining system designed for the rehabilitation of existing underground drainage and sewer pipes and has been used and tested across the Australian utility sector.

Simple & dependable solution

Delivery

DESIGN 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 Australian Water Association 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
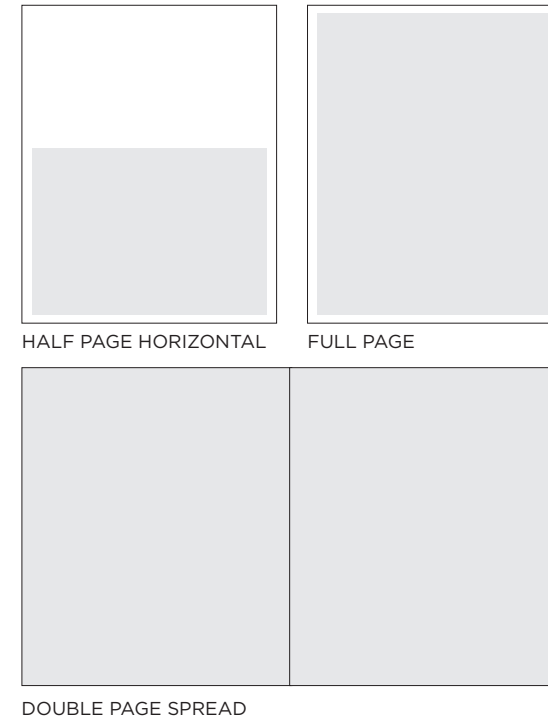
INSERT/ONSERT SPECIFICATIONS

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.

DIGITAL SPECIFICATIONS

SOURCE ENEWS	
ALL LEADERBOARDS	W 575 X H 79 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: W300 x H250 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 SPECS

SPONSORED CONTENT AND ADVERTORIAL
Image: W 252 x H 130 pixels, RGB, JPG, 72 DPI, Copy: 40-50 words 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 HERO IMAGE	W 650 x H 200 pixels 72 DPI, RGB
2-3 SECONDARY IMAGES (OPTIONAL)	W 325 x H 325 pixels 72 DPI, RGB
COPY	150-200 WORDS approx
LOGO	300 x 300 pixels, 72 DPI, RGB

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

AUSTRALIAN
WATER

ASSOCIATION

For all enquiries please contact:

advertising@awa.asn.au