

We invite you to be a part of the newly enhanced

# Breeze



Official Publication of the Minnesota Section of the American Water Works Association

Dear MNAWWA Colleague and Industry Supporter,

As someone who is directly involved in the support and advancement of the water industry throughout the state of Minnesota, I know that you and your company have a vested interest in the industry's well-being. As the Publications Committee Chair of the Minnesota Section of the American Water Works Association (MNAWWA), I assure you that our Section shares a desire to make our industry as strong, vibrant and progressive as possible.

To that end, we welcome you to *The Breeze* magazine: a tool that plays a vital role in our industry's building and strengthening process, meeting the growing needs of our organization, our industry and our members. Changes to *The Breeze* will continue to provide us with a visually-appealing, full-color magazine with exciting graphic design and informative content, while including articles on major projects, industry trends and providing timely news on important issues. In addition, profiling industry professionals and helping our members become prepared to meet the numerous challenges they face will allow *The Breeze* to become an increasingly important communication vehicle within our industry.

As we strive to ensure our magazine accomplishes its invaluable 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. When you are contacted by a representative of our publisher, Kelman & Associates, I urge you to make the most of this high-impact and meaningful marketing opportunity by including *The Breeze* in your promotional plans for this year and the future. Your involvement will prove beneficial to all.

Thank you for your interest, participation, and support!

Sincerely,

*Karla R. Peterson*

Karla Peterson  
Publications Committee Chair  
Minnesota Section of the American Water Works Association



We invite you to be a part of our important industry magazine!

# Breeze

Official Publication of the Minnesota Section of the American Water Works Association

**EXTRA EXPOSURE ON THE WEB AT NO EXTRA COST**

Breeze is also presented in its entirety to MNAWWA members and other industry professionals on the MNAWWA web site. That is the extra exposure of print AND online advertising at NO EXTRA COST.

[www.mnawwa.org](http://www.mnawwa.org)

**The Breeze** is committed to projecting a strong and informative voice connecting the water industry throughout Minnesota! Its guaranteed circulation of 1200 reaches treatment plant operators and managers, scientists, environmentalists, manufacturers, distributors, agents, contractors, engineers, consultants, regulators, and others who have an interest in water supply and public health throughout the region.

**The Breeze** will reach these qualified decision makers four times per year in this multi-billion dollar market!

## REGULAR COLUMNS WILL INCLUDE:

- Message from the Chair
- Project Profiles
- National Reports
- Member Update
- Calendar of Events
- Committee Reports
- Utility Profiles
- Section and Association News
- News from the Field
- Plus numerous feature stories

## 2010 SCHEDULE:

**SPRING 2010** Space Deadline: February 26

**SUMMER 2010** Space Deadline: April 30

*Special Issue: Membership Directory & Buyers' Guide*

**FALL 2010** Space Deadline: July 2

*Special issue: MNAWWA Annual Conference  
September 22 - 24, 2010, Duluth, Minnesota*

## BONUS DISTRIBUTION AT SHOW

**WINTER 2010** Space Deadline: October 29

*4-Color included	1X	4X
Outside back cover	\$1,000	\$900
Inside front or inside back covers	\$900	\$800
Full page	\$700	\$650
1/2 page island	\$550	\$500
1/2 page	\$500	\$450
1/3 page	\$400	\$350
1/4 page	\$275	\$250
1/6 page	\$225	\$200
1/8 page	\$150	\$125

\*Black & White rates available on request.

### RATES ARE NET OF AGENCY COMMISSION.

Rates quoted are for space (and color) only.

SIZES AVAILABLE				
		width (inches)		depth (inches)
<b>Full page</b>		7	x	9 1/2
<b>2/3 page</b>	Horizontal	7	x	6 1/8
	Vertical	4 5/8	x	9 1/2
<b>1/2 page</b>	Island	4 5/8	x	7
	Horizontal	7	x	4 5/8
<b>1/3 page</b>	Square	4 5/8	x	4 5/8
	Vertical	2 1/8	x	9 1/2
	Banner	7	x	3 1/8
<b>1/4 page</b>	Vertical	3 3/8	x	4 5/8
	Banner	7	x	2 1/2
<b>1/6 page</b>	Horizontal	4 5/8	x	2 1/8
	Vertical	2 1/8	x	4 5/8
	Banner	7	x	1 5/8
<b>1/8 page</b>	Horizontal	3 3/8	x	2 1/8
	Vertical	2 1/8	x	3 3/8

\*The publisher and MNAWWA reserve the right to reject advertising that is deemed inappropriate.

\*\*The publisher and MNAWWA cannot be held liable for any material used or claims made in advertising included in this publication.

Published for the Minnesota Section of the AWWA by:



To reach water industry professionals in Minnesota through **THE BREEZE** magazine and its targeted readership, please contact me at

Toll Free: 877-985-9793 Toll Free Fax: 866-985-9799 E-mail: [darrell@kelman.ca](mailto:darrell@kelman.ca)



**Darrell Harris**  
Sales Manager



# More bang for your print advertising buck!

**W**ith print and electronic communication operating hand-in-hand more than ever before, we are ecstatic to advise you that your print advertising in *The Breeze* now brings with it some exciting electronic benefits as well...**at absolutely no extra cost to you.** We are now utilizing a user-friendly, interactive **Media Rich PDF** format that enables us to post an electronic version of the magazine, complete with all advertising, on the website of the **Minnesota section of the American Water Works Association.** ([www.mnawwa.org](http://www.mnawwa.org))

This exciting new development provides you with:

- An electronic version of your print ad in the publication on the association web site.
- When readers/viewers click on your company listing in the magazine's advertiser index, they will immediately be linked to your ad within the publication.

- When readers/viewers click on your advertisement in the magazine, they will immediately be linked to your company web site where they can further explore your company and what it has to offer. They can also click on any email address within your ad and it automatically opens up a new mail message to that address.

With other interactive opportunities for magazine readers, the Media Rich electronic version of *The Breeze* now provides readers with a state-of-the-art complement to the magazine's print version and advertisers with a more comprehensive marketing package.

And as we indicated earlier...these added electronic benefits are provided to you as part of the package when you invest in print advertising in *The Breeze*. **No extra costs to you...only extra benefits.**

If you have any questions, please contact your advertising sales representative for *The Breeze* – MNAWWA's official publication reaching thousands of water industry professionals in Minnesota.



# Magazines

## SCORE HIGHER THAN TV AND INTERNET

**New cross-media** research demonstrates that magazines score significantly higher than TV and the Internet in generating advertising receptivity. Magazines also score highest in all of the other key engagement measures, and are leaders in influencing web behaviour.

In the February, 2007 Simmons Engagement Study, magazines scored higher than TV and the Internet in all six categories of reader engagement:

- **Inspirational** – Readers feel an emotional connection with the magazine, program or site
- **Trustworthy** – Readers trust it tells the truth and does not sensationalize
- **Life-Enhancing** – Readers learn something that helps them make better decisions

*“All magazines do is keep getting stronger. As content providers, they are sitting at the top of the heap.”*

- **Social Interaction** – Readers gain fodder for conversations
- **Personal Timeout** – Readers consider time reading/watching as special, quality time
- **Ad Attention/Receptivity** – Readers find the advertising interesting and relevant

Gary Garland, executive director of advertising services at Magazines Can is “not a bit surprised” by the findings. He attributes magazines’ high marks to the fact that they have a comfy, “curl-up” appeal and readers have more control over their choice to linger (or not) over a story or ad in a magazine, compared to TV

viewers who view on someone else’s schedule rather than their own.

“Magazines are becoming more relevant than ever, with advertisers shifting toward permission-based media, where the consumer is in control. With magazines and the web, you can read an ad, re-read it, save it, all those things.

“Well beyond that, though, magazines are storehouses of information and facts. People are drawn to a certain title because it delivers information of interest to them, and the mood has matched the moment. They are in there, and they are finding something of use, and that encourages them to then go somewhere else to get more information on products, services or concepts.”

Other studies show that print and the web not only coexist just fine, but are mutually beneficial. A Simultaneous Media Survey (SIMM 9) by BIGresearch and other studies by Roper Reports (2005) and the American Advertising Federation (2006) say marketers view magazines as the most effective medium in driving traffic to corporate websites, online promotions or other web-based marketing sites. The SIMM 9 (2007) study found that magazines prompted web searches more than any other marketing element, 10% more than TV and 33% more than face-to-face communication.

“I think what most magazine publishers are quickly realizing is that the web is anything but a threat,” Garland says. “It’s a huge opportunity for any content provider... and if you can then tack the web onto that, you’ve really got something.”

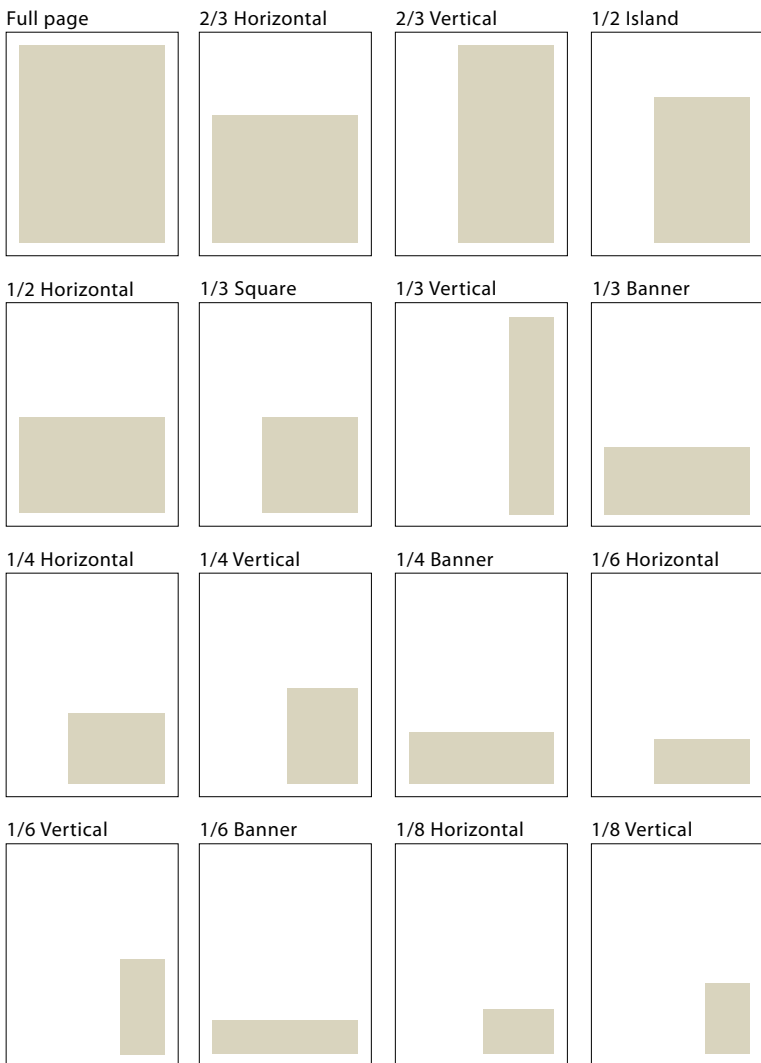
Having an online version is a definite advantage, he says, but print magazines continue to be more than relevant. He cites statistics from 1999 to 2005, which say magazines grew at an average annual compound rate of 7.4 percent, while all other major media combined – TV, radio, out-of-home, and newspapers – grew by 3.7%.

“All magazines do is keep getting stronger,” he says. “As content providers, they are sitting at the top of the heap.”

# AD MATERIAL SUBMISSION INFO

## AD DIMENSIONS (inches):

Size	Width	Depth	Size	Width	Depth
Full page	7	9 $\frac{1}{2}$	1/3 banner	7	3 $\frac{1}{8}$
Trim	8 $\frac{1}{4}$	10 $\frac{3}{4}$	1/4 horizontal	4 $\frac{5}{8}$	3 $\frac{3}{8}$
Bleed	8 $\frac{1}{2}$	11	1/4 vertical	3 $\frac{3}{8}$	4 $\frac{5}{8}$
2/3 horizontal	7	6 $\frac{1}{8}$	1/4 banner	7	2 $\frac{1}{2}$
2/3 vertical	4 $\frac{5}{8}$	9 $\frac{1}{2}$	1/6 horizontal	4 $\frac{5}{8}$	2 $\frac{1}{8}$
1/2 island	4 $\frac{5}{8}$	7	1/6 vertical	2 $\frac{1}{8}$	4 $\frac{5}{8}$
1/2 horizontal	7	4 $\frac{5}{8}$	1/6 banner	7	1 $\frac{5}{8}$
1/3 square	4 $\frac{5}{8}$	4 $\frac{5}{8}$	1/8 horizontal	3 $\frac{3}{8}$	2 $\frac{1}{8}$
1/3 vertical	2 $\frac{1}{8}$	9 $\frac{1}{2}$	1/8 vertical	2 $\frac{1}{8}$	3 $\frac{3}{8}$



## PRODUCTION REQUIREMENTS:

- Adobe InDesign CS4
- Adobe Photoshop CS4
- Adobe Illustrator CS4

*(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 colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or e-mail a pdf for proofing purposes.

- We support **CDs and DVDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Contact us for **ftp site information** for files that are too large to e-mail
- 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 \$25.00

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