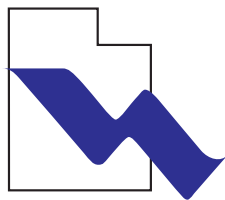


We invite you to be a part of



Digested NEWS

Celebrating 50 years of Clean Water

The Official Publication of the Water Environment Association of Utah

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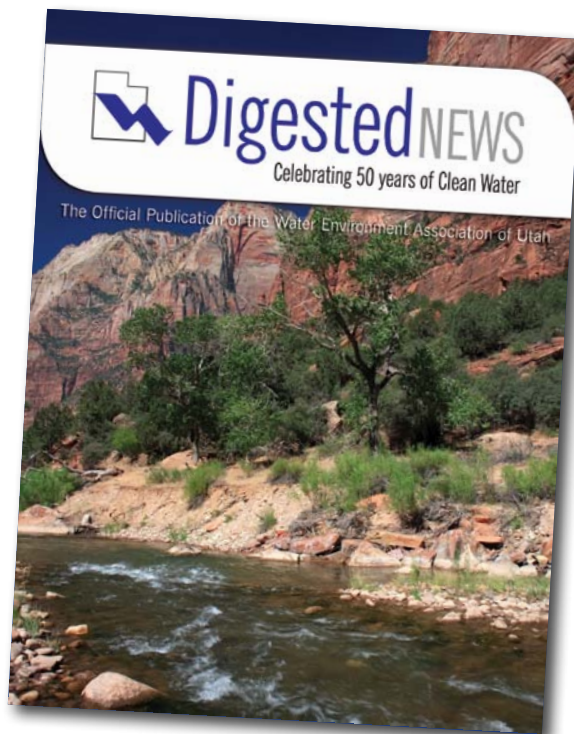
Dear industry supporter and prospective advertiser,

As a supporter of and contributor to the water quality industry in the great state of Utah, we know that you and your company have a vested interest in its wellbeing. As President of the Water Environment Association of Utah (WEAU), representing water quality professionals statewide who are dedicated to preserving, restoring and enhancing Utah's water resources, I 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 newly-enhanced *Digested News*. Exclusive to our region, *Digested News* plays a vital role in our industry's building and strengthening process. From featuring major projects and providing timely news to dealing with important issues, profiling industry professionals and helping our members become better prepared to meet the numerous challenges they face, our quarterly *Digested News* magazine is increasingly becoming an important communication vehicle within our industry.

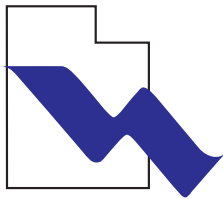
As we strive to ensure that our magazine fulfills its important responsibility, I urge you to take full advantage of its potential to effectively promote your company's products and services, and to demonstrate your commitment to and support of the water quality industry in our region. When you are contacted by a representative of our new publishing partner, Craig Kelman & Associates, I sincerely encourage you to make the most of this high-impact and meaningful marketing opportunity by including *Digested News* in your promotional plans for the year ahead. It is definitely a win-win situation for all concerned.

Sincerely,
Mark Schmitz, President



*FINAL DESIGN SUBJECT TO CHANGE

Be a part of this great new communication tool for our industry.



Digested NEWS

Celebrating 50 years of Clean Water

The Official Publication of the Water Environment Association of Utah



As the official membership publication of the Water Environment Association of Utah, **Digested News** magazine is committed to providing a strong and informative voice in all matters pertaining to the exchange of water quality knowledge and experiences of water quality achievements and challenges throughout the great state of Utah.

DISTRIBUTION DELIVERS TARGETED MARKET

Digested News magazine has a controlled circulation of 1,000* (*representing a pass-along readership of approximately 5,000) that is direct-mailed to public and private sector individuals, agencies and companies in the wastewater industry throughout the tri-state area.

The readership of **Digested News** magazine includes the following qualified decision makers:

- Public/private operators and managers
- Wastewater consultants
- Environmentalists
- Government officials
- Engineers
- Scientists
- Regulators
- Academics

TIMELY REACH

Digested News magazine reaches these key players in this multi-million-dollar market at four strategic times throughout the year.

2010 PUBLISHING SCHEDULE

- 1) **Spring 2010 issue** (**Conference/Trade Show issue**)
 - a) Advertising deadline - Friday, February 12
 - b) Delivered - Friday, March 12
- 2) **Summer 2010 issue**
 - a) Advertising deadline - Friday, May 28
 - b) Delivered - Friday, June 25
- 3) **Fall 2010 issue** (**Mid-year Conference**)
 - a) Advertising deadline - Friday, Sept. 17
 - b) Delivered - Friday, October 15
- 4) **Winter 2010 issue**
 - a) Advertising deadline - Friday, Nov. 19
 - b) Delivered - Friday, Dec. 17



Chad Morrison
Sales Manager

To reach Utah's water industry professionals through the **Digested News** magazine and its targeted readership, please contact me at:

Phone: 866-985-9788

Fax: 866-985-9799

E-mail: chad@kelman.ca

*4-Color included	1X	4X
Outside back cover	\$700	\$650
Inside front or inside back covers	\$600	\$550
Full page	\$550	\$500
1/2 page	\$350	\$325
1/3 page	\$300	\$275
1/4 page	\$250	\$225
1/6 page	\$125	\$100

* All rates are for 4-color ads.

** Black & White ad rates available on request

RATES ARE NET OF AGENCY COMMISSION.

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

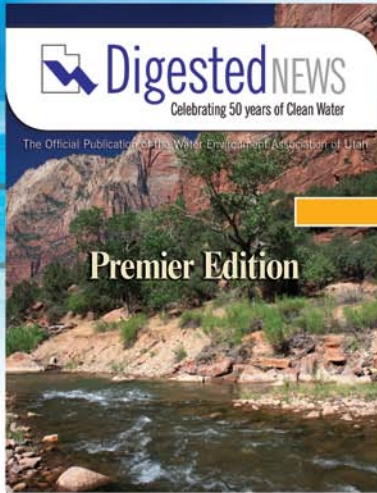
EXTRA EXPOSURE ON THE WEB AT NO EXTRA COST
Digested News magazine is also presented in its entirety to WEAU members and other industry professionals on the WEAU web site. That is the extra exposure of print AND online advertising at NO EXTRA COST.
www.swawwa.org

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

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

Published for the
Water Environment
Association of Utah by:





Interactive edition

Digested News
available online

With print and electronic communication operating hand-in-hand more than ever before, we are more than happy to advise you that Digested News magazine is available online in a highly interactive format.

A user-friendly, interactive Media Rich PDF format that includes:

- Active hyper-links to all websites and e-mails contained in the publication
- Active links to the specific stories from the front cover and contents page
- Active links to advertiser websites from their ads

Visit us online at www.weau.org



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 behavior.

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
- **Social Interaction** – Readers gain fodder for conversations

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

- **Personal Time out** – 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%.

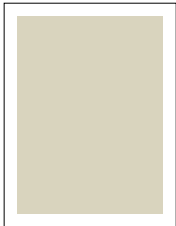
“All magazines do is keep getting stronger,” he says. “As content providers, they are sitting at the top of the heap.”

AD MATERIAL SUBMISSION INFO

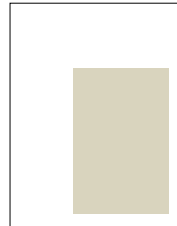
AD DIMENSIONS (inches):

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 $\frac{5}{8}$
1/2 island	4 $\frac{5}{8}$	7	1/4 banner	7	2 $\frac{1}{2}$
1/2 horizontal	7	4 $\frac{5}{8}$	1/6 horizontal	4 $\frac{5}{8}$	2 $\frac{1}{8}$
1/3 square	4 $\frac{5}{8}$	4 $\frac{5}{8}$	1/6 vertical	2 $\frac{1}{8}$	4 $\frac{5}{8}$
1/3 vertical	2 $\frac{1}{8}$	9 $\frac{1}{2}$	1/6 banner	7	1 $\frac{5}{8}$

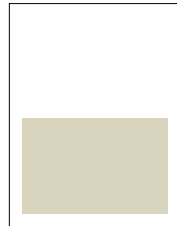
Full page



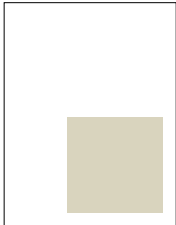
1/2 Island



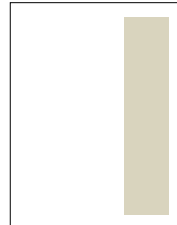
1/2 Horizontal



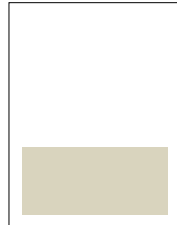
1/3 Square



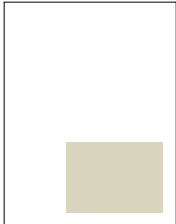
1/3 Vertical



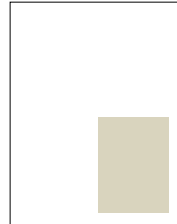
1/3 Banner



1/4 Horizontal



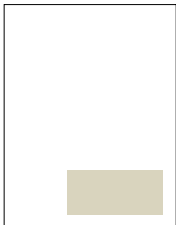
1/4 Vertical



1/4 Banner



1/6 Horizontal



1/6 Vertical



1/6 Banner



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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