

AWRA CONNECTIONS

REACH 12,000

WATER RESOURCE PROFESSIONALS

EVERY MONTH

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

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January 2013
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## Connections

American Water Resources Association (AWRA) Newsletter

**Greetings!**  
**Happy 2013!**

Wow, resolution time is here again! Have you made your water resolutions for the year? Use less? Conserve more? Educate yourself on integrated water resources management? Collaborate with other water resource management professionals on water resources management, education or research?

For the first two, we recommend a visit to the [Water Use it Wisely website](#). Their list of 100+ Ways to Conserve will give you some great ideas and resources.

Until next time,  
**Christine McCrehin**  
Editor, **Connections**  
Membership Services Manager, AWRA  
[christine@awra.org](mailto:christine@awra.org)

Ps. Spread the word about **Connections!** Forward this email to a friend or colleague.

**In This Issue**

Media of Water  
AWRA HQ News  
AWRA State Section and Student Chapter News  
AWRA Events  
Online Resources  
Water Awareness Calendar

Market Leading Environmental Journals

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WEBINAR  
Compensatory Mitigation for Streams

JAWRA  
December 2012 Available!

JAWRA's December issue is available in print and online.  
Read TOC for all issues.  
**AWRA Members: Access JAWRA online** by logging in to the AWRA website, then follow the link to JAWRA Online from Publications drop-down menu.  
Check out the JAWRA Editor's Blog  
Sign-up to receive JAWRA TOC e-alerts  
Submit a manuscript

Coastal Engineering  
Environmental Services

AWRA President Speaks at Renewable Natural Resources Foundation Congress

Washington, DC—AWRA President and Executive Director of the Delaware River Basin Carol Collier recently addressed the [Renewable Natural Resources Foundation \(RNRF\) 2012 Congress](#). (At the time of the Congress, Collier was AWRA president-elect.)

Via the topic of "How the Delaware River Basin Commission has been coping in these financially challenging times," Collier touched on her organization's experiences with many of the challenges faced by her fellow speakers and attendees. Held December 13-14, 2012, speakers were invited to address questions like "What programs, services, ecological assets and environmental infrastructure are most essential?" AWRA Technical Director Richard Engberg and JAWRA Editor Kenneth Lanfar also attended the meeting.

RNRF is a consortium of organizations concerned with renewable resources. AWRA is a member organization. Richard Engberg is a member of the RNRF Executive Board, Vice Chair of RNRF and chaired most of the 2012 Congress.

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Media of Water

MOVIES and VIDEOS  
WaterWorld Weekly Newscast  
This week's headlines:

- Transocean to pay \$1.4B settlement for Gulf oil spill
- Massachusetts town bans single-serve plastic water bottles
- California snowpack bodes well for water supply
- Chemical spill taints water to northern China town

WaterWorld Weekly: Jan. 7, 2013

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Sustainable relationships with our environment customers ourselves

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Water Resource Consulting

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## ADVERTISING OPTIONS

**A LEADERBOARD \$2,500**

This premier position provides your company with top exposure and quality traffic.

Image Dimensions	File Format	Max File Size
<b>606x75</b>	<b>JPEG, GIF</b>	<b>40k</b>

**B SKYSCRAPER \$2,250**

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

Image Dimensions	File Format	Max File Size
<b>145x600</b>	<b>JPEG, GIF</b>	<b>40k</b>

**C TOP BANNER \$2,000**

**D/1 LOWER BANNERS \$1,750**

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

Image Dimensions	File Format	Max File Size
<b>440x60</b>	<b>JPEG, GIF</b>	<b>40k</b>

## CONTACT US

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[jdebois@multibriefs.com](mailto:jdebois@multibriefs.com)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

Prices are for participation in 3 emails to 12,000 water resources professionals (one 90 day cycle)

# TOP REASONS TO ADVERTISE IN AWRA CONNECTIONS:



## CREDIBLE SOURCE

AWRA members have turned to the association as the informational authority of the industry. Advertising in AWRA Connections solidifies your place among information provided to AWRA members.



## TARGETED AUDIENCE

Advertising in AWRA Connections allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## AFFORDABLE

Advertising in AWRA Connections is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each position in AWRA Connections has a limited number of ads, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a visitor to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated banner ads for our clients. These services are offered at no charge to advertisers in AWRA Connections.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track responses to your campaign, immediately quantifying your ROI.