

HOOSIER PIPELINE



The official publication of the Alliance of Indiana Rural Water

Reach members of Indiana's premier rural water organization

Hoosier Pipeline has a controlled circulation of nearly 1,700 with a pass-along readership of over 5,100*

*Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

Dear Advertiser,

The Alliance of Indiana Rural Water is pleased to invite your participation in our official publications, the bi-annual *Hoosier Pipeline* magazine and the annual *Resource Directory*. Both publications will serve as valuable information resources and purchasing guides for all of our members. In addition to print, *Hoosier Pipeline* is also available to members online in an interactive digital version.

Advertising in both publications presents a cost-effective opportunity to target the decision makers representing Indiana's water and wastewater services throughout the year. Both *Hoosier Pipeline* and the *Resource Directory* will be circulated to all of our members, including water and wastewater systems throughout the state.

We have partnered with Craig Kelman & Associates as publisher of *Hoosier Pipeline* and the *Resource Directory*, recognizing their more than 40 years of experience with trade association publications. We are confident that Kelman will provide publications of the highest quality for our members and the industry. When a sales representative from Kelman contacts you, please consider allocating part of your advertising budget to promote your products and services to the decision makers in our industry.

On behalf of the Alliance of Indiana Rural Water, our Board of Directors and our membership, we thank you in advance for your advertising commitment.

Sincerely,

Connie Stevens

Connie Stevens, Executive Director



THE ALLIANCE ADVANTAGE

- The Alliance of Indiana Rural Water is Indiana's only representative to the National Rural Water Association, the nation's largest utility association. Our affiliation with NRWA provides the only cohesive voice representing water and wastewater systems in the state.
- Our members are the water and wastewater operators for more than 650 water systems located throughout Indiana and provide service for nearly 1.6 million end customers. Our membership base consists of key operators, managers, lab technicians and board members who are responsible for specifying, recommending and approving purchases and vendor partnerships on behalf of their utilities.

WHO WE ARE

- The Alliance staff provides training and on-site technical assistance on Safe Drinking Water Act compliance issues, public health protection (as it relates to drinking water), managerial issues, financial issues and operational issues to water and wastewater systems in Indiana that are under 10,000 in population. The Alliance is a nonprofit association with hundreds of systems as members. We hire experienced water and wastewater professionals who average more than 20 years in the industry, providing members with convenient access to industry experts.

FREE ONLINE EXPOSURE

Hoosier Pipeline is also presented in its entirety to Alliance members and other industry professionals on the Alliance website. That is the extra exposure of print AND online advertising at NO EXTRA COST.

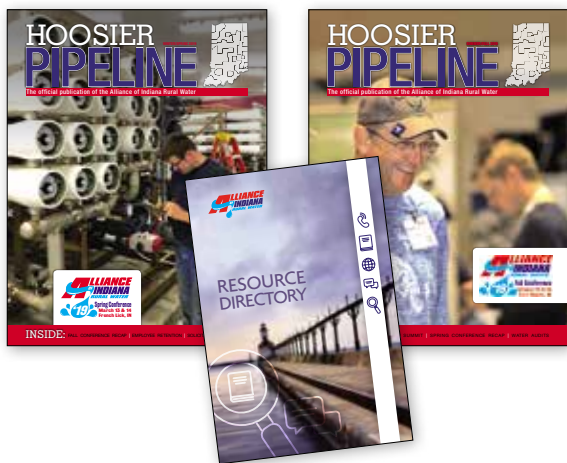
www.inh2o.org

Reach your target market at key times

Published twice per year, *Hoosier Pipeline* magazine contains informative technical articles, legislative updates and industry news.

Regular columns will include:

- Message from the President
- Executive Message
- Conference Recaps
- Plus feature stories/technical articles



Schedule

Issue	Submission deadline*	Ships
Hoosier Pipeline Summer/Fall	Early June	July
Hoosier Pipeline Winter/Spring	Late November	January
Resource Directory	Late November	January

Full Color Advertising rates

*Ads booked in the print magazine will **APPEAR ONLINE AT NO EXTRA COST!**

As the official membership publication of the Alliance of Indiana Rural Water, *Hoosier Pipeline* is committed to providing a strong and informative voice in all matters pertaining to the exchange of water quality knowledge and experiences among its members and the public and to foster a greater awareness of water quality achievements and challenges throughout Indiana.

	1 Time Rate	2 Time Rate	Directory	Online Magazine*
DPS	\$2,825	\$2,575	\$2,725	FREE with print booking!
OBC	\$2,425	\$2,275	\$2,575	FREE with print booking!
IFC/IBC	\$2,225	\$2,075	\$2,275	FREE with print booking!
Full page	\$1,725	\$1,575	\$1,675	FREE with print booking!
2/3 page	\$1,475	\$1,375	\$1,475	FREE with print booking!
1/2 island	\$1,000	\$950	N/A	FREE with print booking!
1/2 page	\$950	\$875	\$975	FREE with print booking!
1/3 page	\$750	\$700	\$750	FREE with print booking!
1/4 page	\$600	\$550	\$650	FREE with print booking!
1/6 page	\$525	\$475	\$500	FREE with print booking!
1/8 page	\$425	\$400	\$425	FREE with print booking!

- Net Advertising Rates
- Members receive 20% discount on rates
- Black-and-White Rates available upon request
- All ads include the online and mobile digital edition of the magazine
- Position Guarantee – 15% premium (excluding covers)
- Ads requiring production, revisions and proofing – \$50
- Rates are net of agency commission.



To reach water professionals through *Hoosier Pipeline's* targeted readership, contact Dave at your earliest convenience to discuss your company's strategic promotional plans.

David Gill, Marketing Manager

Phone: 866-985-9791 Email: david@kelman.ca

Published for the Alliance of Indiana Rural Water by:



MAKE AN IMPACT WITH

PREMIUM ADVERTISING OPPORTUNITIES

INSERTS

Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

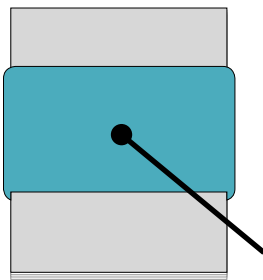
POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

BELLYBANDS

A bellyband is a band of paper with your message on it that is wrapped around the magazine.

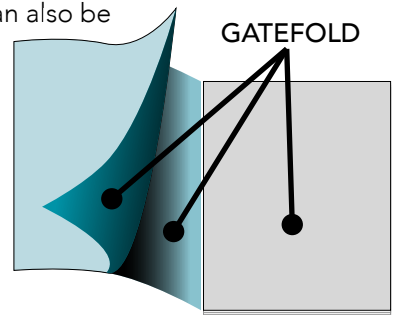
Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



BELLYBAND

PREMIUM GATEFOLDS

Maximize the impact of your message with a three-page gatefold, which is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front (or back) cover, thus allowing three full pages of advertising.



CONTACT YOUR SALES ASSOCIATE
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.

OF
THE

magazines

states and provinces

over
375k
readers



Craig Kelman
& ASSOCIATES

Our expansive publishing network



AWWA | American Water Works Association

Circulation Readers

1	ALABAMA AND MISSISSIPPI	AL-MS AWWA (<i>Pipeline</i>)	3,500	10,500
2	CONNECTICUT	CTAWWA/CWWA (<i>InFlow-Line</i>)	1,700	5,100
3	IDAHO, OREGON AND WASHINGTON	PNWS-AWWA (<i>Water Matters</i>)	3,000	9,000
4	ILLINOIS	ISAWWA (<i>Splash</i>)	2,800	8,400
5	INDIANA	INAWWA (<i>News Leaks</i>)	2,500	7,500
6	KENTUCKY AND TENNESSEE	KY-TN AWWA (<i>Straight from the Tap</i>)	1,800	5,400
7	LOUISIANA, ARKANSAS AND OKLAHOMA	SW AWWA (<i>Southwest Water Works Journal</i>)	2,400	7,200
8	MARYLAND, DELAWARE AND D.C.	CSAWWA (<i>Chesapeake</i>)	1,600	4,800
9	MICHIGAN	MI AWWA (<i>Water Works News</i>)	3,500	10,500
10	MINNESOTA	MNAWWA (<i>Breeze</i>)	1,500	4,500
11	MISSOURI	MO AWWA (<i>Show-Me</i>)	1,500	4,500
12	NEW JERSEY	AWWA NJ (<i>Pipeline</i>)	2,000	6,000
13	PENNSYLVANIA	PA AWWA (<i>The Water News Source</i>)	2,000	6,000
14	UTAH AND SOUTHEAST IDAHO	IMS AWWA (<i>The Flow</i>)	1,800	5,400
15	VIRGINIA	VA AWWA (<i>Tap Into Virginia</i>)	2,200	6,600
16	WEST VIRGINIA	WV AWWA (<i>Mountain Water</i>)	600	1,800

AWWA & WEF

17	ALBERTA, SASKATCHEWAN, MANITOBA, NWT, NUNAVUT	WCW AWWA/WEA (<i>Western Canada Water</i>)	5,400	16,200
18	ARIZONA	AZ WATER (<i>The Kachina News</i>)	2,500	7,500
19	ARIZONA, CALIFORNIA AND NEVADA	AZ WATER/CWEA/NWEA (<i>Tri-State Seminar</i>)	4,700	14,100
20	BRITISH COLUMBIA AND YUKON	BCWWA/WEF (<i>Watermark</i>)	4,600	13,800
21	GEORGIA	GAWP AWWA-WEA (<i>The Georgia Operator</i>)	4,200	12,600
22	NORTH CAROLINA	NC AWWA-WEA (<i>NC Currents</i>)	3,700	11,100
23	NOVA SCOTIA, NEW BRUNSWICK, PEI, NEWFOUNDLAND	ACWWA (<i>Go With The Flow</i>)	1,100	3,300
24	SOUTH CAROLINA	SCAWWA-WEASC (<i>The Journal</i>)	3,500	10,500



WEF | Water Environment Federation

25	ALABAMA	AWEA (<i>The Wave</i>)	1,800	5,400
26	CALIFORNIA	CWEA (<i>Clean Water</i>)	10,000	30,000
27	HAWAII	HWEA (<i>Lua Line</i>)	1,000	3,000
28	ILLINOIS, MINNESOTA AND WISCONSIN	CSWEA (<i>Central States Water</i>)	2,800	8,400
29	INDIANA	IWEA (<i>Indiana Digester</i>)	2,000	6,000
30	IOWA	IAWEA (<i>Clean Waters</i>)	1,200	3,600
31	KENTUCKY AND TENNESSEE	CWP-KT (<i>Streamlines</i>)	1,600	4,800
32	MARYLAND, DELAWARE AND D.C.	CWEA/WWOA (<i>Ecoletter</i>)	1,600	4,800
33	MICHIGAN	MWEA (<i>MWEA Matters</i>)	2,500	7,500
34	MISSOURI	MWEA (<i>Current</i>)	1,300	3,900
35	NEVADA	NWEA/NWRA (<i>The Water Spot</i>)	2,000	6,000
36	ONTARIO	WEAO (<i>Influents</i>)	2,700	8,100
37	PENNSYLVANIA	PWEA (<i>Keystone Water Quality Manager</i>)	3,800	11,400
38	TEXAS	WEAT (<i>Texas WET</i>)	3,200	9,600
39	UTAH	WEAU (<i>Digested News</i>)	1,000	3,000
40	VIRGINIA	VWEA (<i>The Conduit</i>)	2,200	6,600



NRWA | National Rural Water Association

41	WASHINGTON	ERWOW (<i>Operator's Quarterly</i>)	1,000	3,000
42	IDAHO	IRWA (<i>The Water Gram</i>)	1,600	4,800
43	INDIANA	AIRW (<i>Hoosier Pipeline</i>)	1,700	5,100
44	LOUISIANA	LRWA (<i>Louisiana Membership Directory</i>)	1,800	5,400
45	MARYLAND	MRWA (<i>Maryland Current</i>)	1,600	4,800
46	SOUTH CAROLINA	SCRWA (<i>Water Is Life</i>)	1,000	3,000
47	UTAH	RWAU (<i>The Connector</i>)	3,500	10,500

*Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

Interactive Edition available online

With print and electronic communication operating hand-in-hand you can take advantage of the fact that *Hoosier Pipeline* is also available online in a highly interactive format.



A user-friendly, interactive format that includes:

1. **A realistic reading experience** – This digital edition looks and feels like a real book: flip-through pages, the sounds of turning pages, and even shading along the spine all enhance your reading experience. This is the world's first full html5 solution on the market giving you the same interactive experience as the flash version. In addition to the book layout, you can also select a presentation view that presents single pages rather than the traditional double page layout.
2. **Mobile, iPad, iPhone compatibility** – The html5 resizes the publication automatically so that you can view the magazine on most mobile devices.
3. **eReader output** – The eReader output option allows you to download 'eBook' files so that you can read the magazine on the growing number of eReaders such as Kindle, Nook and iBooks.
4. **Thumbnail view** – You can select to show a thumbnail-style navigation panel that allows you to view the entire publication at once.
5. **A share feature** – You can share the digital publication with friends and colleagues via social networks, including Facebook and Twitter, or via email or google.
6. Active hyperlinks connect you with all websites and emails contained in the publication.
7. Active links connect you to specific stories from the front cover and contents page.
8. Active links connect you to advertiser websites from their ads and the ad index.
9. Searchable and zoomable content allows you to search the entire issue for specific words, phrases, subjects, etc.
10. You can make *Hoosier Pipeline's* content even more valuable by adding your own personal notes and bookmarks throughout each issue.

To experience *Hoosier Pipeline* online, visit www.inh2o.com



USE PAPER RESPONSIBLY

Today's forest industry is working hard to become one of the greenest industries on earth.

- ♻️ What other industry plants hundreds of millions of trees every year?
- ♻️ What other industry actually grows more of its main resource than it consumes?
- ♻️ What other industry generates most of its own energy needs from renewable resources, including waste biomass, biogas, hydro and wind?
- ♻️ What other industry uses a renewable resource and recycled stock as its main ingredients?
- ♻️ What other industry has worked harder on improving its environmental performance with partners and advocates including governments, customers and environmental groups?

Paper is an essential part of human civilization.

While we all use and depend upon electronic communications, it is easy to ignore that it comes at an environmental cost.

Worldwide spam email traffic creates greenhouse gases equivalent to burning two billion gallons of gasoline yearly, with numbers rising. More than 200 million items of toxic e-waste are thrown away every year in the US alone, with a recycling rate of only 18% compared to 57% for paper. Estimates are that North Americans throw out more than 500,000 toxic computers and cell phones every day.

No industry is perfect. But the paper industry has made, and continues to make, huge investments in environmental responsibility. Specifying and buying paper from certified sources ensures the continuation and growth of carbon-absorbing forests. Using paper with appropriate amounts of recycled fibre helps preserve forests, conserve energy, and maximize fibre usage through paper lifecycles.

**Paper is a powerful communications medium.
Use it responsibly... and recycle the paper that you use.**

Our concern for the environment is more than just talk


As we continue to deliver valuable information through the pages of this magazine, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible.

Here is what we mean:

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council® (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.



So enjoy this magazine... and keep thinking green.



WHY **PRINT** continues to make AN **IMPRESSION**

► **GETTING ATTENTION**

There are fewer magazines and print newsletters in the mail, so more attention is paid to each piece.

► **WHAT'S OLD IS NEW AGAIN**

As social media progresses, online content and iPad applications may be overwhelming. More and more people are attempting to disconnect themselves from digital media, feeling overwhelmed by the sheer volume. Many marketers are continuing to leverage print as something of value in their marketing mix.

► **PRINT STILL EXCITES PEOPLE**

The printed word is still perceived as more credible to many people than anything on the web.

► **NO AUDIENCE DEVELOPMENT COSTS**

Distributed directly to membership or subscriber lists that are continually updated, print magazines enable advertisers to effectively reach a current and accurate target audience. There are no mailing list development, maintenance or retention costs for advertisers in these printed publications.

TOP 10 reasons



WHY ADVERTISERS USE MAGAZINES

- 1. MAGAZINES AND MAGAZINE ADS CAPTURE FOCUSED ATTENTION:**
The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising
- 2. MAGAZINE ADVERTISING IS TARGETED:**
Magazines engage readers in very personal ways. There is a magazine for every profession, industry and personal interest. Use magazines to reach your target audience in a meaningful way.
- 3. MAGAZINE ADVERTISING IS RELEVANT AND WELCOMED:**
Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
- 4. MAGAZINES ARE CREDIBLE:**
Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
- 5. MAGAZINES OFFER A LASTING MESSAGE:**
Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits.
- 6. MAGAZINES DELIVER BRAND RELEVANT IMAGERY:**
Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- 7. MAGAZINE ADVERTISING DRIVES WEB SEARCHES AND VISITS:**
Magazines are where consumers go for ideas and inspiration. That is why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
- 8. MAGAZINES DRIVE THE PURCHASE FUNNEL:**
Magazines are effective across all stages of the purchase funnel, especially brand favorability and purchase consideration – the most sought after metrics that are the hardest to sway.
- 9. MAGAZINE ADVERTISING ENHANCES ROI:**
Allocating more ad dollars to magazines in the marketing mix improves marketing and advertising return on investment (ROI).
- 10. MAGAZINES SELL:**
Study after study proves that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

Production Requirements:

- Adobe InDesign CC
 - Adobe Photoshop CC
 - Adobe Illustrator CC
- (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 colors MUST be converted to CMYK
 - Include a hard copy (color or black proof) or email a pdf for proofing purposes
-
- We support CDs and DVDs
 - All above requirements for sending electronic files apply to sending by email
 - Use STUFFIT or WINZIP to compress large files
 - Attach all related files (fonts, links, graphics)
 - DO NOT embed files in your email or Word document
 - Contact us for ftp site information for files that are too large to email
 - 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 \$50.00

Please submit ad material to:

STEFANIE HAGIDIAKOW

Ph: 866-985-9790

Fax: 866-985-9799

Email: stefanie@kelman.ca

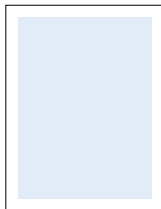


AD DIMENSIONS

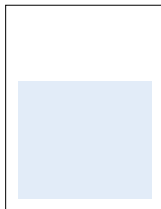
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

Full Page



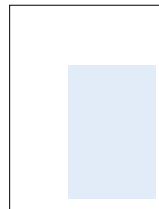
2/3 Horizontal



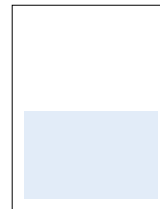
2/3 Vertical



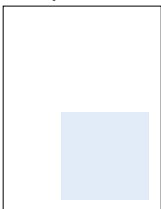
1/2 Island



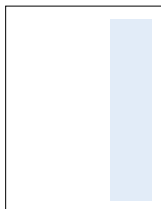
1/2 Horizontal



1/3 Square



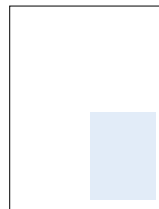
1/3 Vertical



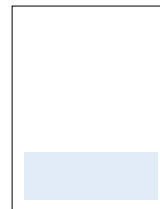
1/3 Banner



1/4 Vertical



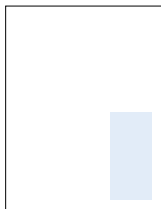
1/4 Banner



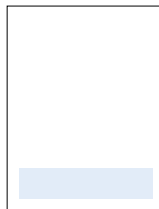
1/6 Horizontal



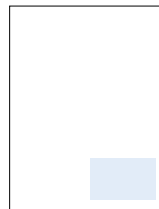
1/6 Vertical



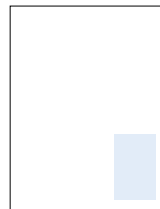
1/6 Banner



1/8 Horizontal



1/8 Vertical



DIRECTORY DIMENSIONS

Ad Size	Width	Depth
Double Page Spread		
Bleed	8.75"	11.75"
Trim	8.5"	11.5"
* Live Area	7.5"	11"
* No live type in gutter allowed		
Full Page		
Bleed	6"	8.75"
Trim	5.75"	8.5"
Live Area	5"	7.5"

Ad Size	Width	Depth
2/3 page	5"	4.875"
1/2 page	5"	3.625"
1/3 page	2.25"	4.875"
1/4 page	2.25"	3.625"
1/6 page	2.25"	2.25"
1/8 page	2.25"	1.625"