

# WATER WORKS



TECHNICAL PUBLICATION OF THE WATER INDUSTRY OPERATORS ASSOCIATION OF AUSTRALIA

# Media Kit



Water Industry Operators Association of Australia (WIOA)  
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## WIOA Vision

To be the leading association promoting excellence in water industry operations.

## WIOA Mission

To develop and support people in water industry operations.

## Background

The Water Industry Operators Association of Australia (WIOA) is a national not-for-profit association and leader in the operational side of Australia's water sector. The association has a primary function of facilitating the collection, development and exchange of quality information between people undertaking operational roles in the water, wastewater and recycled water industries. One way in which the organisation achieves this goal is through its technical journal, WaterWorks.

As a leading water sector association, WIOA has close ties with key industry bodies, including:

- Water utilities and service providers in all Australian states and territories
- State government departments
- Water Industry Operator Registration Taskforce (WIORT)
- Australian Industry Standards (AIS)
- Registered Training Organisations in all Australian states
- Trade and consulting companies supplying equipment and services to the industry.

WIOA's membership currently exceeds 4,400, and numbers are rapidly growing. WIOA members come from both the public and the private sectors, and include individuals working in the water or allied industries, along with suppliers of goods and services to the water and allied industries.

More information on the association can be obtained from the WIOA website: [www.wioa.org.au](http://www.wioa.org.au)



## The Publication

WaterWorks is the official technical publication of WIOA, and is produced twice per year (in May and November). This national journal is a key resource for those working in operational roles in the water and allied industries. WaterWorks is distributed to all WIOA members, as well as to key decision-makers in Australia's local government sector, including councils.

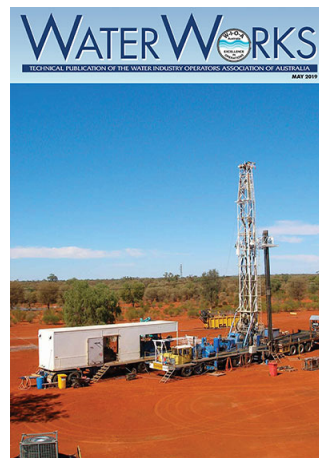
A comprehensive publication for water industry operations practitioners with content sourced and edited by WIOA, WaterWorks provides insight into a range of water issues in a high-quality journal format. It presents the latest news, trends, major projects and solutions in all the key areas affecting the sector.

Climate variability and extremes of drought and flood has impacted the Australian urban sector in the past decade. The operational side of the water industry is also coming under closer scrutiny from a cost, efficiency and customer affordability point of view. Publishing the technical articles in WaterWorks provides the opportunity for readers to keep abreast of the latest technology, products and improved operational practices, making it a vital resource for those in the sector.

The technical content of WaterWorks covers a large variety of aspects of the industry such as:

- Management of large dams and storages
- Treatment and distribution
- Water supply
- Wastewater collection and treatment
- Use of reclaimed water or biosolids
- Project management
- Consultation
- Public education
- Asset management
- Development and application of new technologies
- Training and safety issues
- Efficiency and productivity gains

This makes WaterWorks a must have resource for those within the sector.



## Circulation

WaterWorks reaches a wide and varied readership of water professionals and key decision-makers.

Each edition is emailed to all WIOA members.

WaterWorks is also distributed to delegates, exhibitors and visitors in satchels at WIOA conferences throughout the year.

Copies of each edition are directly mailed to key decision-makers in the water industry.

## Readership

The readership of WaterWorks is vast and varied, and includes:

- WIOA members
- Water utility staff
- Local government employees
- All WIOA conference attendees.

## Publication schedule

ISSUE	RESERVE SPACE BY	ARTWORK FILES DUE BY	APPROX. MAILING DATE
<b>MAY</b>	February 1	April 1	May 20
<b>NOVEMBER</b>	August 1	October 1	November 20





## Advertise in WaterWorks

### Advertising material

- Preferred format is print ready PDF.
- Full page ads should include 3mm bleed on all sides, which would be trimmed after printing.
- Use process colour (CMYK) only.
- Avoid placing text within 10 mm of edge.

### Editorial content

- Please submit articles in Microsoft Word format
- Images can be TIFF, EPS or JPG and must be at least 300 DPI.
- Feel free to send a mockup, but please send images as separate files (not embedded in Word or any other file). Include a caption for each image.

Note: WIOA takes no responsibility for any colour discrepancy and variations as to how they appear on screen.

## Ad sizes and costs

Advertising is limited to the equivalent of 20 full pages for each edition. All advertising is produced in full color.

Ad Size	1 edition			2 editions (inc 10% discount)		
	ex GST	GST	TOTAL	ex GST	GST	TOTAL
Outside Back Cover	\$4,000	\$400	<b>\$4,400</b>	\$7,200	\$720	<b>\$7,920</b>
Inside Front Cover	\$3,600	\$360	<b>\$3,960</b>	\$6,480	\$648	<b>\$7,128</b>
Inside Back Cover	\$3,300	\$330	<b>\$3,630</b>	\$6,000	\$600	<b>\$6,600</b>
Full Page	\$3,000	\$300	<b>\$3,300</b>	\$5,400	\$540	<b>\$5,940</b>
Half Page Horizontal	\$2,000	\$200	<b>\$2,200</b>	\$3,600	\$360	<b>\$3,960</b>
Half Page Vertical	\$2,000	\$200	<b>\$2,200</b>	\$3,600	\$360	<b>\$3,960</b>



### Full Page

210mm wide x 297mm deep



### Half Page Vertical

85mm wide x 260mm deep



### Half Page Horizontal

177mm wide x 125mm deep



### File types accepted:

- Advertisements must be supplied as press-ready high-resolution (300DPI) PDF files.
- Editorial must be supplied as a Microsoft Word file, not in the body of an email or PDF.
- Images to be supplied as high-resolution (300DPI) JPG or TIFF files. Images must not be embedded in Microsoft Word documents.
- Material placed outside the live area could appear incorrectly placed and it is recommended all critical content sits within this area.

### We do not accept:

- Photos, illustrations and logos as RGB pictures, JPEG compression, or embedded in Word documents.
- Images obtained from, or created for, websites.
- Software such as Corel Draw, Publisher, Microsoft Office applications; these files must be converted to PDFs.
- Spot colours (all colours to be CMYK).

## ARTWORK SUPPLIED TO



WIOA



03 5821 6744



info@wioa.org.au

## Advertising Reservation Contract

ADVERTISER OR COMPANY NAME

ADDRESS

STATE POSTCODE

CONTACT NAME TELEPHONE

CONTACT E-MAIL (REQUIRED)

AGENCY NAME (IF DIFFERENT FROM ABOVE)

ADDRESS

STATE POSTCODE

CONTACT NAME TELEPHONE

CONTACT E-MAIL (REQUIRED)

### Ad size

All advertising is produced in full color.



Ad Size	Price <i>(ex GST)</i>	May	Nov
Outside Back Cover	\$4,000	<input type="checkbox"/>	<input type="checkbox"/>
Inside Front Cover	\$3,600	<input type="checkbox"/>	<input type="checkbox"/>
Inside Back Cover	\$3,300	<input type="checkbox"/>	<input type="checkbox"/>
Full Page	\$3,000	<input type="checkbox"/>	<input type="checkbox"/>
Half Page Horizontal	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>
Half Page Vertical	\$2,000	<input type="checkbox"/>	<input type="checkbox"/>

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### Payment method

CREDIT CARD  Visa\*  Mastercard\*

Card Number

Expiry Date   /

Name on Card

Signature

\* Visa and Mastercard are the only credit cards WIOA accept. A 1% surcharge is applied to all credit card transactions.

**CHEQUE** Cheques made payable to "WIOA" should be mailed to:  
PO Box 6012, Shepparton Vic 3632

**EFT** Westpac Bank BSB: 033 254 Account No: 327012

Signature

Date

## Terms and Conditions

### All ads are subject to approval.

- Ads should be created by the advertiser and should be submitted in one of the following formats: JPEG, TIFF, EPS or PDF. PDF preferred.
- Artwork should include crop and bleed marks.
- The ad from the most recent insertion will run if new copy is not received by the deadline date.
- Rates are subject to change with a 90-day notice.
- Advertisers must sign a contract before an advertisement can be placed. Unsigned contracts will not be accepted.
- Publisher reserves the right to approve or disapprove of all ads at its discretion. The publisher reserves the right to reject or cancel any advertising at any time.
- The advertiser or advertising agency assumes liability for all content and claims made as a result of the ad.
- The publisher reserves the right for positioning of advertisements except where special positions are requested.

## Payments and discounts

- Payment for all advertisements is payable in full when you reserve your space, an invoice will be provided on receipt of booking.
- A discount of 10% will be applied to reservations to run in the 2 editions within the annual publishing cycle (May and November).

## Cancellations

- Notice of cancellations must be received in writing, and must be received at least seven (7) days before the date artwork files are due:
  - April 1 for the May edition,
  - October 1 for the November edition.
- All cancellations will incur an administration fee of 10% of the cost of the advertisement.
- Cancellation (as well as changes in reservation orders) by an advertiser or its agency cannot be accepted by the publisher after the date artwork files are due.

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