



2024 MEDIA KIT FOR

# WATERWORKS TECHNICAL JOURNAL

The annual journal by the Water Industry Operations Association of Australia





**The Water Industry Operations 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 annual journal publication, *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 Vision

To achieve excellence in water operations nationally, through knowledge sharing, networking and personal development.

## WIOA Mission

To develop and support people the water operations industry operations.

## Our membership base

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.

WIOA's membership currently exceeds

# 4,500

and numbers are rapidly growing.



# WaterWorks Technical Journal

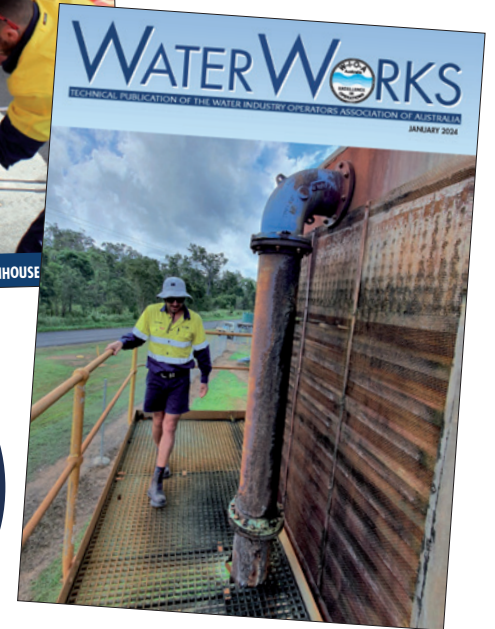
**WaterWorks** is the official technical publication of WIOA, and is produced annually (in June). This national journal is a key resource for those working in operational roles in the water and allied industries. **WaterWorks** is distributed to all WIOA members, as well as to key decision-makers in 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.



Did you know?  
**WaterWorks** was first  
started in 2001, over  
23 years ago!





## Content

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 out to WIOA members and hosted as an e-book on the platform Issuu.com which provides easy readability and links through to available sources and advertising companies.



WaterWorks is also available at all WIOA conferences throughout the year.



Copies of WaterWorks are also mailed out to key industry stakeholders and are available as a hard copy to members through an opt-in service.

## Readership

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

- WIOA members
- Water utility staff
- Local government employees
- WIOA delegates and exhibitors

# Advertise in *WaterWorks*

Advertising is limited to the equivalent of 20 full pages for each edition. There are 6 ads per publication.

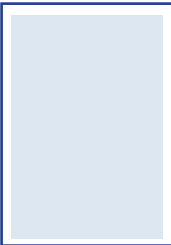

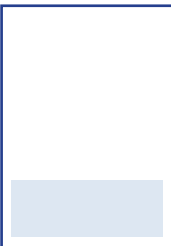
## Ad sizes and costs

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

## Artwork Deadlines

|                     |                |
|---------------------|----------------|
| Reserve space by    | April 12, 2024 |
| Artwork due by      | May 1, 2024    |
| Approx release date | June 18, 2024  |

WIOA 2023 WaterWorks advertising prices will be honoured for any ads placed before February 15 2024

|  | Adsize               | Specs                   | Cost          |
|--|----------------------|-------------------------|---------------|
|    | Outside back cover   | 210mm wide x 297mm deep | \$4,800 + GST |
|  | Inside front cover   | 210mm wide x 297mm deep | \$4,320 + GST |
|  | Inside back cover    | 210mm wide x 297mm deep | \$3,960 + GST |
|  | Full Page            | 210mm wide x 297mm deep | \$3,600 + GST |
|   | Half Page Horizontal | 177mm wide x 125mm deep | \$2,400 + GST |
|  | Half Page Vertical   | 85mm wide x 260mm deep  | \$2,400 + GST |

# Ad specifications

## 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.

## ARTWORK

Please email your advertising artwork to [info@wioa.org.au](mailto:info@wioa.org.au)



## 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).



# Terms & 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.

## 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.
- 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.

## TO ADVERTISE

Contact WIOA on 03 5821 6744 or email [info@wioa.org.au](mailto:info@wioa.org.au)





## Water Industry Operations Association of Australia Ltd

PO Box 6012, Shepparton 3632

P 03 5821 6744 | E [info@wioa.org.au](mailto:info@wioa.org.au) | W [www.wioa.org.au](http://www.wioa.org.au)

## 2024 WATER INDUSTRY OPERATIONS CONFERENCE & EXHIBITIONS

**VIC**

**28 & 29 FEB, 2024**  
BENDIGO

**SA**

**10 & 11 APRIL, 2024**  
MURRAY BRIDGE

**QLD**

**24 & 25 JULY, 2024**  
SUNSHINE COAST

**NSW**

**6 & 7 NOV, 2024**  
TAMWORTH