

# CWEA Digital Media Kit



# DIGITAL ADVERTISING

## Reach over **10,000 Wastewater** Professionals

CWEA's members are building the water resource recovery facilities of the future, while everyday protecting the public health and natural beauty of California.

Our members want to see more product information as they interact with CWEA in our certification, education and online programs.

CWEA's digital advertising opportunities offers your firm the chance to reach:

- **10,000+** CWEA members
- **1,000+** agencies, cities and special districts involved in wastewater treatment and resource recovery
- **3,000** members involved in the engineering and design of municipal wastewater systems
- **15,000+** website visitor sessions per month



## Uniting the Wastewater Community

CWEA is the only organization that unites **wastewater professionals** in all roles and across geographic regions, building a strong and collaborative community. We encourage you and your company to get involved and build your business with CWEA.

# Website Category Sponsorship

**GOLD  
LEVEL**

Become a leading sponsor of CWEA's coverage of California clean water projects and issues. These are high visibility packages reaching over 10,000 water professionals for a full 12 months.

**\$3,000 for one year**

## Sponsor Benefits

1. **12 mos** exclusive category webpage sponsor
2. Category page banner ads
3. Banner ad in **eight** all-member newsletters
4. Rotating banner ad on **www.cwea.org**
5. **Two** featured news stories (up to 2,000 words + 2 photos)\*
6. **Two** featured video posts (embedded from YouTube)\*

## Categories

Sponsored

**Career Advice** [\(sample webpage\)](#)

Available

**DE&I**

Available

**History** *Help support stories about CA wastewater history.*

Sponsored

**Members in the News**

Available

**Technology & Innovation**

Available

**Smart Water**

CWEA.org  
Square Banner Ad  
335 w x 280 h pixels

E-mail Newsletter  
Banner Ad  
600 w x 150 h pixels

\* Labeled as sponsored content. Case studies, product profiles and letters from a leader are welcome. CWEA reserves the right to suggest edits and reject content if necessary.

Visit CWEA's new,  
cutting-edge website  
**www.cwea.org**

# Website Topic Sponsorship

**SILVER  
LEVEL**

Help support our coverage of important topics and raise the profile of your company and products in front of CWEA's 10,000+ members. Topic sponsorships are exclusive and provide a full 12 months of publicity.

**\$2,000 for one year**

## Sponsor Benefits

1. **12 mos** exclusive topic sponsor
2. Topic page banner ads
3. Banner ad in **two** all-member newsletters
4. Rotating banner ad on **www.cwea.org**
5. **One** feature news stories (up to 2,000 words + 2 photos)\*
6. **One** featured video posts (embedded from YouTube)\*

CWEA.org  
Square Banner Ad  
335 w x 280 h pixels

## Topics

*Available / Already sponsored*

**Asset Management**

**Biosolids**

**Co-Digestion**

**Collection Systems**

**Coronavirus Safety**

**ELAP**

**Emerging Leaders**

**One Water**

**Reuse**

**Student Scholarships**

**Student Design  
Competition**

**Stockholm Junior  
Water Prize**

**Veterans in Water**

**Women in Water**

*Don't see a topic important to  
your company? Let us know!*

E-mail Newsletter  
Banner Ad  
600 w x 150 h pixels

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# Digital Advertising

Banner advertising is our affordable way to reach the CWEA audience. Your message reaches members in two ways: featured as a banner ad on [www.cwea.org](http://www.cwea.org) and as a banner ad, twice in our e-mail newsletters.

Only  
**\$400**  
per month

## Benefits

1. Rotating banner ad on **www.cwea.org**
2. Banner ad for **one** month in **four** all-member newsletters
3. **One** sponsored event listing per month

## Banner Ads are Great for

- **Branding**
- **New product launches**
- **Special events or training classes**
- **Promotional specials**
- **Celebrating a new installation or sale**

CWEA.org  
Square Banner Ad  
335 w x 280 h pixels

E-mail Newsletter  
Banner Ad  
600 w x 150 h pixels

Learn the benefits of  
CWEA membership at  
**[join.cwea.org](http://join.cwea.org)**

# CWEA Digital Advertising/Sponsorship Order Form

PLEASE PRINT OR TYPE YOUR INFORMATION

FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_

AGENCY/COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE NUMBER: (     ) \_\_\_\_\_ FAX: (     ) \_\_\_\_\_ E-MAIL: \_\_\_\_\_

Order form advertiser's signature: \_\_\_\_\_

## ADVERTISING PAYMENT

For payments by check or money order, make payable to: CWEA MARKETING

☐ Check here to be invoiced

For payments by credit card: ☐ VISA ☐ MASTERCARD ☐ DISCOVER ☐ AMEX

Credit Card Signature: \_\_\_\_\_

Account number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name of account holder: \_\_\_\_\_ Billing zip code: \_\_\_\_\_

Send credit card payments to Alec Mackie: amackie@cwea.org / fax (510) 382-7810  
Please mail your check: CWEA MARKETING, 7677 Oakport Street, Suite 1030, Oakland, CA 94621-1935

ITEM	PRICE	MONTHS	TOTAL
GRAND TOTAL:			

Questions? We're happy to help! Contact:  
**Alec Mackie**  
Director of Communications & Marketing  
510-382-7800 x114  
Fax: 510.382.7810  
cwea.org

Interested in exhibit booths or conference sponsorships? Please contact:  
Christine Carchia  
Sr. Manager, Exhibitions & Sponsorship Sales  
510.746.7415 or ccarchia@cwea.org

