

WATER UTILITY INFRASTRUCTURE MANAGEMENT

The Journal of Finance and Management for
Water and Wastewater Professionals



Providing creative
water utility
infrastructure
management
solutions.



Think
“outside
the bowl”

*Design-Build • Project Financing • Water Quality • Condition Assessment
Green Infrastructure • Watershed Management • Public-Private Partnerships
Smart Metering • Energy Efficiency • Asset Management • Reuse/Recycle*

2012 Media Kit

www.uimonline.com | ph: 330.467.7588



Water Utility Infrastructure Management 2012 Media Kit

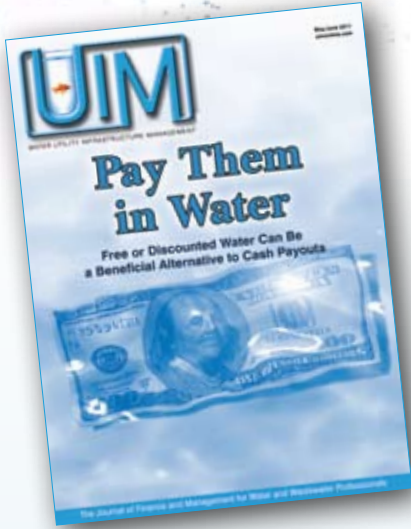


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2012 Editorial Calendar



Month	Editorial Calendar	Bonus Distribution
January/February Insertion Order: 1/15/2012 Ad Materials: 1/20/2012	<ul style="list-style-type: none"> • Pipe Selection • AMR/AMI • Energy Efficiency • Reuse/Recycling 	<ul style="list-style-type: none"> • No-Dig 2012, Mar. 11-15, Nashville, TN • National League of Cities Congressional City Conference, Mar. 10-14 Washington, DC
March/April Insertion Order: 3/15/2012 Ad Materials: 3/20/2012	<ul style="list-style-type: none"> • Rehab/Replacement • Condition Assessment • Trenchless Technology • Leak Detection 	<ul style="list-style-type: none"> • Design-Build for Water & Wastewater Conference, April 23-25, Phoenix, AZ • Geospatial Infrastructure Solutions Conference
May/June Insertion Order: 5/15/2012 Ad Materials: 5/20/2012	<ul style="list-style-type: none"> • Software/GIS • Financing • Water Conservation • Infrastructure Security 	<ul style="list-style-type: none"> • AWWA ACE 2012 Conference, June 10-14, Dallas, TX
July/August Insertion Order: 7/15/2012 Ad Materials: 7/20/2012	<ul style="list-style-type: none"> • Special Issue/Cover Story: Mayors Roundtable • AMR/AMI • PPPs • Green Infrastructure • Desalination 	<ul style="list-style-type: none"> • Autovation 2012 Sept. 30 - Oct. 2, Long Beach, CA
September/October Insertion Order: 9/15/2012 Ad Materials: 9/20/2012	<ul style="list-style-type: none"> • Pipe Economics • Design-Build • Leak Detection • Asset Management 	<ul style="list-style-type: none"> • WEFTEC 2012, Oct. 15-19, Los Angeles • National League of Cities Congress of Cities & Expo
November/December Insertion Order: 11/15/2012 Ad Materials: 11/20/2012	<ul style="list-style-type: none"> • Software • FOG/Root Control • Watershed Management • Flow Monitoring 	<ul style="list-style-type: none"> • UIM Annual Conference Washington, DC • Distributech 2013 Jan 29-31, San Diego, CA

UIM is distributed at the U.S. Conference of Mayors Water Council Meetings (TBA)

UIM E-Newsletter

Reach opt-in water/wastewater industry subscribers with a low-cost e-newsletter banner ad, effective for branding and increasing recognition.

Distribution

3,185 Opt-In subscribers
Distributed bi-weekly

Banner ad size

522 wide x 72 tall (pixels)
OR
200 words and graphic

Rate

\$500 net/issue

Specs

Acceptable file formats include jpg, swf and gif
Provide URL address for hyper-link
Maximum file size is 40k
Materials due by the 1st of every month



2012 UIM Webinar Schedule

(see pg 9 for sponsor info)

- January:** Water Energy
- February:** Flow Monitoring
- March:** Asset Management
- April:** Leak Detection
- May:** Pipe Economics
- June:** AMR/AMI
- July:** Pipe Selection
- August:** Project Financing
- September:** Green Infrastructure
- October:** Pipe Rehabilitation
- November:** Software/GIS
- December:** Condition Assessment

If you'd like to sponsor/present a session not shown on the session calendar, please contact your sales representative.

Average UIM Webinar Registration is 434
(based on 2011 sessions)



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Circulation*

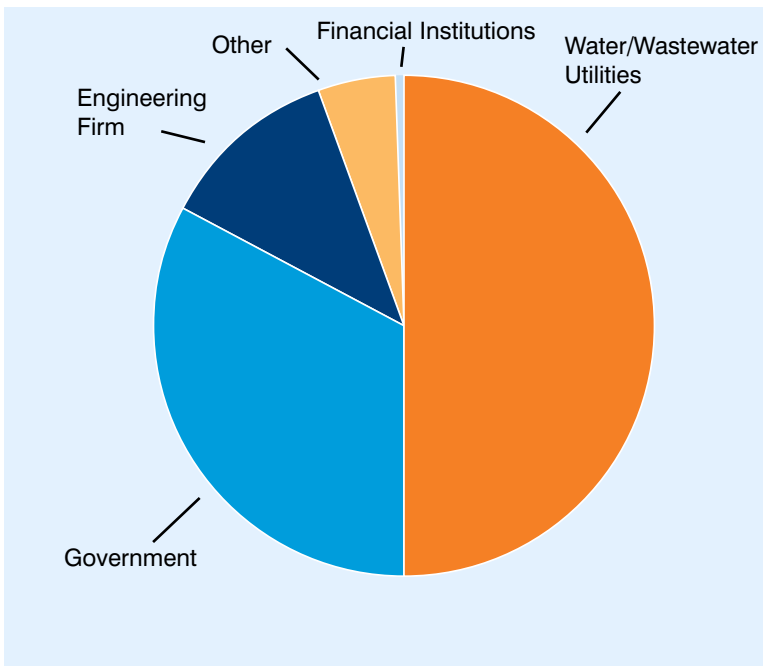
Water Utility Infrastructure Management is unique in that it is written for high-level decision makers at water/wastewater utilities and for elected officials faced with the challenges of building and maintaining water/wastewater infrastructure.

The following information concerning UIM's circulation is correct and valid



Bernard P. Krzys, Publisher

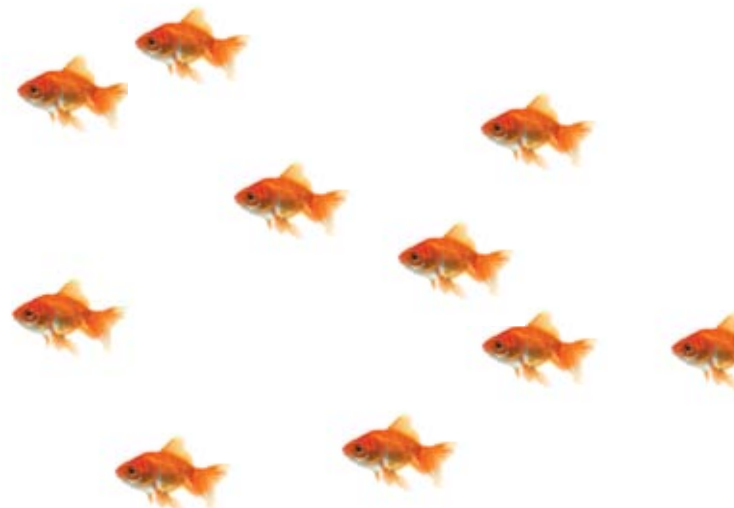
UIM subscribers are involved in consulting/design & engineering, drinking water distribution, financial planning, infrastructure security systems, sewer/wastewater collection systems, storm water collection, trenchless rehabilitation & construction, and underground utility construction.



Audit Title	Quantity	% of total Distribution
Mayor, City/County Manager, Commissioner, Council Member/Chairperson	1,506	9.4%
Owner, President, CEO, COO, Partner, Principal, Executive VP, Senior VP, CFO, Finance Director, Treasurer	3,123	19.5%
Director, Manager, General Manager, Project Manager, Superintendent	7,517	47.0%
Engineer, Consultant, Estimator	2,558	16.0%
Other	1,296	8.1%
Total	16,000	100.0%

Audit Industry	Quantity	% of total Distribution
Water/Wastewater Utilities: Muni Water/Wastewater Systems, Water/Wastewater Utilities, Private Water Companies, Regional Sewer/Water District/Authority	8,016	50.1%
Government: Federal, State, Municipal and City/County Government	5,252	32.8%
Engineering Firm	1,887	11.8%
Financial Institution	84	0.5%
Other: Legal Counsel, Manufacturer/Supplier, Library	761	4.8%
Total	16,000	100%

*Publisher's Own Data





gross rates shown

4-Color Rates

	1X	3X	6X
full page	\$4,770.00	\$4,350.00	\$4,140.00
2/3 page	\$3,960.00	\$3,620.00	\$3,450.00
1/2 island	\$3,330.00	\$3,055.00	\$2,915.00
1/2 page	\$3,150.00	\$2,895.00	\$2,770.00
1/3 page	\$2,295.00	\$2,130.00	\$2,040.00
1/4 page	\$1,875.00	\$1,745.00	\$1,680.00
1/6 page	\$1,650.00	\$1,550.00	\$1,490.00
business card	n/a	\$500.00	\$425.00

Black & White Rates

	1X	3X	6X
full page	\$4,170.00	\$3,750.00	\$3,540.00
2/3 page	\$3,360.00	\$3,020.00	\$2,850.00
1/2 island	\$2,730.00	\$2,455.00	\$2,315.00
1/2 page	\$2,550.00	\$2,295.00	\$2,170.00
1/3 page	\$1,695.00	\$1,530.00	\$1,440.00
1/4 page	\$1,275.00	\$1,145.00	\$1,080.00
1/6 page	\$1,050.00	\$950.00	\$890.00
business card	n/a	\$335.00	\$280.00

Covers (color included)

	1X	3X	6X
2nd cover (inside front)	\$4,980.00	\$4,490.00	\$4,265.00
3rd cover (inside back)	\$4,830.00	\$4,340.00	\$4,125.00
4th cover (back cover)	\$5,145.00	\$4,625.00	\$4,395.00

Online Advertising Rates

	Net Rates		
Webinar Sponsorship (pg. 9)	\$7,500.00		
Homepage Banner ads (pg. 8):	3 months	6 months	12 months
Headliner	\$1,200.00	\$2,195.00	\$3,800.00
Large Banner	\$1,050.00	\$1,800.00	\$3,300.00
Small Banner	\$900.00	\$1,440.00	\$2,460.00
Secondary Banner ads (pg. 8):			
Headliner	\$600.00	\$1,100.00	\$1,900.00
Large Banner	\$525.00	\$900.00	\$1,650.00
Small Banner	\$450.00	\$720.00	\$1,230.00
Inline Feature ad (pg. 7)	\$650 net guaranteed 1 year/life of article		
UIM E-Newsletter Profile ad (pg. 7)	\$800 net per issue		

Advertising Materials

UIM is produced using computer-to-plate technology.

Digital Files

File Formats: PDF/x1a, PDF (Press Optimized), EPS, and Tiff. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Color space: CMYK, or grayscale; no spot colors, no RGB. Ads not conforming to color specifications will be converted to CMYK. Benjamin Media Inc. is not responsible for color shifts due to conversions from RGB to CMYK. Hard-copy proofs are recommended but not required with all submitted materials. We accept no responsibility for color, content or quality if a color proof is not provided. Benjamin Media Inc. reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly. Files created on the Macintosh platform must have fonts and all linked files included and will be sent to our printer for file conversion with additional charge. Use Postscript fonts only. Other fonts (TrueType, etc.) must be converted to outline or rasterized.

Additional Ad Charges

There is a minimum additional charge for the following:

- Mac File Converted to IBM \$55
- Ad Creation/Modification \$75/hour

Inserts

Please call for pricing.
330.467-7588

Special Positions

Guaranteed only with a 10% extra charge added to space rate.

Short Rates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion; they do not use the amount of space that their billing was based.

Agency Commissions

15% of gross billing is allowed to recognized agencies on space, color, special positions and inserts.

Shipping Instructions

Please send all advertising materials to:

UIM, Attn: Advertising

1770 Main St., PO Box 190, Peninsula, OH 44264 USA

Ph: 330-467-7588 Fax: 330-468-2289

Ad Sizes

Full Page Trim Size: 8-1/8" x 10-7/8" (206 mm x 276 mm)

Gatefold Cover: 16-1/4" x 10-7/8" (413 mm x 276 mm)

Spread: 16-1/4" x 10-7/8" (413 mm x 276 mm)

Bleed Specs

Single Page: 8-1/4" x 11-1/8" (210 mm x 282 mm)

Spread: 16-1/2" x 11-1/8" (419 mm x 282 mm)

Allow minimum 1/4" (6 mm) in from trim edge for live matter.

Non-Payment

In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency individually and/or jointly liable.

Please submit large electronic files via our file transfer service at <http://dropbox.yousendit.com/benjaminmedia>

Full Page



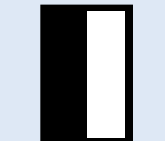
8-1/4" x 11-1/8"
210 mm x 282 mm

2/3 Page



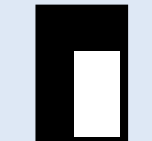
4 1/2" x 9-3/4"
114 mm x 247 mm

1/2 Page Vertical



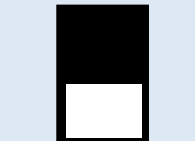
3 3/8" x 9-3/4"
86 mm x 247 mm

1/2 Page Island



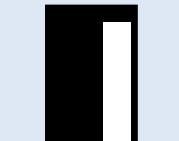
4 1/2" x 7 1/2"
114 mm x 191 mm

1/2 Page Horizontal



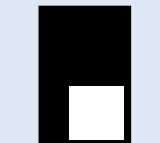
7" x 4 7/8"
178 mm x 124 mm

1/3 Page Vertical



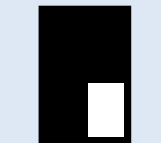
2 3/16" x 9-3/4"
56 mm x 247 mm

1/3 Page Square



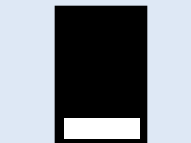
4 1/2" x 4 7/8"
114 mm x 124 mm

1/4 Page Square



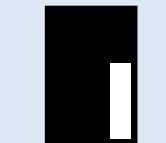
3 3/8" x 4 7/8"
86 mm x 124 mm

1/4 Page Horizontal



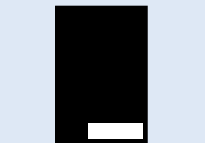
7" x 2 3/8"
178 mm x 60 mm

1/6 Page Vertical



2 3/16" x 4 7/8"
56 mm x 124 mm

1/6 Page Horizontal



4 5/8" x 2 3/16"
117 mm x 56 mm

Allow 1/4" (6 mm) around trim edge for live matter.

- Full Page Trim Size: 8-1/8" x 10-7/8" (206 mm x 276 mm)
- 2-Page Spread Trim Size: 16-1/4" x 10-7/8" (413 mm x 276 mm)
- Gatefold Cover: 16-1/4" x 10-7/8" (413 mm x 276 mm)

- Full Page Bleed Size: 8-1/4" x 11-1/8" (210 mm x 282 mm)
- 2-Page Spread Trim Size: 16-1/2" x 11-1/8" (419 mm x 282 mm)
- Business Card: 3-1/2" x 2" (89 mm x 50 mm)

Disclaimer: Advertisers and ad agencies assume liability for all content (including text, representations and illustrations of advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising that he/she feels is not in keeping with the publication's standards. Publisher cannot guarantee bonus distribution.

Inline Feature Article ads

Include a banner ad or text ad within an online feature article and reach a captured audience for years to come! This is an inexpensive, long-term ad opportunity — great for branding, driving interested readers to your Web site and promoting your company/products within articles read by industry professionals.

The headlines and link to each month's feature articles will appear on the home page of www.uimonline.com for two full months. After which, the articles (including the inline ads) will be moved to the online archive page on www.uimonline.com/index/archives indefinitely.

The online feature article and archive pages are accessed over 2,500 times/month on average!

- Rate:** \$650 net for the life of the article
- Specs:** Text ad/profile – up to 50 words, logo and URL link
OR
Banner ad – 468 wide x 75high (pixels) / swf, gif or jpg files accepted



Inline Feature Article ads



UIM E-Newsletter

Reach opt-in water/wastewater industry subscribers with a low-cost e-newsletter banner ad, effective for branding and increasing recognition.

Distribution

3,185 Opt-In subscribers
Distributed bi-weekly

Banner ad size

522 wide x 72 tall (pixels)
OR
200 words and graphic

Rate

\$500 net/issue

Specs

Acceptable file formats include jpg, swf and gif
Provide URL address for hyper-link
Maximum file size is 40k
Materials due by the 1st of every month



UIMonline.com Advertising

Banner Ads

Brand your company and drive a targeted water/waste-water audience to your Web site with a banner ad on www.uimonline.com. Banner ads rotate their positions randomly on a page every time the page is loaded/refreshed. Headliner banners however will always remain in the same position (as shown below).

We accept 3rd party based ads from ad servers including Dart, Google Double Click and other JavaScript and frame based setups. These forms of ads will require 72 hour time to live for setup and testing.

Acceptable Files include swf, jpg, and gif

Size (pixels)	3X Total	6X Total	12X Total
Headliner Banner (300 wide x 100 tall) <small>*Remains static at top of web page.</small>	\$1,200	\$2,195	\$3,800
Large Banner (300 wide x 250 tall)	\$1,050	\$1,800	\$3,300
Small Banner (300 wide x 100 tall)	\$900	\$1,440	\$2,460

Size (pixels)	3X Total	6X Total	12X Total
Headliner Banner (300 wide x 100 tall) <small>*Remains static at top of web page.</small>	\$600	\$1,100	\$1,900
Large Banner (300 wide x 250 tall)	\$525	\$900	\$1,650
Small Banner (300 wide x 100 tall)	\$450	\$720	\$1,230

← **Headliner Banner**

← **Large Banner**

← **Small Banner**





Webinar

Generate NEW Business, Position your Company as a True Thought Leader, Educate and Communicate with your Prospects with a Proven Technology by sponsoring and presenting a session in the 2012 *Water Utility Infrastructure Management* Educational Webinar Series!

Average Number of Leads per Webinar - 434 (based on 2011 stats)

WHAT THE SPONSOR DOES:

The Webinar sponsor delivers a 30- to 45-minute presentation for one of the featured session topics. Typically, this is a PowerPoint presentation that can include screen sharing. Jim Rush, *UIM* Editor, will work with the sponsor regarding agenda and session content. Following the presentation, the sponsor will be able to interact with attendees during the Q&A session. The presenter(s) can deliver their presentation from their own office!



WHAT UIM DOES:
UIM will handle all pre- and post- event details, including event promotion, attendee registration, compiling pre-event survey results, enrollment reporting, Webinar logistics and Webinar recording for playback on www.uimonline.com for one year!

SPONSOR BENEFITS:

- *UIM* Webinar Series will be advertised in every issue of *UIM*. Your company logo will appear next to your sponsored session.
- One ½ page, 4-color ad in *UIM* promoting your sponsored Webinar. Ad will be placed in the issue one month prior to scheduled Webinar.
- E-mail invitations sent to 10,000+ prospects. Invitation includes information about Webinar and sponsor's logo.
- Banner advertisement promoting sponsor's Webinar to appear on www.uimonline.com.
- Custom pre-event survey of your Webinar audience. Sponsor determines questions and is given results on weekly enrollment report.
- 60-minute Webinar (recommended 45 minutes for presentation and 15 minutes for Q&A). Webinar can include real-time polling and screen sharing. If you'd like to share video clips, please talk to your account representative about various options.
- Following the event, sponsor will be provided with a final report including: a list of all registrants who logged on to the Webinar; a list of all registrants who were absent; a list of all questions asked during event; answers to any polls given during the event.
- Recorded Webinar will appear on www.uimonline.com for one year.

Sponsorship Rate: \$7,500 Net

2012 UIM Webinar Schedule (sponsor and present one of the sessions shown)

January: Water Energy
February: Flow Monitoring
March: Asset Management
April: Leak Detection
May: Pipe Economics
June: AMR/AMI

July: Pipe Selection
August: Project Financing
September: Green Infrastructure
October: Pipe Rehabilitation
November: Software/GIS
December: Condition Assessment



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For over 10 years, *UIM* and Benjamin Media have provided water/wastewater educational sessions to municipalities and other industry professionals. Check out the current offerings at www.uimonline.com/index/conferences.

Past Presentation Highlights

Building a Business Case for Infrastructure Investment

Tim Skeel, Principal Economist, Seattle Public Utilities

Emerging Trends in Infrastructure Funding

Michael Deane, Executive Director, National Association of Water Companies

End of Life Estimation for Water Infrastructure

Duncan Rose, Management Consultant, GHD

Financing Tools for Water Infrastructure

Kathy Shandling, Executive Director, International Private Water Association

Implementing an Automated Meter Reading Program

Alex Margevicius, Assistant Commissioner, City of Cleveland - Division of Water

Local and State Government Policy Related to Watershed Management

Kirby Date, Program Manager, The Community Planning Program/Cleveland State University

Multi-Sector Infrastructure Asset Management

Steve Allbee, Project Director, USEPA

Planning and Managing a Long-Term Control Plan

Frank Greenland, Director of Watershed Programs, Northeast Ohio Regional Sewer District

Strategic Planning Requirements for Alternative Contracting Practices

Thom Neff, President, OckhamKonsult

The Aging Water Infrastructure Dilemma

Gregory Baird, Managing Director/CFO, AWI Consulting



Sponsorships

Take part in the *UIM* Conference series by being a Main Event Sponsor for \$2,000 or a Table Top Sponsor for \$500. These sponsorships include full conference registrations, online and print promotions including your company logo and onsite signage. You will have the opportunity to market your company and network with industry professionals at a variety of events throughout the year.

Please contact **Kevin Duresky** at kduresky@benjaminmedia.com or 330-467-7588 to reserve your sponsorship.



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