



# Media Kit 2020

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*Serving the Industry Since 1959*

## Media Kit Highlights

Quite simply, there is only one publication serving the dealers, distributors, manufacturers and suppliers of the water treatment industry—and that publication is *Water Conditioning and Purification International (WC&P)*. Serving the POU/POE marketplace for more than 50 years, only this magazine has provided the science, technology and news vital to the success of water treatment professionals across the country and around the globe. From the *Fortune 500* to the newest inventors and their products, generations of readers have found it in our pages first, ever since Jerome Peterson's inaugural issue. Companies have come and gone, technologies and regulations have evolved—but our readers stay on top of it all, thanks to *WC&P*.

### Buyer's Guide

The most comprehensive directory of its kind, the *WC&P Buyer's Guide* features hundreds upon hundreds of listings—manufacturers, distributors and suppliers of water treatment equipment and services, associations and related organizations. The *Guide* is arranged by product category as well as brand and trade names. Basic company listings are free of charge. The *Buyer's Guide* mails annually in May.

### Technical Review Committee

Established in 1996, the *WC&P* Technical Review Committee is an integral part of the editorial process, helping to ensure the consistent high quality and merit of the magazine. Committee members, each an industry expert, review articles for technical accuracy and relevance to our readers and the industry.

### Convention and Trade Show Distribution

Current issues of *WC&P* are distributed at major water quality conferences and trade shows around the world—meaning your advertisement is seen by a greater number of people.

These events include:

- Aquatech Amsterdam
- Aquatech China
- Aquatech India
- Aquatech Mexico
- Arizona WQA
- Eastern WQA
- Everything About Water India
- Florida WQA
- International Activated Carbon Conference
- NGWA Groundwater Week
- Pacific WQA
- Texas WQA
- Water Environmental Federation (WEFTEC)
- World Aquatic Health Conference®
- WQA Annual Convention and Exposition

*Schedule subject to change without notice*

## Departments and Columns

### Dealer Dynamics / Creative Marketing

Find out how to best maximize your business and bottom line with trade shows, direct mail, TV, radio, *Yellow Pages* and newspaper advertising, telemarketing and the Internet. A compendium of ways to improve your business through technological innovation.

### Dealer Profile

Meet successful dealers and discover how they started, how they've succeeded and where they're headed. Every region has their own water issues; our profiles let you know how they are handled and provide ideas for other dealers to try.

### Executive / Industry Insight

A one-on-one interview with a member of the water industry's top management, designed to give *WC&P* readers a unique vantage point from successful individuals in the industry.

### On Tap

Deadly outbreaks of waterborne pathogens; new virus detection methods—what does this have to do with the water treatment dealer? Plenty. On Tap informs dealers of late-breaking microbiological issues and, more importantly, what they can mean to their business. Written by Kelly A. Reynolds, MSPH, PhD.

### People

Announce that new promotion in People, the monthly department dedicated to news and information concerning up-and-comers in the industry. Send us information on your industry appointments, new hires, award winners and company promotions, and include high-resolution photos.

### Water Matters

The latest in product certification and industry standards from NSF International and guest columnists. As more regulations by US EPA and FDA are announced, we provide necessary information to keep product certification current.



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## Information and Features

### Global Spotlight

Every month, all the news of the water industry. From individual company changes—mergers, acquisitions and the like—to United Nations potable water initiatives and everything in between. Your participation makes this compendium the industry's best source for all that is new and noteworthy, across the nation and around the world.

- Company expansions and relocations
- Certifications and honors
- Company news and announcements
- Import/export information
- Market trends and survey data
- Government and regulatory information
- New technologies
- Global and local water treatment news
- Business opportunities—US, EU and more
- Trade show and exhibition information
- News affecting the water treatment industry
- Details on foreign markets
- Trade associations' activities and endeavors

### Upcoming Events

Literally hundreds of trade shows take place each year—stay informed with Upcoming Events, your at-a-glance resource for trade shows, seminars, meetings and symposiums for the water treatment industry. If you access the website, you'll be linked directly to event sites.

### What's New

Spotlight your new product in *WC&P*'s four-color What's New section. This monthly department features—free of charge—the latest innovations and products from manufacturers in the water treatment industry. High-resolution photos are requested. Listings are on a space-available basis.





# Marketing and Special Showcases

## Marketing Showcase

Marketing Showcase is an innovative and inexpensive way for advertisers to gain exposure. Featured in every issue, Marketing Showcase advertisers are grouped into a special section, giving their 1/6 page ad maximum focus.

- Only \$400/month; 13-month minimum contract
- 1/6 page (2 1/4" x 3 3/4"), grayscale or 4-color
- Non-commissionable
- Marketing Showcase ads are listed in the Directory of Advertisers

## Special Showcases

Three times a year, *WC&P* devotes a special section to help companies promote their products and innovations. These four-color, quarter-page ads give advertisers a cost-effective means of promoting specific products and services to thousands of prospects. Showcase issues include:

- Winter Showcase in February
- Summer Showcase in July
- Fall Showcase in October

The cost for each four-color, quarter-page Showcase ad is \$450 when accompanied by a minimum of a quarter-page advertisement in the regular section of the same issue. Call the Advertising Department for more details. There is no charge for ad design. Advertise in all three Showcases and enjoy a discounted rate of \$1,200 when paid in advance.

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## 2020 Editorial Calendar

Editorial focus	Show distribution
<b>January</b> <b>Membrane Separation / Filtration</b>	
<b>February</b> <b>Pre-Show Guide / Ion Exchange</b>	<b>WQA Annual Convention &amp; Exposition</b> <b>Winter Showcase issue</b>
<b>March</b> <b>Pre-Show Guide / Softening</b>	<b>WQA Annual Convention &amp; Exposition</b>
<b>April</b> <b>Show Guide / Commercial / Industrial</b>	<b>WQA Annual Convention &amp; Exposition</b>
<b>May</b> <b>Ultraviolet / Laboratories and Analytical</b>	
<b>Buyer's Guide</b> <b>Our 13th issue</b>	<b>The most comprehensive guide of its kind</b> <b>in the POU/POE water treatment industry.</b>
<b>June</b> <b>Carbon / Small Systems</b>	<b>Aquatech China; Florida WQA</b>
<b>July</b> <b>Reverse Osmosis / Water Reuse and Harvesting</b>	<b>Texas WQA</b> <b>Summer Showcase issue</b>
<b>August</b> <b>Ozone / Pools and Spas</b>	
<b>September</b> <b>Coolers / Water Vending / Bottled Water</b>	<b>Pacific WQA; Eastern WQA; WEFTEC;</b> <b>Aquatech Mexico</b>
<b>October</b> <b>International / Sanitation</b>	<b>Fall Showcase issue</b>
<b>November</b> <b>Groundwater / Arsenic</b>	
<b>December</b> <b>Desalination / Wastewater</b>	<b>NGWA Groundwater Week</b>

Schedule subject to change without notice. Space reservation deadline is the first of each month for the following month's issue. Please call in advance for us to customize a deadline for your ad materials.

# Value-Added Publication Services

## PDFs

*WC&P* articles and advertisements make great training and promotional tools. Print-quality and web-ready PDFs are available with the completion of a reprint request.

## Subscriber List Rental

Our subscriber list is available for rent on a one-time basis through a bonded mailing house. The list can be sorted by industry category, state or ZIP code and may be customized with a specific key line. List rental charges: \$125 per 1,000 names for advertisers and \$250 per 1,000 names for non-advertisers, with a minimum order of 1,000 names. *WC&P* does not offer a commission to list brokers. Please contact the Publisher for more information ([kcpeterson@wcponline.com](mailto:kcpeterson@wcponline.com)).

## WC&P Challenge

Don't know how effective your advertising is? We do! In today's economy, advertising is essential for company growth. Let us show you what *WC&P International* is really doing for your company—take the ultimate challenge! Show us your sales records after your ad runs—for 30, 60, even 90 days. We'll tell you which of those sales are *WC&P* subscribers—no funky postcards, no illegible handwriting, no doubts. You'll know precisely what we do—that *WC&P* advertising is the most successful in the business. And we're willing to prove it. Online reader service reports are available upon request.

## International

A digital version of *WC&P* which includes selected articles in Spanish, is now available to all subscribers. Print versions of the magazine are available to international readers only with a paid subscription. Please contact the Circulation Department ([pkettle@wcponline.com](mailto:pkettle@wcponline.com)) for details.

## Ad Preparation Service

*WC&P* offers a full range of quality design services to assist in the creation of display advertising. Some restrictions apply. For more information, please contact the Advertising Department ([kcpeterson@wcponline.com](mailto:kcpeterson@wcponline.com)).

## Free Introductory Subscriptions

Free subscription cards are available for advertisers to give away, imprinted with the compliments of your company. Contact the Circulation Department for details ([pkettle@wcponline.com](mailto:pkettle@wcponline.com)).

## Trade Show Promotional Boards

*WC&P* provides advertisers who exhibit at key industry trade shows with an easel board display of their advertisement. These complimentary boards can be placed in the booth to further promote products and generate sales. Contact the Advertising Department ([kcpeterson@wcponline.com](mailto:kcpeterson@wcponline.com)).

# Submission Guidelines

## News Release or Product Announcement

New products (What's New), personnel (People), news (Global Spotlight) and event (Upcoming Events) announcements may be submitted in Word or PDF format to Executive Editor Denise Roberts via email ([droberts@wcponline.com](mailto:droberts@wcponline.com)). Submissions should be forwarded at least **four weeks** in advance of desired placement (no later than the 5th of the month preceding publication) due to publication scheduling.

Each announcement should be a minimum of 150 words to allow for editing and layout. Digital image requirements are: a minimum resolution of 300 dpi, preferably in JPG, TIFF, EPS or PDF format; color images are preferred. Digital images submitted with Global Spotlight releases will be used as space allows.

For best results, include website and email contact information with all event and product announcements. *WC&P* readers routinely check these for more information. If an event venue or date changes, send updated information or your important event could be missed, possibly resulting in lost business opportunities.

Verbal utilization guarantees will not be provided due to submission volume and because materials may be held for future use. When releases are published, submitters will receive at least two sets of tear sheets (single sheets) for their records.

## Technical or Whitepaper Articles

*WC&P* readers are, for the most part, specialists, dealers, suppliers and manufacturers in the residential water treatment market. Many are also involved in small commercial and light industrial enterprises, although they are somewhat in the minority. They depend on the technical merit of *WC&P* articles and know the science is peer-reviewed by industry professionals and academics to ensure accuracy of the information presented.

In the interests of objectivity, corporate, trade and product names should not be the focus of or included in the body of the articles. *WC&P* presents science-based technical articles and relevant case histories, not advertorials. At the end of each article, 'About the author' (which includes a brief biography and full contact information for the bylined individual(s)), 'About the company' and/or 'About the technology' (identifying all the proprietary products and technologies that were discussed in the article) are noted. Each of these sections should be no more than 100 words, including full sales contact information so that interested readers may reach out to the authors and their companies without delay.

We prefer articles of 1,200 to 1,800 words. Longer works are routinely accepted, however, as they can run in installments. If your technology or application is best explained in a larger treatise, by all means do so. Charts, test data, photos, schematics and graphs—all enhance the article. Image files should be at least 300 ppi, preferably larger, in JPG format and no more than six per article can be accommodated. Correct attribution captions must be included for all graphics if they are not original to the author or the author's company. If you have a file format other than listed above, please contact our Graphics Department at (520) 323-6144 to see if they can work with or convert your materials.

Submissions should be forwarded at least four weeks in advance of desired placement. Upon submission, articles are edited for spelling, grammar and our style requirements, then sent to the Technical Review Committee, a panel of industry experts who vet each and every submission. If we change anything, the article will be returned to the author for comment, corrections and final approval. *WC&P* also requires a signed author's agreement to guarantee the exclusivity of the article; all authors must complete and sign this agreement prior to publication.

We realize you may be coordinating marketing efforts with the appearance of your article. Therefore, we make every effort to run it timely; however, space is always at a premium. Should we run out of room, we will bump your article to a later issue and authors or their representatives will be notified when that occurs. Upon publication, tear sheets will be provided with a thank you letter for all article submissions. *WC&P* can also provide PDFs if you so desire. Reprints are available in PDF format through our Graphics Department.

*If you have any questions, please do not hesitate to contact the Editorial Department. Denise Roberts, Executive Editor (520) 323-6144 [droberts@wcponline.com](mailto:droberts@wcponline.com)*



# Publication Advertising

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## Inserts

Each page (front and back) of an insert is billed at the earned frequency black and white page rate multiplied by the number of insert pages. Inserts have special mechanical requirements. Those tipped in the magazine will be charged an additional fee of \$60 per thousand (non-commissionable). *WC&P* also offers the opportunity to mail your company catalog or brochure to our subscribers. Contact the Publisher for more information.

## Bind-in Postcards

Contact the Publisher for mechanical requirements, space availability and costs.

## Classified Advertising

Classified advertising is billed at a rate of \$1.95 per word with a \$78 minimum charge, payment due in advance. Add \$5 for a blind box number, add \$20 for listing on our website. Classified display advertising is billed at \$80 per column inch.

## Frequency, Short Rate and Rebate

The frequency rate is based upon the total number of insertions within any 12-month period. Advertisers will be short-rated if, within a 12-month period from the date of their first insertion, they do not fulfill the number of insertions upon which their projected billings were based. Advertisers will be rebated if, within a 12-month period from the date of their first insertion, they run additional insertions that qualify them for a higher frequency rate. Advertisers who do not fulfill their contract will be billed at a one-time rate for advertisements previously billed at contract rate.

## Credit and Discount Policies

Our normal terms are two-percent within 10 days (except on discounted ads), net 30 days. The two percent discount payment is allowed only if checks are dated within 10 days of the invoice date and received by the Publisher within 15 days of the invoice date. State sales tax will be added where required. Recognized agencies are given a 15-percent commission on space, color, bleed and special position charges. Marketing Showcase, artwork, typesetting, composition, camera work, etc., are not commissionable.

Discounts/commissions are null and void if invoice is not paid within 45 days. The publisher reserves the right to require prepayment prior to accepting an insertion order. Agencies are responsible for payment of advertising.

## Advertising Policy

Advertisers and their agencies assume liability for all advertising content (including text, representation and illustration) and assume responsibility for any claims arising therein against the Publisher. The Publisher reserves the right to reject any advertising not in keeping with the publication's standards.

## Contract Conditions

The Publisher will not be bound by any conditions or requirements appearing on insertion orders, copy or contracts that conflict with the provisions of the current year's *Water Conditioning & Purification International Media Kit*.

All advertisements are published with the understanding that the material complies with all US Postal regulations and other applicable federal and state laws. The advertiser and its agency guarantee that they are authorized to publish the contents of the advertisement and that all statements within are true. The Publisher makes no judgments as to claims of products or services advertised.

The Publisher reserves the right to hold the advertiser and/or its advertising agency liable for all monies that are due and payable to the Publisher, including invoiced amounts and collection and legal fees should they become necessary. The advertiser and/or agency agree to pay

all such fees on demand. The Publisher reserves the right to limit the space available in any issue.

The Publisher cannot assume responsibility for errors or omissions in copy changes. The liability of the Publisher for any error, delay or omission for which it may be held legally responsible shall not, in any event, exceed the cost of the advertising space and, in no event, shall the Publisher be liable for any loss of income, profit or other damages.

Positioning of ads is at the discretion of the Publisher unless the advertiser has agreed to pay a premium for a specified placement.

Advertising rates are subject to change, although contracts remain in force as agreed upon for the life of those contracts.

# Agua Latinoamérica

## Doing Business in Latin America Just Got Easier...

Call about advertising opportunities on our Latin American website, published online in Spanish. This is the only region-wide authoritative source of information on the business, technology and application of water treatment throughout Latin America.

*Agua Latinoamérica* offers excellent advertising opportunities in all areas of water treatment: beverage and water bottlers; manufacturers; pharmaceutical operations; electronics and microelectronics; laboratories, testing and research; health, hospitals and dental care; dialysis; electric power generation; desalination; paper mills and processors; printers, photographers and lithographers; restaurant, hotel and resort industry; agriculture and aquaculture; municipal and small utilities, as well as countless other industries.

## Submission Guidelines

Technical article and news release submission guidelines are the same for *Agua Latinoamérica* as they are for *WC&P*. Items can be submitted in English; translation will be handled by *WC&P*.



Package deals are available  
[www.agualatinoamerica.com](http://www.agualatinoamerica.com)

# Advertising Rates

Display Advertising (all prices are four-color)

	1x	3x	6x	9x	13x
Full	\$ 3,200	3,050	2,900	2,700	2,450
2/3	\$ 2,700	2,550	2,400	2,200	1,950
1/2 island	\$ 2,200	2,100	2,000	1,900	1,750
1/2	\$ 2,050	1,950	1,850	1,750	1,625
1/3	\$ 1,650	1,575	1,500	1,425	1,350
1/4	\$ 1,375	1,300	1,225	1,150	1,075
1/6	\$ 1,100	1,025	950	875	800

## Special Position

Covers: Inside Front Cover, Page 3, Inside Back Cover, Back Cover and Center Spread are contracted on a first-come-first-served basis. Additional 10-percent upcharge. Note: Under certain circumstances, additional color charges may apply.

## Marketing Showcase

1/6 page black and white (13x): \$ 3,900

Thirteen-month minimum contract. Non-commissionable (two ad changes permitted during contract). Marketing Showcase ads are listed in the Directory of Advertisers.

# 7 Mechanical Specifications

- Magazine trim size: 8-1/4 x 10-7/8 in (21 x 27.6 cm).
- Live area must be at least 1/4 inch (0.64 cm) from trim; however, 3/8 in (0.96 cm) to 1/2 inch (1.3 cm) is recommended.
- Color/resolution: 300 dpi, CMYK images are recommended for optimal reproduction. Spot colors should be converted to CMYK to ensure color consistency.
- Printed on 50 lb., #4 grade gloss sheet; cover is 80 lb., #3 gloss text.
- Printed to SWOP standards.
- Magazine is saddle-stitched.

## Ad File Submissions

- PDF (print-ready or press optimized); JPG (300 ppi); TIF (300 ppi) or EPS. Please do not send native files.
- Please email files whenever possible. If you need to upload files to our server, contact Tom Losito, Graphics Manager at [tlosito@wcponline.com](mailto:tlosito@wcponline.com) or (520) 323-6144 for a link.
- **Ad materials due the 15th of each month.**

Contact WC&P to reserve placement today.

Kurt Peterson: (520) 323-6144

[kcpeterson@wcponline.com](mailto:kcpeterson@wcponline.com)

The image displays ten different ad placement options on a page, each with its dimensions in inches and centimeters:

- FULL PAGE BLEED:** 8<sup>3</sup>/<sub>4</sub> x 11<sup>3</sup>/<sub>8</sub> in (22.2 x 28.9 cm)
- FULL PAGE:** 7<sup>1</sup>/<sub>4</sub> x 10 in (18.4 x 25.4 cm)
- 2/3 PAGE:** 4<sup>3</sup>/<sub>4</sub> x 10 in (12.1 x 25.4 cm)
- VERTICAL 1/3 PAGE:** 2<sup>1</sup>/<sub>4</sub> x 10 in (5.7 x 25.4 cm)
- ISLAND 1/2 PAGE:** 4<sup>3</sup>/<sub>4</sub> x 7<sup>1</sup>/<sub>2</sub> in (12.1 x 19.1 cm)
- 1/4 Page:** 3<sup>1</sup>/<sub>2</sub> x 4<sup>3</sup>/<sub>4</sub> in (8.9 x 12.1 cm)
- VERTICAL 1/2 PAGE:** 3<sup>1</sup>/<sub>2</sub> x 10 in (8.9 x 25.4 cm)
- 1/6:** 2<sup>1</sup>/<sub>4</sub> x 4<sup>3</sup>/<sub>4</sub> in (5.7 x 12.1 cm)
- 1/3 PAGE SQUARE:** 4<sup>3</sup>/<sub>4</sub> x 4<sup>3</sup>/<sub>4</sub> in (12.1 x 12.1 cm)
- HORIZONTAL 1/2 PAGE:** 7<sup>1</sup>/<sub>4</sub> x 4<sup>3</sup>/<sub>4</sub> in (18.4 x 12.1 cm)

# Online Advertising

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## Website

<b>Sponsor banner: 728 x 90</b>	
Header ads (2) top of every page	\$10,000 ea./ 12 months
Footer ad (1) bottom of every page	\$8,500 / 12 months
<b>Feature banner: 300 x 250</b>	
Includes channel ad positioning	\$9,500 / 12 months
<b>Promoter: 300 x 250</b>	
Home page and channel	\$9,000 / 12 months
<b>Channel ads: 300 x 250</b>	
All pages except home	\$8,000 / 12 months

### Requirements:

- File type: JPG, PDF, TIFF, EPS
- Minimum 300 ppi resolution
- Max file size: 150 KB
- Linking URL

## eLert

<b>eLert template: 640 x 480</b>	\$1,000 per blast
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### Requirements:

- File type: JPG, PDF, TIFF, EPS
- Minimum 300 ppi resolution
- Max file size: 150 KB
- Linking URL



## POU-POeNews

<b>Sponsor banner: 360 x 121</b>	\$400 per issue
<b>Product spotlight: 468 x 60</b>	\$350 per issue

Delivered two times per month (approximately 1st and 15th)

### Requirements:

- File type: JPG, PDF, TIFF, EPS
- Minimum 300 ppi resolution
- Max file size: 150 KB
- Linking URL



### WGA Newsbytes

The latest updates from WGA.

Read [more...](#)



### WWF Sponsor List Grows

Three major industry players have joined the Africa Expedition.

Read [more...](#)

### Addressing the Flint, MI Crisis

The water treatment industry has mobilized to help Flint residents regain clean, safe water.

Read [more...](#)



### Aquatech 25th Anniversary Celebrated in Style

Records fell as event expanded its offerings to visitors and vendors.

Read [more...](#)



Contact **WC&P** to reserve placement today.

**Kurt Peterson**  
(520) 323-6144

kcpeterson@wcponline.com