



1-855-905-6692



outreach@oowa.org



www.oowa.org



About OOWA

The Ontario Onsite Wastewater Association (OOWA) is dedicated to representing and educating members within the onsite and decentralized wastewater community in Ontario. OOWA has become the most trusted source of industry information and technological guidance resources. Our members are among the most well respected practitioners in the industry working to preserve Ontario's water resources and environment.

INDUSTRY REACH

300+
PRINT
CIRCULATION

700+
DIGITAL
53% OPEN
RATE

 155
 229
 892
 946
 163

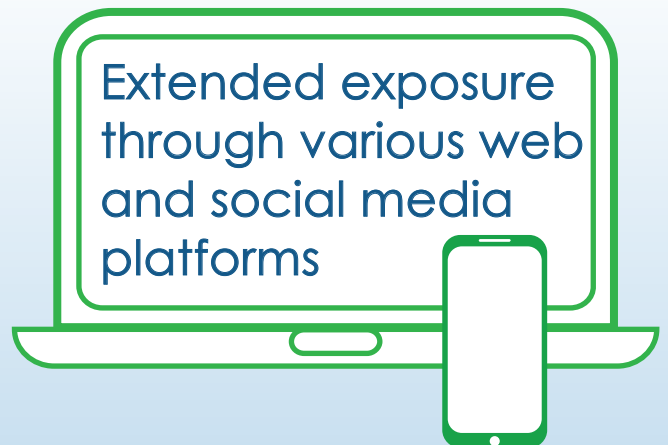
BONUS

Available for extended run
on our website

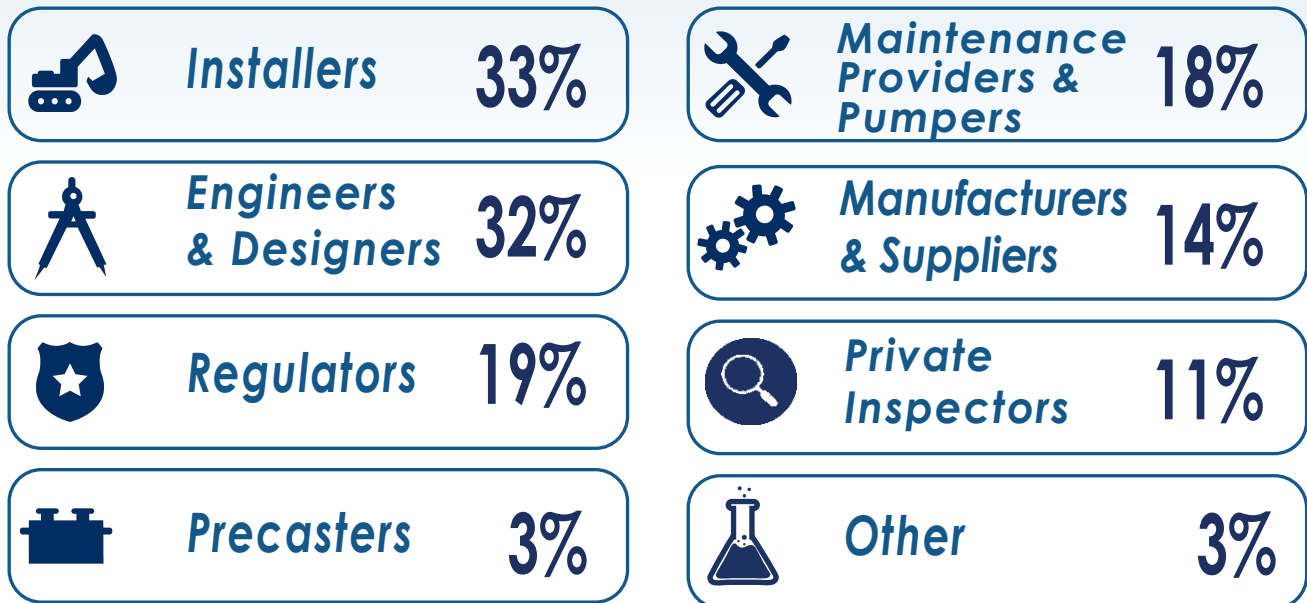
Circulation at Industry
Events

Distribution by affiliated
organizations to their
members and contacts

Extended exposure
through various web
and social media
platforms



OUR READERS



ADVERTISE TO YOUR ***TARGET AUDIENCE*** AND MAXIMIZE THE VALUE OF YOUR MARKETING DOLLARS!

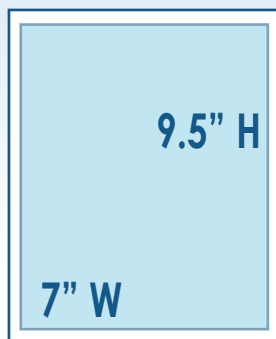
With our new member promotion, influential folks just entering the industry will receive at least three editions of our newsletter as they start out.

Let your brand be one of the first they recognize!

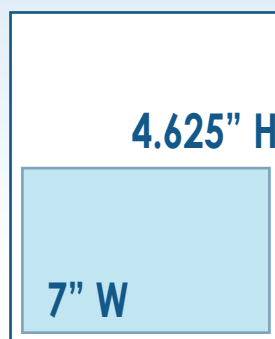
As the only publication that addresses the onsite wastewater industry in Ontario, Onsite features member profiles, innovative case studies, technical articles, regulatory updates, information on training and emerging industry trends.



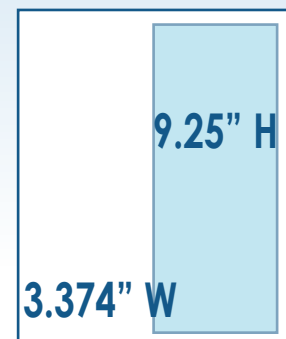
ONSITE PUBLICATION AD SIZES



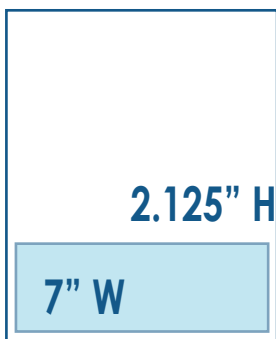
FULL PAGE



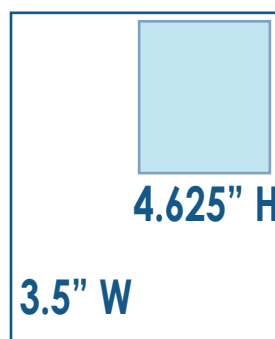
**1/2 PAGE
Horizontal**



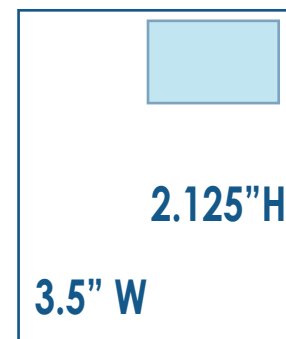
**1/2 PAGE
Vertical**



**1/4 PAGE
Horizontal**



**1/4 PAGE
Vertical**



**1/8 PAGE
Business Card**

GRAPHIC SPECIFICATIONS

- Print quality PDF (fonts must be saved as outlines)
- Adobe Illustrator eps or ai (fonts saved as outlines)
- Tiff (CMYK, high resolution 300 dpi or greater)
- No gifs or low resolution jpgs (72 dpi)

ONSITE PUBLICATION AD RATES

Ad Size	Member Rate (per issue) *	Multi-Issue Discount ** (Members Only)	Non-Member Rate (per issue)*
Business Card	\$ 350	2%	\$ 435
Quarter Page	\$ 590	3%	\$ 695
Half Page	\$ 915	5%	\$ 1,045
Full Page	\$ 1,400	5%	\$ 1,600
Inside Cover Inside Back Page	\$ 1,550	6%	\$ 1,825
Back Cover	\$ 1,750	7%	\$ 2,300
Centrefold	\$ 3,000	7%	\$ 3,450

* Rates subject to HST

** When committing to advertise in three editions, a percent discount will be applied to each edition price

Contact Us: 1-855-905-6692 | info@oowa.org | www.oowa.org

Communications Guidelines

OOWA produces several communication products both in print and digital formats that are made available to all members. The purpose of these products is to update members on association news, regulatory updates, and industry trends. In addition, they also seek to highlight innovation and industry best practices through case studies and technical discussions. By providing these open forums for members, these communication products will improve overall industry standards of practice and increase the knowledge base of individual professionals.

OOWA welcomes content from all members and has a standing invitation to those interested in submitting articles or advertising to contact us. As OOWA solicits content from contributing authors, the opinions expressed by these authors are not necessarily the opinions of its Board of Directors, its working committees or of the Association. The association reserves the right to review all content submitted for any possible defamatory statements or claims made against other individual members or companies and may request edits or changes to articles prior to publishing.

OOWA understands that our information products are directed to a 'business to business' audience. As such, discussions and descriptions of specific products and services is expected and welcome by the consumers of our publication. Though, as stated above, the intention of the newsletter is to educate our members with thoughtful and respectful content. We request that articles strive towards that goal without providing overt sales pitches that express preferences for one product or service over another.

For further guidance on OOWA's expectations regarding members' conduct please refer to OOWA's Code of Conduct.

