

OWWA
— **ONTARIO** —
Onsite Wastewater
Association



Media Kit

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

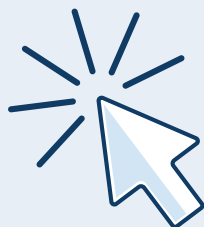
400+
Print Circulation



700+
Digital



61%
Open Rate



**You
Tube** = **341**
in = **1,224**
f = **422**
X = **1,016**
o = **406**

Our social media channels consistently achieve engagement rates of 1.34%

This exceed the industry benchmark of 1% and reflects meaningful audience interaction.

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



Installers: 27%



Engineers & Designers: 25%



Regulators: 13%



Precasters: 2%



**Maintenance Providers &
Private Inspection: 17%**



Manufacturers & Suppliers: 10%

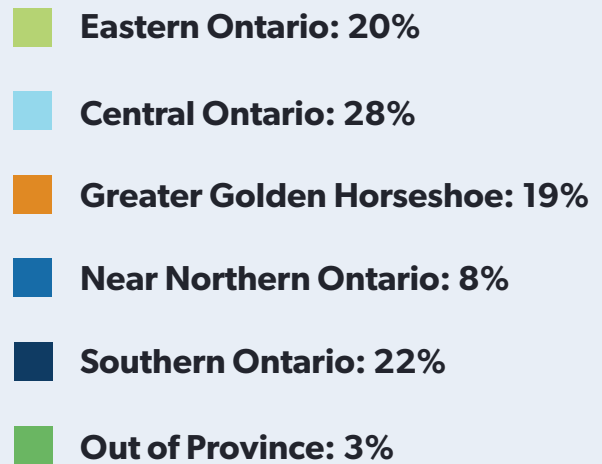


Pumpers: 5%

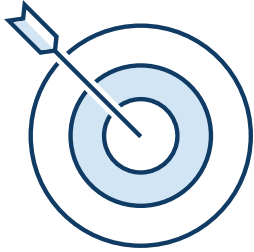


Academic & Training: 4%

Numbers are based on total number of OOWA members, some having multiple disciplines.
70% of our readers hold decision-making roles, amplifying the impact of your outreach.



Get Recognized



Advertise to your target audience and maximize the value of your marketing dollars!

With our new member promotion, impressionable folks entering the industry will receive three editions of our newsletter as they begin their new career.

Let your brand be one of the first they recognize!

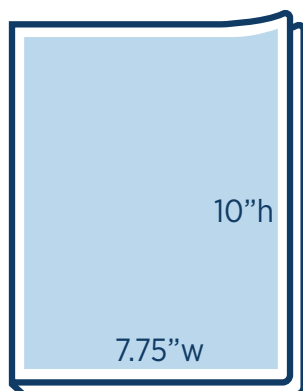
As the only publication that addresses the onsite wastewater industry in Ontario, Onsite features member profiles, innovative case studies, technical articles, regulatory updates, information on training and emerging industry trends.

“

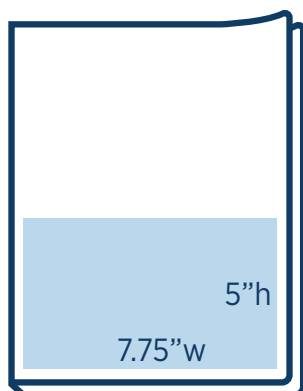
Brooklin Concrete manufactures concrete septic tanks, holding tanks, and wastewater management products, which are essential components of onsite wastewater systems. OOWA is the leading provincial association for professionals involved in septic system design, installation, and maintenance. Advertising through OOWA connects Brooklin directly with contractors, designers, and regulators who specify or purchase these products.



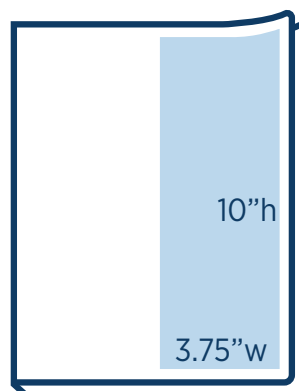
OOWA Publication Ad Sizes



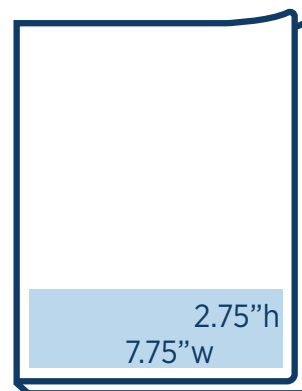
FULL PAGE
7.75"w by 10"h



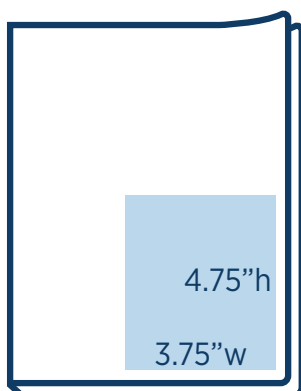
**1/2 PAGE
HORIZONTAL**
7.75"w by 5"h



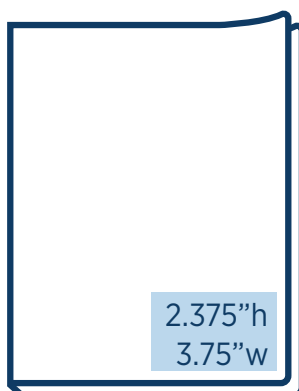
**1/2 PAGE
VERTICAL**
3.75"w by 10"h



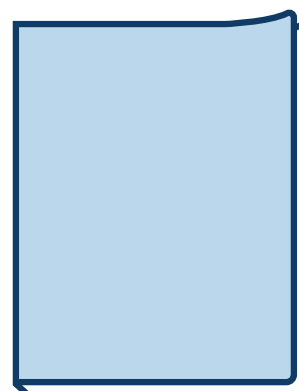
**1/4 PAGE
HORIZONTAL**
7.75"w by 2.75"h



**1/4 PAGE
VERTICAL**
3.75"w by 4.75"h



1/8 PAGE
3.75"w by 2.375"h



**INSIDE COVER /INSIDE BACK
COVER / BACK COVER**
8.5"w by 11"h + 0.125" bleed

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)
- Crop and bleed marks are only required on the centrefold, inside cover, inside back cover, and back cover ad placements.



CENTREFOLD
17"w by 11"h + 0.125" bleed

OOWA Publication Ad Rates

Ad Size	Member Rate (per issue) *	Multi-Issue Discount ** (Members Only)	Non-Member Rate (per issue)*
1/8 Page	\$ 350	2%	\$ 435
Quarter Page (Horizontal or Vertical Format)	\$ 600	3%	\$ 700
Half Page (Horizontal or Vertical Format)	\$ 915	5%	\$ 1,045
Full Page	\$ 1,525	5%	\$ 1,700
Inside Cover SOLD OUT / Inside Back Cover	\$ 1,650	6%	\$ 1,850
Back Cover SOLD OUT	\$ 1,750	7%	\$ 2,300
Centrefold	\$ 3,100	7%	\$ 3,450

* Rates subject to HST

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

Edition	Distribution Date	Content Due Date
Issue 1 - Convention	March 06, 2026	January 20, 2026
Issue 2 - Summer	August 18, 2026	July 10, 2026
Issue 3 - Fall/Winter	November 17, 2026	October 09, 2026

OOWA Website Ad Sizes & Rates



HOMEPAGE BANNER

1000px wide by 667px wide



FOOTER LOGO AD

Approx. 350px by 175px
Logo will be resized to fit appropriately.

Ad Type	Posting Period	Description
Homepage Banner	30 days from payment date. Renewal will be based on availability.	Large color image on Homepage; exclusive to one advertiser at a time; link to your website.
Footer Logo	30 days from payment date.	Small colour image featured on every page, just above the website footer; link to your website.

Section	Size	Rate
Homepage Banner Ad	1000 x 667 pixels with with a minimum dpi of 72.	\$300 /month +HST
Footer Logo Ad	OOWA reserves the right to resize the logo to fit appropriately in the space.	\$175 /month +HST

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

OOWA Newsletter Content Specs

Newsletter Article Details

1. Articles should be between 240 - 1,200 words and include one to three visuals (images, charts, tables, illustrations).
2. All articles require a headline.
3. Author full name and job title (if relevant).
4. Short author bio that is typically just a few sentences, ideally 80 words or less, with a photo. This author bio and photo will appear at the end of an article.
5. Article body copy with any titles or sub-titles specified. This copy should be provided in a format that can be simply cut & paste by the design team. (e.g. Google Doc. or MS Word Doc.)
6. Images - Please provide images as .jpg file types. Higher quality/file size for print is preferred.
7. Charts, tables, illustrations - Please provide as an image format that can be placed right into the newsletter (e.g. jpg, png or pdf.)



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.