

# NEW ENGLAND WATER ENVIRONMENT ASSOCIATION

## 2024 SPONSOR & ADVERTISER PROGRAMS

ALL  
APPLICATIONS  
INSIDE

MAKE 2024  
THE YEAR  
YOU JOIN US



**NEWEA is a 100%  
independently funded  
non-profit group.**

**Our success comes  
from supporters  
like you.**

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**NEWEA IS A NON-PROFIT PROFESSIONAL MEMBER ASSOCIATION AND A 501(c)(3) ORGANIZATION**

All of our funding is exclusively sourced through membership dues, event participation, sponsorships, and advertising in the **JOURNAL** and event programs. 2024 is an exciting year at NEWEA, and we are grateful for each and every commitment you make.

Thank you.

Support NEWEA today!  
See individual programs for participation deadlines.  
**Enroll by December 15, 2023.**



# Audience Reach

**5,000+**SOCIAL  
MEDIA FOLLOWERS**12,000**EMAIL  
SUBSCRIBERS**3,000+**YEARLY  
CONFERENCE  
ATTENDEES**15,000**UNIQUE PAGEVIEWS  
ON NEWEA.ORG  
EACH MONTH

## WHY CHOOSE NEWEA SPONSORSHIPS?

Our tiered sponsorship program offers companies of all sizes the opportunity to build relationships with water quality industry professionals and leaders and make a positive impact on the water environment. Program levels are uniquely designed to help sponsors build brand recognition and promote products and services to key audiences throughout the year by providing multiple opportunities for sponsor/audience engagement.

## BENEFITS INCLUDE:

- Increasing corporate visibility and marketing opportunities to a diverse audience of water quality industry professionals
- Gaining relationship-building access to key influencers in water quality industry services, technology, and policy
- Earning recognition as an environmental leader among peers, clients, and customers

► Enroll as a NEWEA sponsor today, or visit [newea.org/join-us](https://newea.org/join-us)

**2024 Sponsor Program Deadline:**  
**December 15, 2023\***

\*Deadline for submission of enrollment forms. Payment due by January 31, 2024



## 2024 Annual Sponsorship Program Levels

### □ PLATINUM \$4,550

Annual Conference Sponsorship Including:

- Welcome Reception
- Dedicated slide with logo on Hotel Marquee
- WiFi Sponsorship
- Logo/Name Featured on: Email Communications, Program, Event Signage

Spring Meeting Sponsorship Including:

- Welcome Reception
- Golf Tournament Tee Sign
- Logo/Name Featured on: Email Communications, Program, Event Signage

Logo and Hyperlink on NEWEA.org

All à la carte events at no additional charge

### □ GOLD \$2,350

Annual Conference Sponsorship Including:

- Welcome Reception
- Name Featured on: Email Communications, Program, Event Signage

Spring Meeting Sponsorship Including:

- Welcome Reception
- Golf Tournament Tee Sign
- Name Featured on: Email Communications, Program, Event Signage

Logo and Hyperlink on NEWEA.org

Choose up to 10 à la carte events at no additional charge

### □ SILVER \$1,850

Annual Conference Sponsorship Including:

- Name Featured on: Email Communications, Program, Event Signage

Spring Meeting Sponsorship Including:

- Golf Tournament Tee Sign
- Name Featured on: Email Communications, Program, Event Signage

Company name and Hyperlink on NEWEA.org

Choose up to 8 à la carte events at no additional charge

### □ BRONZE \$1,300

Annual Conference Sponsorship Including:

- Name Featured on: Email Communications, Program, Event Signage

Spring Meeting Sponsorship Including:

- Golf Tournament Tee Sign
- Name Featured on: Email Communications, Program, Event Signage

Company name on NEWEA.org  
Choose up to 6 à la carte events at no additional charge

## Annual Conference Branded Sponsorship Options\*

### □ Digital Sponsorship \$850

- Get exclusive access to share messages and promote your brand to NEWEA's audience of followers and subscribers for one week. Package includes three tweets, one Facebook post, one LinkedIn post, an email banner, and banner on [annualconference.newea.org](http://annualconference.newea.org). Select from the following weeks:

- January 2-5, 2024
- ~~January 8-12, 2024 SOLD~~
- ~~January 15-19, 2024 SOLD~~
- January 22-26, 2024

### • Sunday Reception \$2,000

- Sponsor the bar service for the President's Reception/YP Summit Reception. Exclusive signage will highlight sponsor(s) near bar. (Limited to two companies)

### • Charging Station \$2,250

- Charging stations bearing participating sponsors' branding will be positioned throughout third and fourth floor. (Limited to two companies)

### □ Exhibit Area Brunch \$2,500

- Sponsor the brunch available to all registered attendees on the final day of the Annual Conference. Exclusive signage will highlight sponsor(s) near serving tables. (Limited to two companies)

### □ Hotel Keycards \$3,250

- Custom branded keycards distributed to all Annual Conference attendees staying at the Boston Marriott Copley Place feature custom sponsor branding. Fee includes printing and distribution. Artwork due by December 8. (Limited to one company)

### □ Continental Breakfast \$3,500

- Sponsor the Monday continental breakfast, available free of charge to all Annual Conference attendees. Exclusive signage will highlight sponsor near serving tables. (Limited to one company)

## 2024 Event Sponsorship & À La Carte Options

### ANNUAL CONFERENCE

- Opening Session \$200
- Meet & Greet Reception \$200
- Awards Luncheon \$200
- Exhibit Hall: Coffee Break \$200

### SPRING MEETING

- Opening Session \$200
- Exhibit Hall: Coffee Break \$200
- Facility Tour \$200
- Operations Challenge \$200

### SPECIALTY CONFERENCES

- Ops Challenge Training Day (April 2024) \$200
- Student Design Competition (May 2024) \$200
- Lab Practices Conference (May 2024) \$200
- Watershed Homebrew Event (July 2024) \$200
- Northeast Residuals & Biosolids Conference (Nov 2024) \$200
- YP Networking Events \$200
- Online Holiday Auction (Nov 2024) \$200

## 2024 Sponsor Enrollment Totals

ANNUAL SPONSORSHIP FEE \$

### À LA CARTE & BRANDED SPONSOR OPTION FEE TOTAL

(Does not apply to Platinum/Gold/Silver/Bronze selected options) \$

### SPONSORSHIP TOTAL

DUE BY JAN. 31, 2024 \$

## Complete Your Sponsor Program

1. Check all desired selections on this page
2. Total Sponsor Fees on the lines provided
3. Complete the online [Payment Form](https://www.newea.org/sponsor-advertising-payment/) (<https://www.newea.org/sponsor-advertising-payment/>)
4. Send this completed form to NEWEA

Email: [jgosselin@newea.org](mailto:jgosselin@newea.org)

Fax: 781-939-0907

Mail: New England Water Environment Association, Inc.  
10 Tower Office Park,  
Suite 601  
Woburn, MA 01801-2155

## SPONSOR PROGRAM ENROLLMENT DEADLINE: DECEMBER 15, 2023

Questions? Contact Jordan Gosselin

Email: [jgosselin@newea.org](mailto:jgosselin@newea.org)

Telephone: 781-939-0908

\*Annual Conference Branded Sponsorships are available on a first-come, first-serve basis



**NEWEA**  
WORKING FOR WATER QUALITY



# With 50 years of experience reaching the water quality industry, we know your audience.



**SINCE 1966, JOURNAL OF THE NEW ENGLAND WATER ENVIRONMENT ASSOCIATION HAS BEEN A LEADING VOICE IN THE WATER QUALITY INDUSTRY** Today, each quarterly issue averages nearly 76 news-packed pages. Advertisers benefit from themed editorial and targeted messaging opportunities. Regional events and member reports round out the content. Additionally, **NEWEA's Annual Conference & Exhibit Program** reaches more than 2,500 industry-leading professionals every January. Get increased exposure for your company by advertising in multiple publications.

- **Build your NEWEA advertising program today,**  
or visit [newea.org/join-us](https://newea.org/join-us)

**2024 Advertiser Program Deadlines:**

- **Annual Conference December 15, 2023**
- **JOURNAL February 1, 2024**
- **Spring Meeting April 12, 2024**



## Advertise in the Journal

**DISPLAY AD RATES** Now including Digital Website Hyperlink!

	Per Issue	All 4 Issues*
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1,025	<input type="checkbox"/> \$3,690
<input type="checkbox"/> Half Page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$2,880
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$2,340

**SPECIAL PLACEMENT AD RATES** (Full Page Ads Only) Special placement requests are processed on a **first-come/first-serve** basis

	All 4 Issues*
<input type="checkbox"/> Back Cover (BC)	<input type="checkbox"/> \$6,200
<input type="checkbox"/> Inside Front Cover (IFC)	<input type="checkbox"/> \$4,300
<input type="checkbox"/> Inside Back Cover (IBC)	<input type="checkbox"/> \$4,100

\*Advertisers purchasing all four issues in 2024 receive a 10% discount, prices listed reflect savings.

### ADVERTISER AGREEMENT

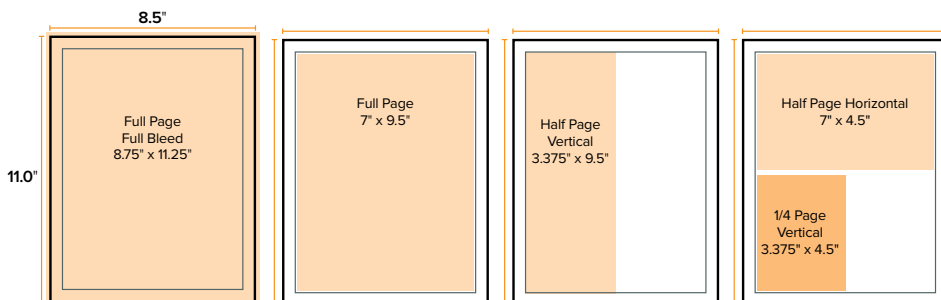
Company Name \_\_\_\_\_

Agrees to advertise in the *JOURNAL of the New England Water Environment Association* in the 2024 issues as selected below. The Advertiser agrees to supply or to pay the cost of all artwork/copy required.

Select Issue(s)	Select Ad Page Size(s)	Request Special Placement
<input type="checkbox"/> Spring	<input type="checkbox"/> Full <input type="checkbox"/> Half <input type="checkbox"/> Quarter	
<input type="checkbox"/> Summer	<input type="checkbox"/> Full <input type="checkbox"/> Half <input type="checkbox"/> Quarter	
<input type="checkbox"/> Fall	<input type="checkbox"/> Full <input type="checkbox"/> Half <input type="checkbox"/> Quarter	
<input type="checkbox"/> Winter	<input type="checkbox"/> Full <input type="checkbox"/> Half <input type="checkbox"/> Quarter	
<input type="checkbox"/> All	<input type="checkbox"/> Full <input type="checkbox"/> Half <input type="checkbox"/> Quarter	

**JOURNAL AD(S) TOTAL DUE BY FEBRUARY 1** \$ \_\_\_\_\_

### AD SPECIFICATIONS & FILE REQUIREMENTS



#### ALL ARTWORK MUST BE SUBMITTED

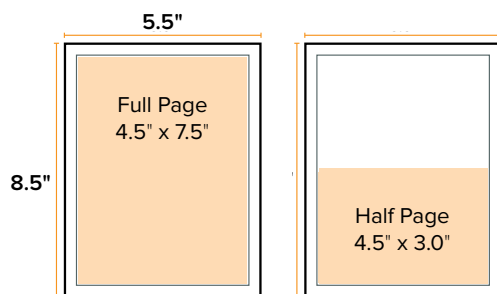
- As a high resolution press-ready PDF, EPS or TIFF file
- As a 4-color CMYK file sized at 300 dpi at 100% scale
- With a PDF or printout accompanying completed contract
- Via email; send 10MB files or less to [jgosselin@newea.org](mailto:jgosselin@newea.org); for files larger than 10MB files call 781-939-0908 or email [jgosselin@newea.org](mailto:jgosselin@newea.org) for instructions
- **2024 CLOSING DATES** for *JOURNAL* ads are:
  - Spring 2/1/24 ■ Summer 5/1/24
  - Fall 8/1/24 ■ Winter 11/1/24

## Advertise at the 2024 NEWEA Annual Conference & Exhibit (AC24) and 2024 Spring Meeting (SM24)

### PRINTED PROGRAM ADS — AC24 and SM24

Provide artwork to meet specs listed below

- ☐ Full Page 4-Color \$450 ☐ Half Page 4-Color \$250



- AC24 CLOSING DATE: **DECEMBER 15, 2023**
- SM24 CLOSING DATE: **APRIL 12, 2024**

## Complete Your Advertising Program

1. Check all desired Ad options on this page
2. Total Ad rates on the lines provided
3. Complete the online **Payment Form** ([www.newea.org/sponsor-advertising-payment](http://www.newea.org/sponsor-advertising-payment))
4. Review and initial **Advertising Guidelines**
5. Send completed **Advertiser Form** and **Advertiser Guidelines** to NEWEA:
 

**Email:** [jgosselin@newea.org](mailto:jgosselin@newea.org)

**Fax:** 781-939-0907

**Mail:** New England Water Environment Association, Inc.  
10 Tower Office Park, Suite 601  
Woburn, MA 01801-2155
6. Submit artwork files by closing dates with a copy of this page

**Questions?** Contact Jordan Gosselin

Email: [jgosselin@newea.org](mailto:jgosselin@newea.org)

Telephone: 781-939-0908

### ADVERTISER DEADLINES:

**JOURNAL FEBRUARY 1, 2024 // AC24 DECEMBER 15, 2023 // SM24 APRIL 12, 2024**

Send completed **Advertiser Form** to [jgosselin@newea.org](mailto:jgosselin@newea.org)



**NEWEA**  
WORKING FOR WATER QUALITY

**Dear Advertisers:**

Please review the following guidelines for advertising with NEWEA.  
To agree, check the box and provide your signature below.

Thank you,  
The NEWEA Editorial & Design Team

**Advertising will be accepted by NEWEA, subject to these guidelines:**

1. NEWEA reserves the right to reject advertising which it deems unsuitable. NEWEA reserves the right to refuse advertising from advertisers of questionable credit or trade standing.
2. Advertising designed to simulate editorial content will be clearly labeled "ADVERTISEMENT" in a type line above or below the insertion in accordance with postal regulations.
3. Cancellation is not accepted after closing dates listed for each publication. Outstanding balances must be made current before new advertising will be considered for placement.
4. Initial review of submitted advertisements will be made by NEWEA Executive Director, *JOURNAL* Committee Chair and Program Committee Chair. Content that is deemed unsuitable or inappropriate and/or formatted incorrectly will be returned to the advertiser with requested edits.
5. NEWEA is responsible for supplying advertising space and is NOT liable for the content of advertisements in the *JOURNAL* or any other NEWEA publication.
6. NEWEA reserves the right to determine the placement of all advertisements, including Special Placement Ads which are available on a first-come, first-served basis and require a written contract between NEWEA and the advertiser.
7. A signed contract must be submitted with advertisement submissions and prior to closing dates specified for each publication.

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☐ **AGREED**

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**SIGNATURE**

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**ADVERTISER CONTACT NAME** [Please print]

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