



American Water Works
Association

Dedicated to the World's Most Important Resource®

Advertising and the AWWA Experience

Zsolt Silberer
Publisher AWWA

About AWWA

- Founded in 1881, the American Water Works Association is the world largest network of water professionals.
- For more than 130 years, AWWA and its members have championed utility management practices, water protection, water treatment, smart regulations, and high standards.
- AWWA unites the full spectrum of the water community to protect public health and to provide safe and sufficient water for all.
- Through collective leadership, AWWA advances technology, education, science, management, and government policies.



Our Membership

Sectors

- Utility Professionals
- Engineers
- Public Officials
- Public Health Professionals
- Scientists
- Consultants
- Academics
- Manufacturers

Roles

- Executives 21%
- Management/
Non-Engineering 23%
- Design/
Engineering 23%
- Operations 14%
- Scientific 3%
- Marketing/Sales 3%
- Professorial 3%
- Other 10%



Publications

- 2 periodicals and 1 e-newsletter
- 227 Standards and Manuals of Practice
- 200 Technical Books
- 35 Surveys and Databases
- 35 Education Titles
- 110 Educational Video
- 35 Consumer Materials for Water Utilities



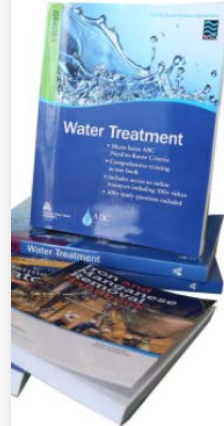
Advertising and the Brand

- Advertising at AWWA leverages the association brand and that of the periodicals.
- As an industry association many of our advertisers are also members.
- Advertising sales spans:
 - Conferences & Exhibits (Sponsorship)
 - Email and Webinars
 - SourceBook (third-party industry directory)
 - Periodicals Advertising
 - Website Banner Advertising
 - AWWA Career Center



Challenges

- Largely print centric
- Market expansion
- New ad products
- Revenue Growth
- Value Creation
- Cheapening the brand



500 TITLES. ONE TOPIC.

The topic is water, and only water. More than 500 titles offer the latest information and guidance for all areas of water.

[EXPLORE AWWA DATA PRODUCTS](#)

[EXPLORE THE WSO SERIES](#)

[AUTHOR RESOURCES](#) | [PERMISSIONS](#) | [PURCHASING](#)

BESTSELLING HANDBOOKS

AWWA DATA PRODUCTS

- Benchmarking Performance Indicators
- 2016 Water and Wastewater Rate Survey
- 2016 AWWA Compensation Survey

OPERATOR CERTIFICATION AND TRAINING

- Water Operator Certification Study Guide
- Wastewater Operator Certification Study Guide
- Water Treatment Operator Training Handbook
- Water Distribution Operator Training Handbook

Optioneering
Helps Improve
Water System
Reliability
and Efficiency

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Case Study](#)



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Bentley

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**2016
WATER AND WASTEWATER
RATE SURVEY**

RESOURCES & TOOLS

[ACCESS](#)

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FORECASTING
TOOL**

CONFERENCES & EDUCATION

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Maintaining the Balance

- Balancing advertising and marketing budgets that span across our products
- Advertising and Sponsorship drives 1/3 of AWWA revenues and it is flat or declining
- How do we create both Member Value and access from Manufactures to Users?
- Do we need to explore new sales models?



Sales as a Function of Portfolio

- Advertisers want ROI and access to markets and people for their brands
- We need to be able to delivery on this promise through our portfolio mix

Product	Engagement	Revenue
Print Ads Cover Tips Gatefolds Display	Brand Product	45%
eTOCS	Immediacy	8%
Issue Alerts	Relevancy	4%
eBlasts	Target Segment	12%
ePDF Ads	Visibility	22%
Advertorials	Product/Message	9%



Pushing the Boundaries

- AWWA is in it's infancy for digital advertising, but we are experimenting with print / digital combinations.
- Opflow Success Story
 - Leveraging the Opflow magazine to enable manufacturers to tell a story
 - Developed a case study
 - Utilized our editorial and design capabilities
 - Maximized our digital marketing talent and knowledge



Opflow Success Story

- An advertorial run for one issue of Opflow with a corresponding microsite (3 months) at \$25,000.
 - Article development with 2 page spread
 - Development of online dedicated site
 - Digital promotions with (ad buys, etc.)
 - Campaign results for the customer

Boost Water Efficiency With Neptune's Fixed-Network AMI System

Serving nearly 16,000 water customers in and around the city of Wausau, Wis., Wausau Water Works has used Neptune Technology Group's metering technology for almost 50 years.

As the implementing Neptune Technology Group's 800MHz Fixed-Network AMI system in its primary water service area, Wausau Water Works in Wausau, Wis., has been able to integrate easily from its existing AMI system to Neptune's fixed-network data collection—all using the same equipment.

As a result of Neptune's integrable system, Wausau has enjoyed numerous benefits in its primary water service area:

- Reduced Manual Reads:** Before the 800MHz technology was installed, Wausau had over two or three meter readers enter the field to search through streets each month to collect manual reads, giving the city only a week or so to bill its customers. Using Neptune's 800MHz AMI data collection for automatic meter reading (AMR), reading time was reduced to a single workday.
- Reduced Equipment Reads and Check Reads:** Reading and filling was once challenging for Wausau. Personnel walked through snow and ice to pick up reads in winter, and estimated reads and the need to send crews out for check reads were general problems. Now these days have passed. Thanks to Neptune's mobile AMR technology and fixed-network advanced metering infrastructure (AMI), mobile crews can be read in just a couple of hours instead of weeks. And after installing 800MHz Gateway Fixed-Network data collection along the city's street corridor, which connects most of the area's meter accounts, Wausau can read the balance of its meter connections.
- High Usage:** All that can now be done within the billing department, saving time and resources. In addition, as former meter sites, the city won't have to bill new customers for these tasks.
- Improved Customer Service:** Neptune's 800MHz base station has helped reduce billing and customer service time. Using the software's data logging capabilities, Wausau can look back at each customer's history to identify high usage or work as

low as trucks to collect final reads and then bring the papers back the next day. New field personnel only have to pick up 40 to 50 of those reads a month, while the 800MHz Gateway picks up the rest.

Expanding Existing Technology: The back-to-back compatible 800MHz network flexibility to expand has made the move to fixed-network simple. When Wausau initially agreed to go forward with the Gateway, it had instead of covering the entire city at one time

NEPTUNE SMART WATER SYSTEM TECHNOLOGY FEATURES AND BENEFITS

The Neptune Smart Water System Technology suite comprises three modules designed to work together to address your meter reading, data storage, and analysis needs.

Three Ways to Move Your Utility Forward with Neptune

- 1. Manage Your Data**
Leverage the full amount of metering data your water utility controls with Neptune's negative AMI and AMI technology. Use Neptune's metering and billing to analyze information and make it actionable.
- 2. Optimize Your Operations**
Reduce operational costs, manage water conservation initiatives, reduce system losses and non-revenue water, and improve meter proactive customer service. You can minimize efficiency throughout your utility and share crucial information across departments to save time and money.
- 3. Adopt Technology at Your Own Pace**
Expand your capabilities with confidence - and at your own pace - ensuring that Neptune's components and software enable backward compatibility as well as forward innovation.

Case Study: Wausau Water Works, Wausau, Wis.

Benefits: Neptune People and Answer...

Guidelines

- We have a written advertising/sponsorship policy approved by our board (<https://goo.gl/5ME5Bu>)
- The most controversial issues are about piping
- It is critically important we ensure the integrity of our publications and products



Ad Review

- We have a complete Ad Review process in SharePoint where all ads are uploaded
 - Workflow for EiC review
 - Technical review
 - Ad specification review
 - Workflow for rejection and resubmission



Remember...

- Integrity of publications is key
- Understand your members and readers
- Experiment with print and digital
- Build a portfolio of products that are supported by your publishing brand
- The balance between revenue and knowledge creation is a tight rope





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Thank You

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