Advertising and the AWWA Experience

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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
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 Manufacturers 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 deliver on this promise through our portfolio mix

<table>
<thead>
<tr>
<th>Product</th>
<th>Engagement</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Ads</td>
<td>Brand</td>
<td>45%</td>
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<tr>
<td></td>
<td>Product</td>
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<td></td>
<td>Cover Tips</td>
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<td></td>
<td>Gatefolds</td>
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<td></td>
<td>Display</td>
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<tr>
<td>eTOCS</td>
<td>Immediacy</td>
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<td>Issue Alerts</td>
<td>Relevancy</td>
<td>4%</td>
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<td>eBlasts</td>
<td>Target Segment</td>
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<tr>
<td>ePDF Ads</td>
<td>Visibility</td>
<td>22%</td>
</tr>
<tr>
<td>Advertorials</td>
<td>Product/Message</td>
<td>9%</td>
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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
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
Thank You

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