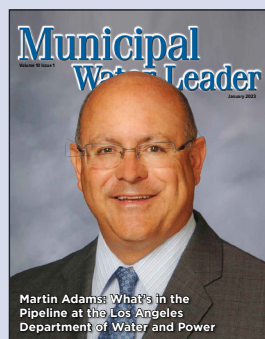
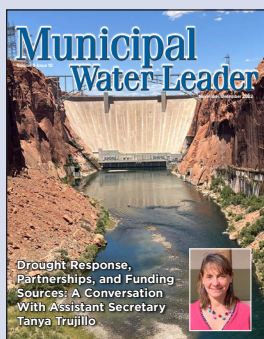


MEDIA KIT 2023

Irrigation Leader



Municipal Water Leader

Hydro Leader



About *Irrigation Leader* Magazine



Irrigation Leader is a Water Strategies publication that highlights the people and issues associated with irrigation in the 17 western states and provides a forum for irrigators and engineers to share solutions and technology.

This 10-issue-per-year magazine is mailed at no charge to all irrigation district managers and their boards of directors in the 17 western states, as well as their respective state and federal policymakers and many other companies and individuals with ties to water. *Irrigation Leader* subscribers in Arizona, Montana, Nebraska, and Washington State receive special state-specific editions of the magazine. In addition we produce an on-line only New Zealand edition. Advertisers may submit separate targeted ads for these state and international specific editions.

Since our October 2010 debut issue was released, our circulation has steadily grown. Today, nearly 9,500 individuals and businesses receive hard copies of the magazine, and approximately 1,000 receive notice of the electronic version. The publication is supported entirely by advertisements and is printed by United Printing, headquartered in Bismarck, ND.

Per Advertising Investment

Centerfold	\$4,000
Inside front cover	\$3,000
Full page	\$2,000
Half page	\$1,500
Back cover	\$1,000

Discounts and editorial content may be available for contractual commitments of 1 or more years. Please contact us for more information.

Magazine Partnerships

Advertising packages, editorial content, and marketing services are available. Please inquire for additional details.

All Magazines - Monthly	\$5,000
Single Magazine - Monthly	\$2,500

Deadlines

Space reservations must be made 2 months in advance. Copy deadline is 6 weeks prior to the first day of the publication month.

Editorial Content

Interviews: Profile leaders of irrigation and water districts. In-person or phone interviews are conducted by our writers, managing editor, and editor-in-chief.

Interviews and articles are organized in the following content sections:

Association Profile: Highlights associations with missions related to water or irrigation.

Business Leader: Profiles businesses, employers and employees who are making a significant contribution to irrigation or a related industry.

The Innovators: Showcases inventive products and services related to water or irrigation.

Water Law: Discusses legislation, regulation, and legal developments relating to water or irrigation.

Irrigated Crop articles: Highlight crops grown in irrigation districts.

Circulation

Hard copies are mailed to nearly 9,500 recipients. A PDF of the latest magazine issue is posted on our website at irrigationleadermagazine.com. Past issues are archived on the website. Additionally, magazines are provided for distribution at a variety of western water meetings. Upcoming meetings are listed on the back cover of each issue.

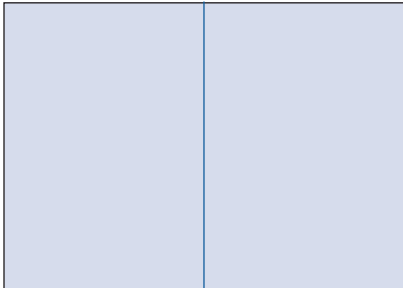
Audience

Hard copies are mailed at no charge to the managers and boards of directors of more than 650 irrigation districts across the 17 western states, Bureau of Reclamation and U.S. Army Corps of Engineers officials, members of Congress, governors and state legislators, and a growing number of water-related organizations and interested individuals.

Contacts

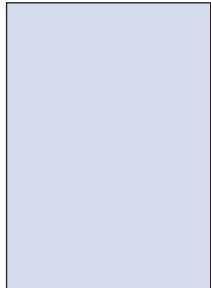
Tom Wacker • Office (202) 698-0690 • Cell (571) 212-8795 • Tom.Wacker@waterstrategies.com
Kris Polly • Office (202) 698-0690 • Cell (703) 517-3962 • Kris.Polly@waterstrategies.com

Advertisement Specifications



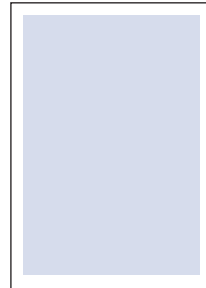
Centerfold

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Live each page 7.5"x10"



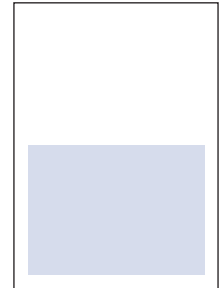
Full-page, with bleed

Trim 8.5" x 11"
.125" bleed
Live 7.5" x 10"



Full-page, no bleed

7.5" x 10"



Half-page

7.5" x 5.5"

Placement and Submission Guidelines

Space Reservations: Advertising space must be reserved at least 2 months ahead of the first day of the publication month.

Copy Deadline: All advertising copy and artwork must be completed and submitted at least 6 weeks prior to the first day of the publication month.

Content Details: Issue themes and content are under development 2 to 3 months ahead of publication. The minimum amount of time necessary to bring a story from concept to final editing is 2 to 3 weeks.

Image Files: Should be 300 DPI and formatted as a PDF, EPS, TIFF, or JPG.

Measurements: All print ads are measured in inches.

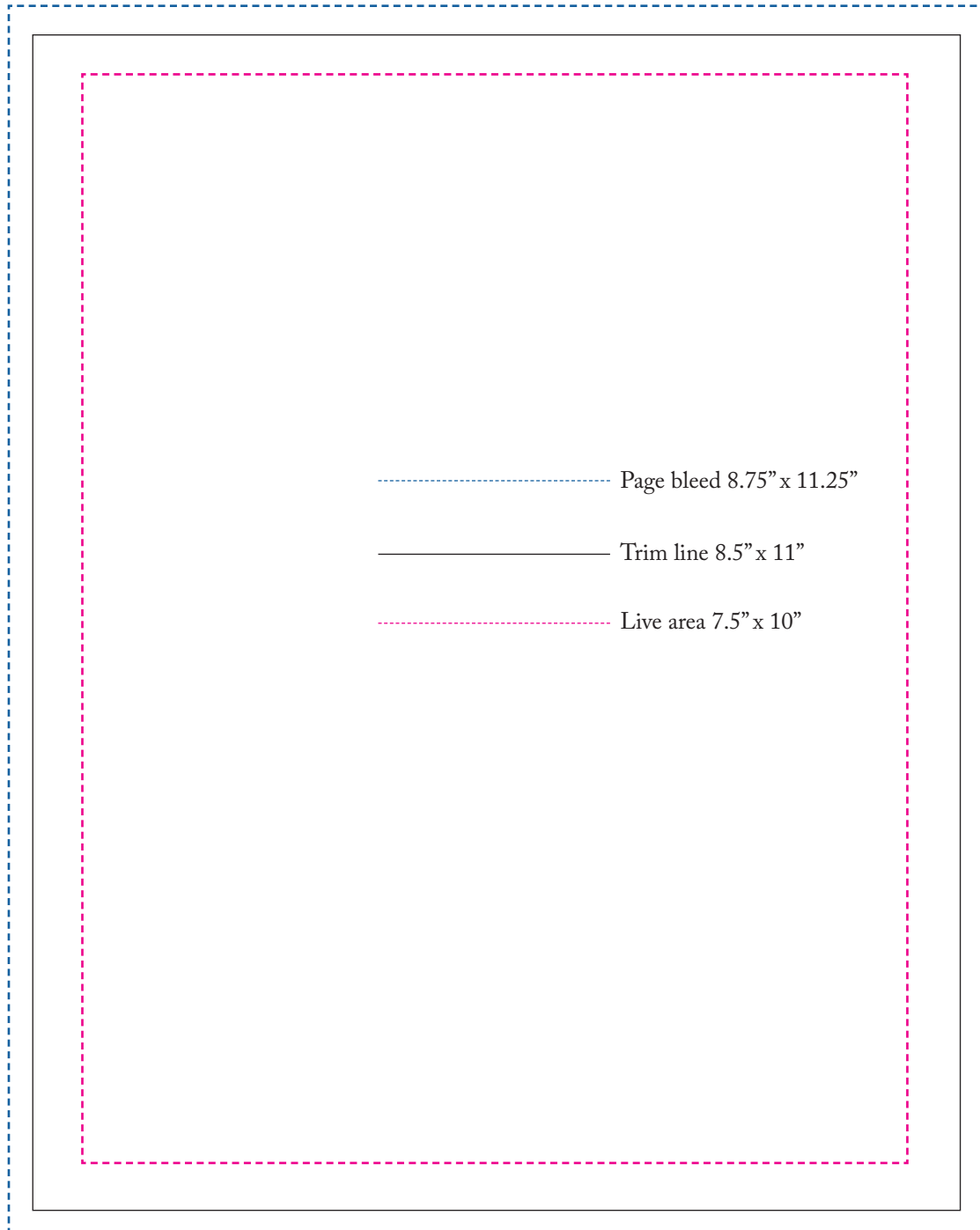
Placement: Generally, advertisements appear in a random order throughout the magazine; however, specific placement is negotiable.

2023 Editorial Calendar

Magazine Issue Month	Advertising Issue Reservation	Advertising Copy Deadline	Magazine Delivery Date
January	November 1, 2022	November 15, 2022	January 1, 2023
February	December 1, 2022	December 15, 2022	February 1, 2023
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June	April 1, 2023	April 15, 2023	June 1, 2023
July/August	May 1, 2023	May 15, 2023	July 1, 2023
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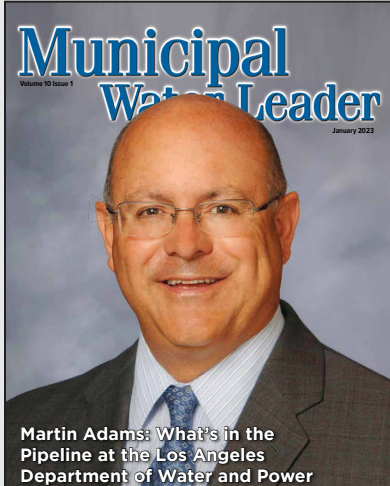
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About *Municipal Water Leader* Magazine



Municipal Water Leader is a Water Strategies publication that highlights the work of the people leading municipal water entities across the United States. The publication is supported exclusively through collaborations and advertising. In return for this support, our magazine partners receive many advertising options as well as input on editorial content.

This 10-issue-per-year magazine is mailed at no charge to recipients that include all U.S. drinking water and wastewater entities with annual budgets or sales of \$10 million or more, every member of Congress, key congressional committee staff, each governor's office, many state legislators, and a wide array of other interested companies and individuals.

The publication is printed by United Printing, headquartered in Bismarck, ND.

Per Advertising Investment

Centerfold	\$4,000
Inside front cover	\$3,000
Full page	\$2,000
Half page	\$1,500
Back cover	\$1,000

Discounts and editorial content may be available for contractual commitments of 1 or more years. Please contact us for more information.

Magazine Partnerships

Advertising packages, editorial content, and marketing services are available. Please inquire for additional details.

All Magazines - Monthly	\$5,000
Single Magazine - Monthly	\$2,500

Deadlines

Space reservations must be made 2 months in advance. Copy deadline is 6 weeks prior to the first day of the publication month.

Editorial Content

Interviews: Profile leaders of irrigation and water districts. In-person or phone interviews are conducted by our writers, managing editor, and editor-in-chief.

Interviews and articles are organized in the following content sections:

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Business Leader: Profiles businesses, employers and employees who are making a significant contribution to irrigation or a related industry.

The Innovators: Showcases inventive products and services related to water or irrigation.

Water Law: Discusses legislation, regulation, and legal developments relating to water or irrigation.

Circulation

Hard copies are mailed to over 4,200 recipients. A PDF of the most recent issue is posted to our website at municipalwaterleader.com. Past issues are archived on the website. Additionally, magazines are provided for distribution at a variety of industry meetings. Upcoming meetings are listed on the back cover of each issue.

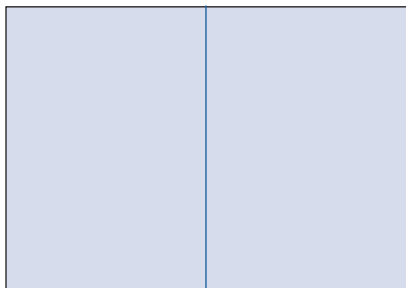
Audience

Hard copies are mailed at no charge to the 700-plus drinking water and wastewater system managers with annual budgets of \$10 million or more in all 50 states; EPA, Bureau of Reclamation, and U.S. Army Corps of Engineers officials; members of Congress; all governors and many state legislators; key congressional committee staff; and a growing number of waterrelated organizations and interested individuals.

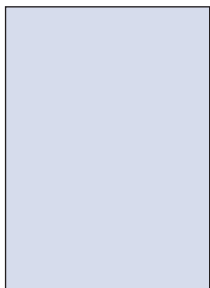
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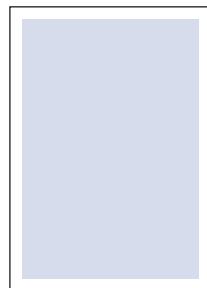
Advertisement Specifications

**Centerfold**

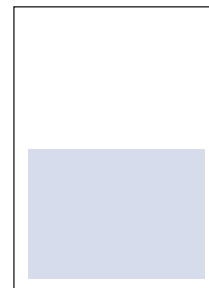
Trim each page 8.5"x11"
.125" bleed
Live each page 7.5"x10"

**Full-page, with bleed**

Trim 8.5" x 11"
.125" bleed
Live 7.5" x 10"

**Full-page, no bleed**

7.5" x 10"

**Half-page**

7.5" x 5.5"

Placement and Submission Guidelines

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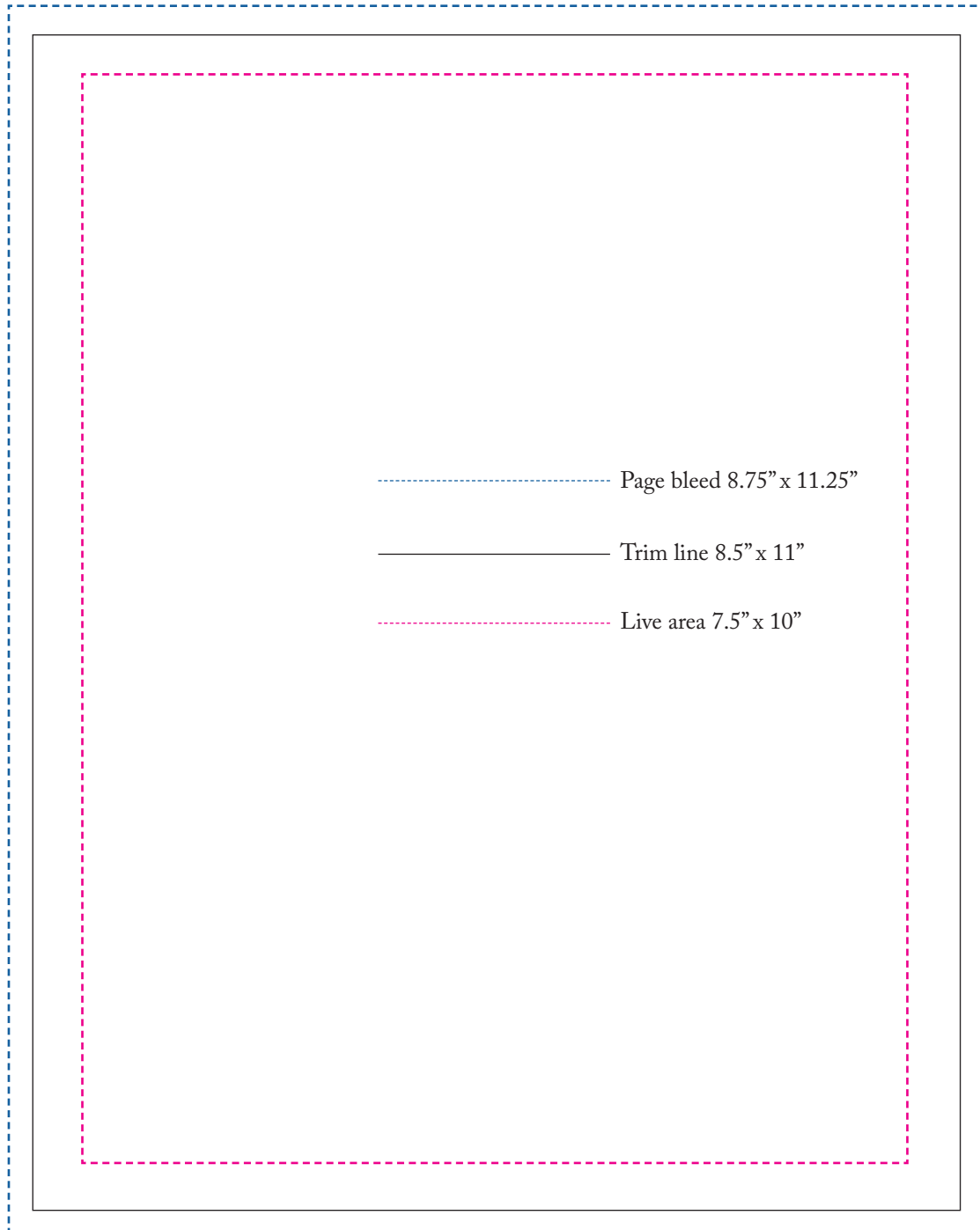
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About *Hydro Leader* Magazine



Hydro Leader is our newest publication, launched in September 2020. Published by Water Strategies, the magazine highlights the work of agencies, dam owners, and companies that are operating, supporting, regulating, and contributing to the benefits of hydropower.

Dams and hydro power facilities in the United States bring local communities immense benefits—flood control, reliable power, water storage, jobs, and recreational benefits among them. But to ensure that those benefits are known, they must be successfully communicated to the public and to federal and local policymakers. *Hydro Leader* has taken on this mission, telling the world about the people and solutions responsible for maintaining and improving this most reliable of our renewable energy sources.

The publication is supported exclusively by a rapidly expanding list of public and private partners and advertisers. Printed 10 times each year with combined issues in July/August and November/December, the magazine is electronically delivered and mailed to recipients free of charge. *Hydro Leader* is printed by United Printing, headquartered in Bismarck, ND.

Per Advertising Investment

Centerfold	\$4,000
Inside front cover	\$3,000
Full page	\$2,000
Half page	\$1,500
Back cover	\$1,000

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Water Law: Discusses legislation, regulation, and legal developments relating to water or irrigation.

Circulation

Hard copies are mailed to more than 4,700 recipients. A PDF of the latest magazine issue is posted to our website at hydroleadermagazine.com. Past issues are archived on the website. Additionally, magazines are provided for distribution at a variety of industry meetings. Upcoming meetings are listed on the back cover of each issue.

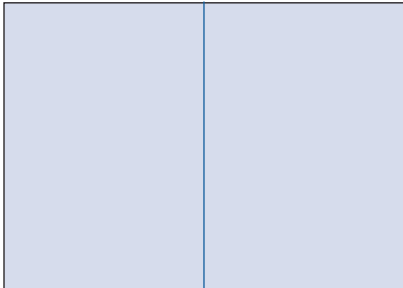
Audience

Hard copies are mailed at no charge to owners, operators, CEOs, board members, and managers of hydro-related facilities; manufacturers and contractors throughout the United States; Bureau of Reclamation and U.S. Army Corps of Engineers officials; municipalities and municipal utilities; members of Congress and state legislators; and governors.

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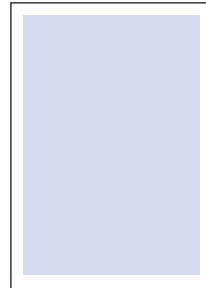
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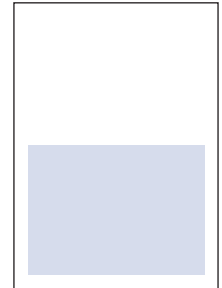
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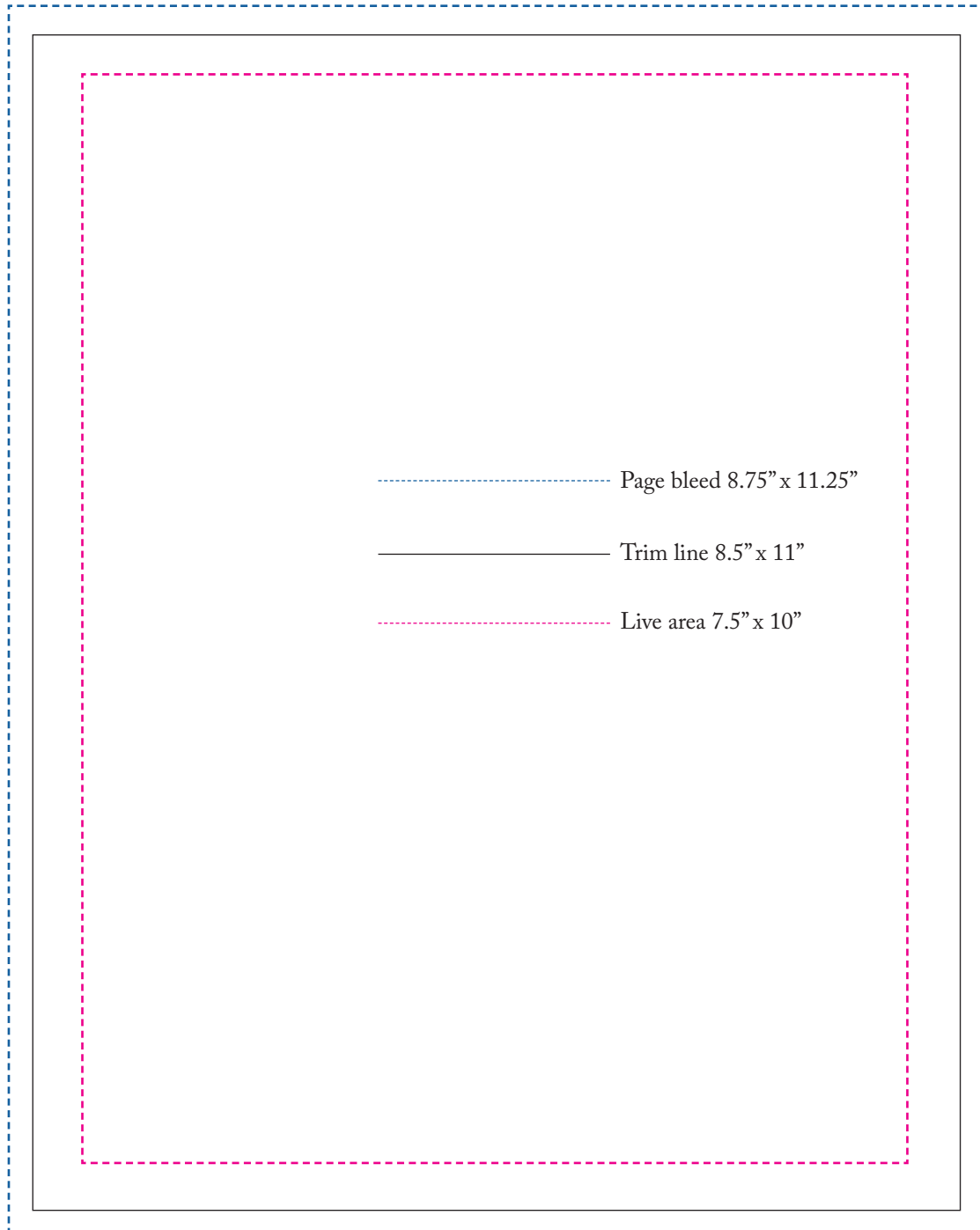
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Advertising Agreement 2023

Please check: ☐ New / ☐ Renewal

Company Information

Name of company/firm _____

Headquarters Address, Street, or P.O. Box _____ Phone _____

City _____ State _____ Zip _____ Country _____

Company Contact Information

First Name _____ M.I. _____ Last Name _____ Suffix _____

Title _____

Address _____

City _____ State _____ Zip _____ Country _____

Office Phone _____ Mobile Phone _____

Fax Number _____ Email _____

Advertisement Information

Magazine to advertise in:

☐ Irrigation Leader

☐ Washington State Irrigation Leader

☐ Arizona Edition Irrigation Leader

☐ New Zealand Edition Irrigation Leader

☐ Montana Edition Irrigation Leader

☐ Nebraska Edition Irrigation Leader

☐ Municipal Water Leader

☐ Hydro Leader Magazine

Frequency: _____

Ad copy size: _____

Special Instructions/Requests: _____

Send Form & Payment to:

Water Strategies | 4 E Street SE | Washington, DC 20003

For more information, call (202) 698-0690

Tom.Wacker@waterstrategies.com | Kris.Polly@waterstrategies.com

Signature _____ Date _____