

The Journal of the Water Management Society



Waterline is mailed free of charge to all members of The Water Management Society, and to a subscription list including major technical libraries. It is published quarterly in Spring, Summer, Autumn and Winter.



ADVERT ORDER CONFIRMATION

Contact Name: _____ **Company:** _____

Email: _____ **Telephone:** _____

Address: _____

Postcode: _____

ADVERT RATES & REQUIREMENTS

Please return your completed form to waterline@wmsoc.org.uk

Size Required (Full layout & sizes shown overleaf)	Dimensions H x W (mm)	Price Per Edition	Edition					
			Spring	Summer	Autumn	Winter		
Full Page	297 x 210	£635					£2,540	
Double Page Spread	297 x 420	£999					£3,996	
Half Page Horizontal	120 x 190	£360					£1,440	
Half Page Vertical	252 x 90	£360					£1,440	
Quarter Page	125 x 90	£165					£660	
Inside Front Cover (Full)	297 x 210	£999					£3,996	
Outside Back Cover (Full)	297 x 210	£999					£3,996	
Inside Back Cover (Full)	297 x 210	£999					£3,996	
Print & Website Bundle [^]	165px x 150px	£100					Choose this option from below for all 4 editions £200	
Sponsorship of Edition E-Flyer*		£50						
NOTES REGARDING ADVERT:		SUB TOTAL	£					Choose <u>at least one option</u> from below when booking an advert in all 4 editions.
WEB LINK FROM YOUR ADVERT IN DIGITAL VERSION:		VAT @ 20%	£					
		TOTAL	£					

Order No.: _____

Name: _____

Date: _____

Signature: _____

4 Edition Web Bundle Options~		
Free Product Spotlight for 12 months		£0
Premium Webpage Banner - 12 months for the price of 6		£1,428
Premium Webpage Banner - 6 months for the price of 3		£765
Main Tile Banner - 12 months for the price of 6		£950
Main Tile Banner - 6 months for the price of 3		£500
Side Tile Banner - 12 months for the price of 6		£380
Side Tile Banner - 6 months for the price of 3		£200
~Subject to availability.	SUB TOTAL	£
*Only available when booking a printed advert.	VAT @ 20%	£
^Only available when booking a printed advert.	TOTAL	£

I have read, understood and agree to how The Water Management Society manages personal data. Data Privacy Statement available at www.wmsoc.org.uk/privacy-policy.

ARTWORK: Supplied as high resolution, print ready PDF and saved as CMYK. Full Page adverts include 3mm bleed on all edges.

WEBLINK: Include http:// or https:// ADVERT DESIGN: Available at a charge, please contact us for further details.

Full Page A4 (please include a 3mm bleed)
297mm x 210mm

**waterline publication
advert sizes**

Half Page Horizontal
120mm x 190mm

Half Page
Vertical 252mm x
90mm

Quarter Page
125mm x 90mm

WEBSITE ADVERT SIZES ALL IN PIXELS (px)

waterline website advert sizes

The screenshot shows the Waterline website homepage. At the top left is the Waterline logo and tagline 'The online journal of the Water Management Society'. A navigation bar includes links for Home, Articles, Waterscan, News, Publication, Events, Recruitment, Suppliers, and Contact. A search bar is on the right. The main content area features a large image of a water treatment process, followed by a 'Welcome to the Waterline website' message and introductory text about the Water Management Society (WMSoc). To the right, there are several advertisement spots: a 'Costain Industrial Cooling' banner, a 'Water Treatment Publications' banner, a 'Latest Edition' section for 'The Latest Edition Out Now: Summer 2022', and a vertical stack of logos for 'ADEY', 'Official City & Guilds', and 'pib insurance brokers'. Below this is a 'Product Spotlight' section with four columns, each featuring a product image and description: 'PrimeLab Photometer', 'HuwaSan TR50 Silver Stabilised Hydrogen Peroxide', 'MCI+ Protector', and 'MM2050 - FT100 Thermometer'. At the bottom, there is a newsletter subscription form and a 'Follow Waterline on Twitter' section.

PREMIUM PAGE BANNER
550x80px

MAIN TILE BANNER
262x249px

SIDE TILE BANNER
165x150px

To make the positioning fair on Side tile banner advertising option, the placement of each advert is shuffled at random upon webpage loading and/or refresh.

The Main & Side tile banner options are rotational adverts, they are part of a series of cycling banners within the specific area. For example, if more than 1 Main Tile banner or more than 6 Side Tile banners taken, then the adverts will be randomly selected upon every page access or refresh.

PRODUCT SPOTLIGHT
263x135px

Product Spotlight adverts come with a title hyperlink, a product image link and a product description; this description is limited to 80 words maximum.

The Product Spotlight space gives suppliers a great opportunity to advertise top products & new releases – all helping to drive traffic to their website and boost sales.

Now available as part of an exciting bundle for printed advert tisers.

SEND AN E-FLYER TO OUR
SUBSCRIBER LIST

Advertisement e-flyer options



Print + E-Flyer *Bundle*

waterline
Summer 2022
OUT NOW!

THE WATERLINE
SUMMER 2022
ISSUE IS
OUT NOW!

CURRENT WATERLINE ISSUE E-FLYER

Sponsor the current Waterline issue e-flyer: An optional extra for advertisers of the latest waterline issue. Your support will be shown with your company name, company logo graphic and a link to your website.

Place any advert in our printed publication and bundle an extra advert into our Current Issue e-flyer for **JUST £50!**

ADVERTISERS SUPPORTING THIS E-FLYER:

Accepta

The Water Treatment Products Company
VISIT THEIR WEBSITE -->

Altecnic

Summer Training Opportunities

Limited spaces remaining on our summer training courses. Don't miss out as seats are selling fast!

JULY
W259
Temperature Monitoring, Sampling & Inspection of Hot & Cold Water Systems for Technicians
Join us 20th July 2022
ONLY 1 SPACE REMAINING
[CLICK HERE TO VIEW THE COURSE WEBPAGE AND BOOK YOUR SEAT](#)

AUGUST
W257
Cleaning & Disinfection of Hot & Cold Water Systems
Join us 9th August 2022
[CLICK HERE TO VIEW THE COURSE WEBPAGE AND BOOK YOUR SEAT](#)

W264
Legionella Risk Assessment of Hot & Cold Water Systems Foundation
Join us 10th August 2022
[CLICK HERE TO VIEW THE COURSE WEBPAGE AND BOOK YOUR SEAT](#)

W262
Management and Control of Closed Hot, Cold and Chilled Water Systems
Join us 11th August 2022
[CLICK HERE TO VIEW THE COURSE WEBPAGE AND BOOK YOUR SEAT](#)

[CLICK HERE TO SEE OUR ONLINE TRAINING PAGE -->](#)

ADVERTISE HERE

TROUBLE READING THIS EMAIL?
[VIEW IN YOUR BROWSER HERE](#)

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This communication has been sent to you as your details are included in our database of people/businesses who have an interest in our products and services. If you would prefer not to receive such communications from us please contact our marketing team to update your details from our database.

ADVERTISE IN OUR NEXT E-BULLETIN (WMSoc NEWS EMAIL) £250

Take a section in one of our regular news e-bulletins. This space can include a short paragraph of your product/s or service/s, your company logo or promotion image and links. Enquire today to see when our next news bulletin e-flyer is scheduled, grab that space & generate interest!

Advertisement e-flyer options



CertWMSoc



Water Treatment Qualifications

The WMSoc have created a qualification route with regard to specific elements of water management to enable a formal training pathway, covering all elements of a given job role and to raise standards as an ongoing commitment to both service providers and their clients.

WMSoc are delighted to announce the creation of a **WMSoc Cert qualification** route to ensure comprehensive and relevant training, covering all elements of a given job role, in a structured way. These qualifications will confirm to clients the commitment of those completing the full syllabus which comprises of a number of accredited training modules, followed by a final exam. The modules will be a mix of on-line and classroom courses, with a strong practical element.

Duration: Qualifications to be completed within 3 year window and will be valid for 3 years before resit of an exam or proof of accredited CPD. The various pathways on offer are of different lengths, depending on the amount of technical knowledge required to perform the various tasks.

Benefits

WMSoc will provide a rounded curriculum to meet the needs of various job roles within the water treatment/hygiene industry. The qualification adds to the competence required and understanding of the given job role.

All qualified students will be listed on the WMSoc website for 3 years, and this can be used with customers to confirm the additional level of training undertaken. They will be able to use "WMSoc Cert" as a designation in personal and professional communications.

A few of our FAQs

Q Why should I use the WMSoc for my training?

A The WMSoc offers independent training delivered by industry recognised tutors. With a focus solely on water you can be assured that the latest information is included in the training courses provided.

Q What benefit will I see from a qualification?

A The names of all people achieving the WMSoc Certification will be freely publicised on our website and via our Waterline publication for a period of 3 years. In addition all successful students will receive a digital badge and certificate which they can use to advertise their higher level of knowledge to their customers.

Q Can I qualify for multiple pathways? And if so, how?

A Yes, you can qualify for as many pathways as you wish. In order to qualify for multiple pathways within the same section you would need to take any additional courses identified in the pathway maps, and take the additional wash-up and exam session.

[CLICK HERE TO SEE THE](#)

BASIC E-FLYER

£1,000

Together, we will create a basic HTML e-flyer for your content.

This can include nice images & links to your product/s & service/s.



THE BELFRY
HOTEL & RESORT



JOIN US AT THE PRESTIGIOUS BELFRY GOLF COURSE FOR OUR FIRST FACE TO FACE EVENT OF 2022.

We have a **FULL 18 HOLES** arranged on the Derby parkland golf course, which features far-reaching views across the Warwickshire countryside, strategically placed bunkers, water hazards and well-designed risk and reward holes.

The course offers a gentle challenge and is perfect for players of all levels.

THE DAY

Date:
Thursday 12th May 2022

Full Agenda:
11:30 - 13:00 - Welcome, Golf registration and breakfast

12:20 - 13:20 - Tee off

18:30 - 20:30 - 3 course set dinner and prize giving

Prizes for:

Longest Drive competition

Nearest the Pin

Dress code and Belfry Golf Course Etiquette must be adhered to at all times.

Sport & Networking

THE DAY INCLUDES 18 HOLES ON THE DERBY COURSE, PLUS A 3 COURSE DINNER.

OPEN TO ALL, but spaces are limited and will be issued on a first come, first served basis, so **BOOK TODAY!**

[CLICK HERE FOR THE EVENT WEBPAGE -->](#)

TROUBLE READING THIS EMAIL?
[VIEW IN YOUR BROWSER HERE](#)

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BESPOKE E-FLYER

£1,500

Supply us with your idea and content, we will create a bespoke e-flyer for you.

This can include background graphics, images & links to your product/s & service/s.

MIX-&-MATCH ANY OF OUR DESIGNS

Create a mix-&-match of features from any of our design options and layouts.

ENQUIRE TODAY!

CALL: 01827 289 558

EMAIL: WATERLINE@WMSOC.ORG.UK