

Wisconsin Onsite Water Recycling Association

Business Promotions Program 2012

Promotional Opportunities for WOWRA Members

A partnership with WOWRA is a promotional investment that enhances your company's marketing efforts while supporting WOWRA's ongoing work toward providing continuing education, onsite information and responsible industry professionals.



Wisconsin Onsite Water
Recycling Association

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Wisconsin Onsite Water Recycling Association

Page 2

Dear Vendors, Advertisers & Sponsors,

This past year has been a time of many changes in WOWRA. One of the most significant changes that will affect you is a shift in marketing/news distribution from WOWRA to our members. To reflect some of those changes, we have revamped our advertising rates for 2012.

Starting in 2012, WOWRA News, the newsletter sent only to members, will be a **quarterly** publication rather than a monthly publication.

In August, WOWRA took another step into the 21st century and began using Constant Contact to send short newsletter emails to our members and industry professionals around the state. You may have seen an issue of "WOWRA Happenings" in your inbox recently.

What does this mean for you?

Your advertising dollar is going much farther than it ever has with WOWRA and we can help you see the results.

Your print advertisements in our WOWRA News will go out four times over the course of the year: spring, summer, fall and winter.

However, your inclusion in WOWRA Happenings will go out 25 times over the course of the year. Now, four months after we started using this program to send out news to our members, WOWRA Happenings is sent to over 600 people, nearly 4 times more people than were ever sent our member newsletter, WOWRA News, and the list is growing weekly. WOWRA Happenings goes not only to WOWRA members, but industry members including plumbers, designers, installers, evaluators, regulators, pumpers, manufacturers and more. The best part, Constant Contact allows us to see the "click rates" of each link we put in the issue. This means that for every issue sent, a report shows how many people clicked on the link to your website. For example, the December 16, 2011 issue of WOWRA Happenings was sent at 10:00am. At 2:51pm, one company had 2 "click-throughs", and two other companies had one "click-through." At that time, only 86 recipients had opened the issue.

With this in mind, your advertising dollars have a potential exponentially greater than ever have before.

Advertising packages are also built to include your company logo & links on the WOWRA website and social media pages for more exposure with these features as an optional add-on for smaller packages.

We understand times are tough and the only dollars to spend are the ones with the best returns. Advertising with WOWRA in 2012 is the best possible way to spend minimal advertising dollars and see a maximum return.

If you have any questions or concerns, please call Kim at 608-256-7757 or email at kcunningham@ekgmail.com.

Questions? Call: 608-256-7757



Platinum Promotional Package:

Full page advertisement in the WOWRA newsletter (8 ½ x 11)
Tier 1 link listing in WOWRA Happenings (see figure 1)
Printing of up to 6 press releases in WOWRA Happenings, 1 of which also printed in WOWRA News
Link on the WOWRA Website to your company website
Your company Logo & Link on WOWRA Facebook page

Price: \$1400*



Gold Promotional Package:

Half page advertisement in the WOWRA newsletter (8 ½ x 5 ½)
Tier 2 listing in WOWRA Happenings (see figure 1)
Printing of up to 4 press releases in WOWRA Happenings, 1 of which is also printed in WOWRA News
Link on the WOWRA website to your company website
Your company Logo & Link on WOWRA Facebook page

Price: \$800*



Silver Promotional Package:

One quarter page advertisement in the WOWRA newsletter (4 ¼ x 4 ½)
Tier 3 listing in WOWRA Happenings (see figure 1)
Printing of up to 2 press releases in WOWRA Happenings

Price: \$500*



Bronze Promotional Package:

One eighth page advertisement in the WOWRA newsletter (2 ½ x 3 ½)
Tier 4 listing in WOWRA Happenings (see figure 1)

Price: \$300*

Option Add-ons

Link on the WOWRA Website to your company website

Price: \$200*

Your company logo & link on WOWRA Facebook page

Price: \$50 each

Printing of Press Releases in WOWRA News (quarterly newsletter)

Price: \$25 each

Printing of Press Releases in WOWRA Happenings (bi-weekly newsletter)

Price: \$10 each

*Payments received after June 1, 2012 may be prorated at 60% for the remainder of the year.

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Figure 1

Wisconsin Onsite Water Recycling Association Issue No. 4



2012 WOWRA Scholarship

Do you have a graduating high school senior in your home looking for a college scholarship? Or are you yourself going back to school to further your education, but not sure how you're going to pay for it?

WOWRA has 2 scholarships available to WOWRA members or immediate family members of a WOWRA member. One, Robert Lindner Memorial Scholarship in the amount of \$2000, one Gretchen McQuestion Scholarship in the amount of \$1500. (These amounts may be changed at the discretion of the Board of Directors.)

The deadline to apply is January 1, 2012. Winners will be announced at the 2012 WOWRA Onsite Show, January 26-28, 2012 in Stevens Point, WI. Follow the link to download the Rules & Application.

2012 WOWRA Scholarship Application

For questions, contact Kim either by phone at 608-256-7757 or by email at kcunningham@ek@gmail.com for an application.

2012 WOWRA Onsite Show

The schedule is set, the speakers are coming, the entertainment is booked and the competition is on!

Back by popular demand, **Jeff Swan, WI State Patrol** will be a featured speaker on Saturday morning!

--Roe-D-Hoe Competition, for the first time ever in WI with our champion winning an all-expenses-paid trip to compete for the National Championship title at the Annual Pumper Show in Indianapolis, IN in 2012



--Welcoming Chicago improv troupe [The Katvדים Improv!](#)

--Rejuvenation Day feat. experts in the field of drainfield rejuvenation

--Speakers on topics including: insurance, bill collecting, OSHA safety, installation, business succession, building a website, navigating social media for businesses

--Additional featured Guest speakers include: Fred Hegeman, WI DNR, Roman Kaminski, WI DSFS, Dick Otis, NOWRA President, Sara Heger, U of M, Deron Oberkom, Zoeller Company

Registration is going on now. [Click this link to download the conference brochure.](#)


2012 WI Onsite Show Brochure

Interested in Exhibiting at the conference? [Click this link to download the exhibitor brochure.](#)








Tier 1


Tier 2




Tier 3

Tier 4

Upcoming WOWRA Events

Jan 26 -28 2012 WOWRA and WLWCA Joint Conference Stevens Point, WI

Future Dates for Annual WOWRA Onsite Show

Thanks to the positive feedback of attendees at the WOWRA Onsite Show in Stevens Point, WI over the

Questions? Call: 608-256-7757

Details

Ad copies may be changed at any time, but the advertising copy must be received three days before the end of the month to be included in the next month's issue.

Logos/Ads in WOWRA Happenings are first as listed as first come, first served then rotated within your tier each issue.

Press releases must be received by Monday to be included in the WOWRA Happenings issue that Friday. Copies received after Monday will be included in the next issue. You must specify if the press release is meant for WOWRA News or WOWRA Happenings.

Copies may be mailed or emailed to the WOWRA office: WOWRA, 16 N. Carroll St., Suite 900, Madison, WI 53703, kcunningham@ekgmail.com. PDF and JPEG files are preferred for ads. Word files are preferred for press releases.

Checks should be made payable to WOWRA and mailed to 16 N. Carroll St., Suite 900, Madison, WI 53703. We also accept credit cards over the phone by calling us at (800) 377-6672.

Don't forget to "Like" us on Facebook!