



Advertising Information

For CBWA Website and Weekly eNewsletter

About Canadian Bottled Water Association (CBWA)

The Canadian Bottled Water Association (CBWA) is the trade association for the bottled water supports and promotes bottled water as a healthy, safe and convenient food product, and ensures the high standard of product quality and for environmental sustainability for its member companies.

CBWA members are Canadian bottled water companies, and equipment manufacturers, distributors, suppliers, and others who wish to join the association. CBWA member companies produce and distribute about 85 per cent of the bottled water sold in Canada.

The CBWA and its members educate, inform and encourage dialogue between the industry, government, consumers and other stakeholders.

CBWA Website

The CBWA website is a great tool for the bottled water industry, as well as various governments, journalists, researchers, students, and the consuming public. Advertising on the CBWA (with hot link to your website) is an excellent opportunity to expand your reach, educate your consumers, and increase your sales. Bottled Water manufacturers are restricted to CBWA member approved bottlers. Industry suppliers are invited to advertise on the CBWA website.

CBWA eNewsletter

Since 2012, the CBWA eNewsletter is the only weekly dedicated source of information to the bottled water industry in Canada. For timely and reliable news that matters to business, CBWA eNewsletter is a must read to industry stakeholders. CBWA eNewsletter covers important issues as:

- Regulatory/Legislative Updates
- Technical & Training Information
- Public Affairs & Communications
- Industry Data/Statistics
- Marketing
- Media Stories and Trends
- CBWA Events

Mechanical Specifications

Materials: Mac or PC compatible digital media (e.g., AI, PSD, CDR, EPS, InDesign, Quark Express, TIFF, JPG, PDF, etc.) at 300 dpi resolution; delivered on CD/DVD or email. Advertisements, logos, etc. can be created by CBWA for an extra charge.

Dimensions	Width	Height
Website Banner	450 pixel	60 pixel
eNewsletter Banner	3.5"	2.25"

Advertisements are subject to positioning at CBWA's discretion. All prices are net (no agency commission).

Contact Information

CANADIAN BOTTLED WATER ASSOCIATION ASSOCIATION CANADIENNE DES EAUX EMBOUTEILLES

7357 Woodbine Avenue, Suite 617
Markham, Ontario L3R 6L3
Telephone: (416) 618-1763
Fax: (866)-354-2788
Email: griswold@cbwa.ca
Website: www.cbwa.ca



Advertising Information

For CBWA Website and Weekly eNewsletter

Company: _____

Billing Address: _____

Telephone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

New ad (file to be sent)
 Same ad - no change (repeat)
 Same ad - with changes (changes attached)

Confirm Item (✓)	Specifications <i>eNewsletter - 3.5" x2.25" Website - 450 px x 60 px</i>	Period/Duration	Member Rate	Standard Rate
<input type="checkbox"/>	eNewsletter & Website* Advertisements	1 year (52 issues/12 months)	\$1,500.00	\$2,000.00
<input type="checkbox"/>	eNewsletter & Website* Advertisements	6 months (52 issues/12 months)	1,000.00	1,400.00
<input type="checkbox"/>	eNewsletter Advertisement	1 year (52 issues)	1,000.00	1,400.00
<input type="checkbox"/>	eNewsletter Advertisement	6 months (26 issues)	750.00	900.00
<input type="checkbox"/>	Website* Advertisement	1 year (12 months)	1,000.00	1,500.00
<input type="checkbox"/>	Website* Advertisement	6 months	750.00	900.00
	* hot link	Subtotal	\$	\$
	<i>Business# 895091254</i>	HST (13%)		
		TOTAL AMOUNT	\$	\$

Method of Payment: (Payable to CBWA) *Must be paid prior to advertisement posted*

Cheque
 VISA
 MasterCard
 AMEX
 Money Order/Certified Cheque

Complete for VISA/AMEX: (Please print clearly)

Account Number: _____ Exp. Date: _____

Cardholder Name: _____ Signature: _____

Contract & Copy Regulations

CBWA reserves the right to reject any advertising at any time. Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, shall also assume responsibility for any claims arising from advertising against the CBWA. CBWA will not be bound by any conditions, printed or otherwise, appearing on copy instructions when such conditions conflict with the regulation set forth on this rate sheet. Cancellations must be in writing, and none is considered accepted until confirmed by CBWA. CBWA shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by CBWA is contained because of acts of God, acts of government or governmental instrumentality (whether federal, provincial/state or local), strikes, accident, work stoppages, fire or any similar or dissimilar circumstances beyond the control of the publisher.

CANADIAN BOTTLED WATER ASSOCIATION ♦ ASSOCIATION CANADIENNE DES EAUX EMBOUTEILLEES

7357 Woodbine Avenue ♦ Suite 617 ♦ Markham ♦ Ontario ♦ L3R 6L3

(416) 618-1763 ♦ Fax: (866)-354-2788

Website: www.cbwa.ca ♦ Email: griswold@cbwa.ca

Member of the International Council of Bottled Water Associations