

Continuing the Revolution

Welcome to WaterShapes.com, the one-stop web site that serves the *total* aquatic marketplace – professionals and suppliers as well as consumers.

Rich in content mined from the archives of *WaterShapes* magazine, the site also offers searchable product/service directories for the watershaping and associated hardscape, furnishings and architectural-features markets, providing a unique resource for both consumers and watershaping professionals.

WATERSHAPES REBORN

For watershaping professionals, WaterShapes.com includes a consumer-oriented Profile section that introduces designers and builders to prospective clients and provides direct links for initial contact. These Profiles can be augmented by Listing Upgrades that will enable watershapers to complement their online portfolios.



David Tisherman's Visuals, Manhattan Beach, Calif.

For consumers, the site offers ready access to the entire *WaterShapes* archive, featuring hundreds of informative columns, articles and newsletter items as well as all-new material gathered from the Internet. This trove of information will work with major search engines for maximum traffic, page views and return visits.

For suppliers of watershaping products, WaterShapes.com offers easy access to a specialized, construction-oriented Directory and the detailed product listings it contains. In addition, the digital release of the archives will enable those who advertised in the past to upgrade previously published ads with videos, images and direct links.

This new site extends and perpetuates the WaterShapes franchise – a brand that has been changing the face of the watershaping industry since 1999.



Anthony Archer Wiils, Copake Falls, N.Y.

[\[Next: Our Mission\]](#)

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Our Mission

The mission of WaterShapes.com is to centralize and organize information on the processes by which water-containing vessels and their surroundings are designed, engineered and constructed. It serves as a forum on how these environments can be assembled practically, properly and profitably.

WaterShapes.com is a constantly growing, constantly evolving resource filled with solid, practical information. For professionals, that means access to state-of-the-art materials, tools and methods used to achieve ambitious results; for consumers, it means knowing the questions to ask as they aspire to own or improve their watershapes and aquatic environments.

As such, WaterShapes.com offers marketers direct access to architects, designers, engineers and builders who participate in the design and construction of water-oriented environments and who have a need to contain, move, clean, treat and in all other ways shape and surround the aquatic spaces that their well-informed commercial, institutional and residential clients desire.

DEFINITIONS

WaterShapes.com represents something new in its market niche: a web **portal** that allows site visitors to direct their approaches to carefully selected information about aquatic spaces and related environmental features.

The **professionals** we serve include landscape architects and designers, watershape designers and builders, general contractors, engineers, architects and a wide variety of specialty contractors and subcontractors – people who have a need to keep up with trends, seek new ideas, examine emerging techniques and technologies and find inspiration.

Consumers include homeowners, commercial property owners or managers and various institutional operators and managers who need to know what's available; have questions about approaches, options, technologies and aesthetic features; and have a need to find inspiration as they consider either a new aquatic space or management of one that already exists.



Crystal Fountains, Concord, Ontario, Canada (Photo: Marc Cramer)

In this environment, **watershaping** includes design and installation of products ranging from pools, spas and fountains to ponds, streams, waterfalls, water walls and more – any and all forms of contained, controlled water from birdbaths to lakes. As for the **surrounding environments**, these include shade structures, decks, lighting systems, landscapes, retaining walls, decorative elements and fire features (among others) installed by allied professionals who have their own sets of technical needs and face their own range of design challenges.



Mystic Water Gardens, Encino, Calif.

[next: [Full-Breadth Outreach](#)]

[jump to [Options and Rates](#)]

Full-Scale Outreach

WaterShapes.com starts with *WaterShapes* magazine and its WaterShapes EXTRA! digital newsletter, then reaches beyond them to collect information from a wide variety of sources to acquaint site visitors with current design trends and styles, engineering principles and a spectrum of technologies.

This compilation is of broad-based interest, helping professionals perform at higher levels with better information and inspiring consumers to demand the best in their watershapes and surrounding environments.

ronments can focus or generalize their site experiences, based on project-by-project needs and interests.

We believe that provision of this self-directed information resource in the context of a thoughtfully organized web site will have the additional effect of introducing visitors to a broader range of environmental-design possibilities – and to the suppliers that make them possible.

SITE VISITORS AND OUR NETWORK

Personalized experience. Each of our site visitors can pursue information to suit their own needs, spaces and desires. By including information on everything from pools and fountains to ponds, spas, streams and lakes, we offer a comprehensive forum for the exploration and discovery of previously unrecognized possibilities.

Free and easy to use. Getting started on WaterShapes.com is a simple, intuitive process. We provide an inviting, engaging user experience that makes it easy for visitors to navigate, explore and enjoy the site, using large, attractive imagery, engaging text and obvious depth and variety on every page and with every click.

Covers the whole product lifecycle. Whether it's researching a new project or finding ways to renovate an existing watershape, our portal is there as a resource that serves visitor needs from idea initiation through decades of reliable service and upgrading.

ADVERTISERS AND OUR NETWORK

Ready access to specifiers and buyers. By inviting watershape owners and prospects and the professionals who serve them, we enable adver-

tisers to reach both specifiers and buyers. This enables both national and local advertisers to reach individual visitors based on zip code and declared product interests and generate detailed metrics.

Multi-channel marketing solutions.

With our web site, digital newsletters and mobile apps, we provide display, audio and video advertising possibilities across all digital platforms. With our digitized print archive, we offer advertisers the ability to enhance their ads with videos and images, seamlessly combining media to create immersive branding and generate sales leads.

Enhanced messaging environments.

Our advertising and marketing products are built into the visitor experience to minimize disruptions and enhance engagement. Our intuitive user interface maximizes the impact of our advertisers' messages as visitors search content; read our blogs; engage in social networking; click to change pages; or click to seek additional information from suppliers or listed professionals.

BUILDING ON METRICS

WaterShapes.com serves an established marketplace that appreciates the value of multi-level marketing, which is why we have prepared a variety of Marketing Programs that allow choices among outlets and/or the development of custom plans.

We recognize as well that site-visitor metrics and the time visitors invest in viewing the site are key performance indicators (KPIs) of the status and growth of our business. Full statistics on these visits will be gathered, evaluated and reported to advertisers on a regular basis.

[Next: [Options and Rates](#)]



Christopher Lines & Associates, Walnut Creek, Calif.

OPEN TO CONSUMERS

Opening *WaterShapes* to the Internet is a major breakthrough – one that puts the best of watershaping on display for homeowners, property managers and other consumers.

Those who already own aquatic spaces, for example, can use the site to find innovations in furnishings and amenities, water treatment or energy efficiency. Those who are in the market for a new aquatic space can explore the full range of possibilities, then narrow their research categories as the process continues. And those who design, engineer and build these envi-

Options & Rates

Marketers have an array of options to choose from in working with WaterShapes.com, including Charter Marketing packages (click [here](#) after reviewing your options) that offer special rates for multi-level promotions.



Aquart, Guanacaste, Costa Rica

Product Releases

In each edition of our digital newsletter WaterShapes EXTRA!, you may purchase one of four positions we make available for product promotion. The newsletter text and image will offer a brief introduction, then will link directly to your designated URL.

Base rate: \$35 for one product, one-time use/\$25 each for six products over a six-month period. (The same product may be reused, or new items may be provided.)

Newsletter Advertising

WaterShapes EXTRA! has a number of positions available for advertising, including static top and middle banners as well as skyscrapers and other ad formats. Deployed twice each month, this newsletter includes original content and lighter-side information that has a steady following among professionals and an increasing number of consumers.

Base rates: Click [here](#) to see the 2012 rate sheet and specifications.

Web Site Advertising

WaterShapes.com offers numerous opportunities for banner advertising, with rotations open for animated or static banner ads on the home page as well as a range of landing pages within the site. Each newsletter feature, for example, has its own landing page and ad positions, as do the standing pages around which we've organized the site.

Base rates: Click [here](#) to see the 2012 rate sheet and specifications.

Article Sponsorship

As we release articles and columns from the archives, the reader will move from an introductory note to a landing page that will carry a brief synopsis of the feature that ends with a link to the full text and all images. Many of these articles are landmarks in modern watershaping, and article sponsors will be called out on the landing pages as having made access to these articles possible.

Base rates: Single article, one-time rate: \$495; Six-article package, six-month time frame: \$395 per article/\$2370 total

Resource Directory

As a free service to marketers, we offer a comprehensive Resource Directory that includes contact information encouraging consumer and professional access to specific product categories and listings. This resource is available to all site visitors 24/7 and is also accessible through a mobile app available through our site (Android only).

Base rate: Free of charge

Directory Upgrades

Any company wanting to stand out from the crowd can enhance its pres-

ence in the Resource Directory by purchasing upgrades – priority placements (top-of-page positions), color listings, live links and more. All are aimed at making your information accessible to professionals and consumers alike.

Base rates: Click [here](#) for the 2012 rate sheet.

Archive Exposure

Any company that has advertised in a past print edition of *WaterShapes* will gain extra exposure at no additional charge as each issue of the magazine is uploaded to our web site and opened to consumer and professional readers. This is a visit with the magazine on an all new level: Highlighted articles will be significantly enhanced, with illustrations and images jumping to full-screen size or turning into videos or sequences of images with a simple click.

Base rate: Free of charge

Archive Ad Upgrades

The same technology that lets us enlarge images and add videos can be applied to your ads in the digital magazine, meaning you can link product demonstrations, videos, web pages and more to refresh your past advertising and bring your messages right up to date. The ad may be from 2002 or 2010, but the links will be absolutely up to the minute.

Base rates:

- One-year exposure of live link, \$60; lifetime exposure of live link, \$250 flat fee.
- One-year exposure of enhanced images, \$120; lifetime exposure of enhanced images, \$500 flat fee.
- One-year video link, \$300 per year; lifetime exposure of video link, \$1,250.

WaterShapes.com Charter Marketing Programs

WaterShapes.com has set up **Charter Marketing Programs** that include elements drawn from several of the programs covered on the **Options & Rates** page of this Media File. For information on these packages and rates, click [here](#).

Bronze Level

- 1 Product Release (a \$25 value)
- 1 Rectangular (534 x 90 pixel) Newsletter Ad, two consecutive issues (a \$600 value)
- 1 Banner (728 x 90 pixel) Web Site Ad, one month (a \$1,000 value)

Total cost: \$1,250 – a savings of \$375!

Silver Level

- 2 product releases (a \$50 value)
- 1 Skyscraper (160 x 600 pixel) Newsletter Ad, four consecutive issues (a \$1,550 value)
- 1 Banner (728 x 90 pixel) Web Site Ad, two months (an \$1,800 value)
- 2 Enhanced Archive Ads, with live links for one year (a \$120 value)

Total cost: \$2,500 – a savings of \$1,020!

Gold Level

- 4 Product Releases (a \$200 value)
- 1 Banner (728 x 90 pixel) Newsletter Ad, six consecutive issues (a \$2,250 value)
- 1 Banner (728 x 90 pixel) Web Site Ad, four months (a \$3,200 value)
- 2 Enhanced Archive Ads, with video links for one year (a \$600 value)

Total cost: \$4,800 – a savings of \$1,450!

Platinum Level

Pick and choose enhancements from the lists above and develop your own package. If it's something we can do, we'll set up the package and give you a **25% discount** off list prices – **your choice!**



BioNova Natural Pools, Far Hills, N.J.

WaterShapes EXTRA! is a twice-monthly, content-rich electronic newsletter distributed directly to our opt-in list of newsletter subscribers. Companies advertising in this innovative marketing vehicle proactively grab the attention of watershaping's decision-makers. No need for our readers to search for your ad: Your ad finds them—right on their desktops! Each ad also includes a link to your Web site. (Note: All rates are net—no discounts apply—and must be paid with order.)

LEADERBOARD AD

Size 728 x 90 pixels
Position Across top of newsletter
Rate \$800 for two consecutive newsletters,
 \$1,550 for four, \$2,250 for six

SKYSCRAPER AD

Size 160 x 600 pixels (vertical, rectangular)
Position Right column of newsletter
Rate \$800 for two consecutive newsletters,
 \$1,550 for four, \$2,250 for six

RECTANGULAR AD

Size 534 x 90 (horizontal, rectangular)
Position Left (main) column of newsletter
Rate \$600 for two consecutive newsletters,
 \$1,150 for four, \$1,700 for six

SQUARE AD

Size 160 x 140 pixels
Position Right column of newsletter
Rate \$300 for two consecutive newsletters,
 \$550 for four, \$800 for six

PRODUCT PROMOTIONS

We publish a promotional item (including a photo of the product) based on a product release you submit. This listing occupies the entire column width in the **Of EXTRA! Interest** section of the newsletter (see the illustration on the right).

Clicking on your listing takes readers directly to your company Web site; alternatively, it can link directly to a video presentation you have.

Rate \$35 for one item in one newsletter issue
 \$25 each for six products over a six-month period.
 (The same product may be reused, or new items may be provided.)

AD SPECIFICATIONS

Include the URL of the page the banner will point to, plus an "alt tag" (a short description of your ad). Please set animated banners to loop no more than 3 times.

Weight limits

GIF, animated GIF, JPEG or PNG files: 35K maximum, 72 dpi maximum. Flash banner: 35K maximum. *Important: Include the original FLA file (not just the SWF), any original fonts used, and a substitute JPG or GIF file for those who don't have Flash. Please provide the link to yoursite and a "clicktag" within your FLA and SWF file.*



Web Site Advertising Rates & Specifications

Please Note: Home page rates in black. Rates for other pages in red.

Banner Ad 728 x 90

One month \$1,000 / two months \$1,800

One month \$825 / two months \$1,500



Square Ad 300 x 250

One month \$800/two months \$1,500

One month \$675/two months \$1,300



Skyscraper Ad 160 x 600

One month \$900/two months \$1,675

One month \$750/two months \$1,400

Ad Specifications

Include the URL of the page the banner will point to, plus an "alt tag" (a short description of your ad). Please set animated banners to loop no more than 3 times.

Weight limits

GIF, animated GIF, JPEG or PNG files: 35K maximum, 72 dpi maximum. Flash banner: 35K maximum. *Important: Include the original FLA file (not just the SWF), any original fonts used, and substitute JPG or GIF file for those who don't have Flash.*

Questions? Contact Jim McCloskey
(818) 715-9776 / jm@watershapes.com



WaterShapes.com Resource Directory

Getting Listed & Requesting Upgrades

If your company wants to be included in WaterShapes.com's **Resource Directory**, you can get involved by following these easy steps.

1. E-mail Jim McCloskey (jm@watershapes.com) to receive a registration form and additional information.
2. If you want to purchase upgrades for your listing, they are available with payment of the following charges:

Standard	No additional charge (no upgrades)
Standard Plus	\$300 additional charge per year
Enhanced	\$500 additional charge per year
Premier	\$750 additional charge per year

The above options all include being listed in up to 10 different categories. Extra categories beyond the 10 may be purchased for \$10 each. (To see what upgrades are included at the different listing levels, please see below.)

3. After you submit your information and payment for extra listings or charges for upgrades, your listing will be uploaded to the online directory.

Note: Once you are listed in the Resource Guide, you will be included in all future communications about future participation.

Listing Options

Standard – *no charge*

Placement: After Premier, Enhanced and Standard Plus listings

Features: Company name in boldface

Standard Plus – *\$300 per year*

Placement: After Premier and Enhanced listings

Features: Company name in red type and boldface, with arrow >.

Two live links (company name and URL) to company Web site

E-mail link opens pre-addressed (TO:) e-mail form

Stainless Steel Pools
Crestfield Pools
1000 Main Street
Anytown, CA 97095
Toll-Free Phone: 866-555-5555
Fax: 555-555-5555
www.crestfield.com
jthomas@crestfield.com
Contact: Jim Thomas

Stainless Steel Pools
> **Crestfield Pools**
1000 Main Street
Anytown, CA 97095
Toll-Free Phone: 866-555-5555
Fax: 555-555-5555
www.crestfield.com
jthomas@crestfield.com
Contact: Jim Thomas

Enhanced – \$500 per year

Placement: After Premier listings

Features: Full-color logo (live link to Web site)

Company name in bigger point size, red type and boldface, and with arrow > (live link to Web site)

Other highlighted lines in red type and boldface.

Three live links (including company logo) to Web site

E-mail link opens pre-addressed (TO:) e-mail form

Live “Request More Information” link in red type and boldface. This takes visitors to your Web site

30% off any banner ad in Web edition Referral to banner ad from listing:
“See banner ad at top of screen.”

Stainless Steel Pools
> **Crestfield Pools**
1000 Main Street
Anytown, CA 97095
Toll-Free Phone: 866-555-5555
Fax: 555-555-5555
www.crestfield.com
jthomas@crestfield.com
Contact: Jim Thomas
Request more information



Premier – \$750 per year

Placement: At top of category

Features: Full-color logo (live link to website)

Listing has **red** border

Company name in bigger point size, red type and boldface, and with arrow > (live link to Web site)

Other highlighted lines in red type and boldface (live links to Web site)

Three live links (including logo) to your company Web site

E-mail link opens pre-addressed (TO:) e-mail form

Live “Request More Information” link in red type and boldface. This takes visitors to your Web site

Live link to product or company brochure

Live link to company or product video

Display ad in Web edition. Live link to display ad from listing: “To view ad, click [here](#).”



Stainless Steel Pools
> **Crestfield Pools**
1000 Main Street
Anytown, CA 97095
Toll-Free Phone: 866-555-5555
Fax: 555-555-5555
www.crestfield.com
jthomas@crestfield.com
Contact: Jim Thomas
Request more information

