



Updated: 5/03/2023

American Water Works Association (AWWA) Member Mailing List

www.awwa.org



American Water Works Association

Dedicated to the World's Most Important Resource™

List Universe

42,850 Active Members & Non-Member Buyers \$175/M*

Minimum Order: 5,000 Names

* Member Rate \$140/M

About

Founded in 1881, the American Water Works Association is the oldest and largest nonprofit, scientific and educational organization dedicated to safe and sustainable water in the world. AWWA advances public health, safety and welfare by uniting the efforts of the entire water community.

AWWA members are primarily municipal officials, utility employees, public health professionals, engineers, scientists, and educators. These members are extremely responsive and are an ideal audience for offers pertaining to: water treatment technology and equipment, laboratory and field testing equipment, water filtration systems and technology, continuing education, instrumentation technology, water piping and pumping equipment, insurance, books/periodicals/subscriptions, engineering and construction services, security systems and locks, and much more.

Selects

Address Type	\$15/M
Conference & Event Attendees	\$15/M
Field Served	\$15/M
Industry	\$15/M
Job Title	\$15/M
Member/Non-Member	\$15/M
Primary Interest	\$15/M
Subscriber/Buyer Type	\$15/M
State/SCF/ZIP	\$15/M

Addressing

EMAIL TRANSFER*	\$100/F
KEYCODE	\$10/M
FTP*	\$100/F
NCOA Fee	\$40/F

*Includes DPV and CASS

We Offer All the Services You Need to Effectively Deliver Your Mail and Email Campaigns:



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[Print Production](#)



[List Management](#)

Let us quote your job today!

INFOCUS
MARKETING

Contact:

INFOCUS Marketing

Phone: 800.708.5478

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Other Recommended Lists

[Engineering](#)

[Scientific](#)

[Government](#)

[Food & Agriculture](#)

Specifications & Important Notes

SOURCE: AWWA Membership and Buyer Records
LIST UPDATED: Semiannually

Terms & Conditions

Sample mail piece required for approval.
20% commission to qualified list brokers.
Allow 2-5 business days to process order after list owner approval.
Any abbreviation or version of the name or logo of this association may not be used in any mail piece.
Reuse discount: \$10/M off base price. Approval required.
Approved mailer should not change, alter, or otherwise modify the approved sample mail piece without the consent & submission of the new piece.
Appending of phone numbers, fax numbers, or email addresses is strictly prohibited.
The universe noted on this datacard may or may not strictly coincide with the organization's membership totals.
Lists must be used within 6 months of date of receipt.

Payment

Orders cancelled prior to the mail date are subject to a \$100 cancellation fee plus running and material charges.
Pre-payment required for first-time mailers.
Orders cancelled after the mail date are due in full.
Customer is responsible for all costs of collection, including reasonable attorney fees and court costs, if it becomes necessary to pursue any debt owed by customer.

Usage Available Upon Request

Disclaimer

We believe the information on this datacard to be accurate, however, make no guarantees on accuracy or the results of usage. To verify any information on this datacard, call 800-708-5478 or email sales@infocusmarketing.com.

Selects

Address Type			Primary Interest		
Business Address		23,435	INTAM	Asset Management	8,729
Residential Address		16,296	INTBACK	Backflow	7,801
			INTCLIM	Climate Change	3,202
Conference & Event Attendees			INTCE	Conservation	7,067
ACE	AWWA Annual Conference	2,946	INTCS	Customer Service	6,432
MTC	Membrane Technology Conference	239	INTDESA	Desalination	3,089
WS	Sustainable Water Conference		INTDESI	Design	8,870
UMC	Utility Management Conference	381	INTDS	Distribution	10,983
WIC	Water Infrastructure Conference	251	INTDROU	Drought	3,354
WQTC	Water Quality Technology Conference	353	INTGW	Groundwater	9,043
			INTLTS	Laboratory	3,611
Field Served			INTMANA	Management/Leadership	9,984
9	Both Water Supply and Wastewater	20,184	INTMT	Membrane Treatment	5,227
5	Water Supply Only	8,420	INTPH	Public Health	5,975
7	Wastewater Only	557	INTPIR	Public Information/Relations	5,482
3	Other	1,515	INTRL	Regulatory/Legislative	9,720
			INTWRMP	Resources Management/Planning	6,869
Industry			INTSECU	Security	5,581
A	Public Water Supply Utility - Municipally Owned	12,946	INTSS	Small Systems	5,292
B	Public Water Supply Utility - Investor Owned	1,602	INTSTOR	Stormwater	4,177
C	Government - Federal, State, Local	2,965	INTTCD	Training/Career Development	5,228
D	Consulting Firm	6,737	INTWAST	Wastewater	6,966
E	Contractor	977	INTWL	Water Loss	6,856
F	Private Industrial System or Water Wholesaler	339	INTWQT	Water Quality	12,883
G	Manufacturer of Equipment & Supplies	1,509	INTWRES	Water Research	4,119
H	Distributor of Equipment & Supplies	564	INTWR	Water Reuse	7,229
I	Educational Institutions/Libraries	1,069	INTWS	Workforce Strategies	3,391
K	Research Lab	137	INTYP	Young Professionals	3,031
L	Other allied to the field	1,312	Subscriber/Buyer Type		
			JRNL	Journal Subscriber	35,221
Job Title			OP	Opflow Subscriber	35,364
A	Executive (General Manager, Commissioner, Board Member, City Manager, Municipal Supt., Mayor, President, VP, Owner, Partner, Director, Etc.)	6,748	BUYER	Product Buyer	362
B	Management (Division Head, Section Head, Manager, Chief Engineer, Dept. Head, Comptroller, etc.)	7,360			
C	Engineering/Non-Managerial (Civil Engineer, Mechanical Engineer, Electrical Engineer, Environmental Engineer, Planning Manager, Field Engineer, System Designer, etc.)	7,434			
D	Scientific/Non-Managerial (Chemist, Biologist, Biophysicist, Researcher, Analyst, Etc.)	946			
E	Purchasing (Purchasing Agent, Procurement Specialist, Buyer, Etc.)	72			
F	Operations (Foreman, Operator, Maintenance Crewman, Service Representative, Etc.)	3,910			
G	Marketing & Sales/Non-Managerial (Market Analyst, Marketing Rep., Sales, Etc.)	1,071			
I	Professorial (Educator, Teacher, Etc.)	704			
Z	Other	2,413			
Member/Non-Member					
Member		42,496			
Non-Member		354			