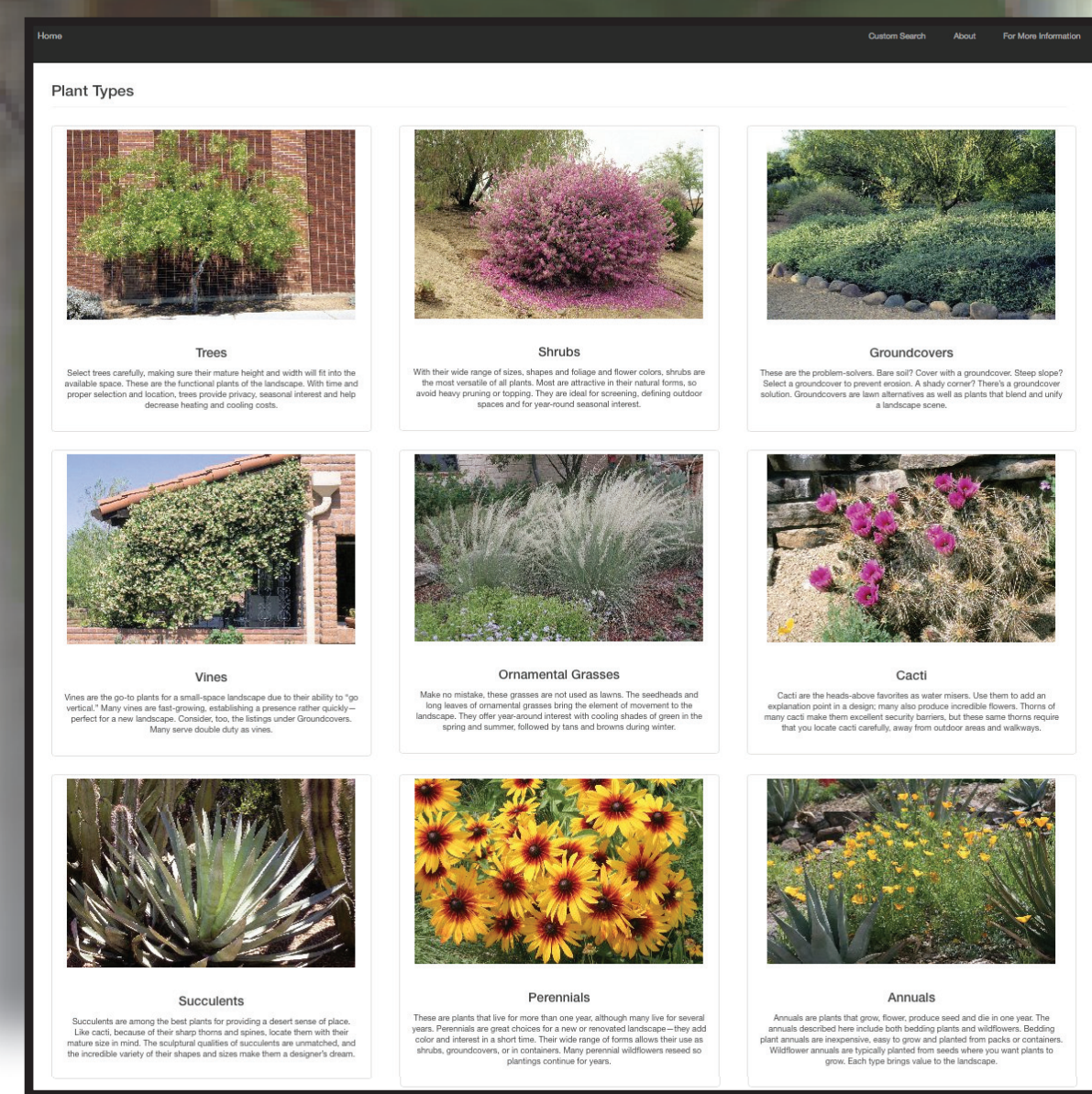


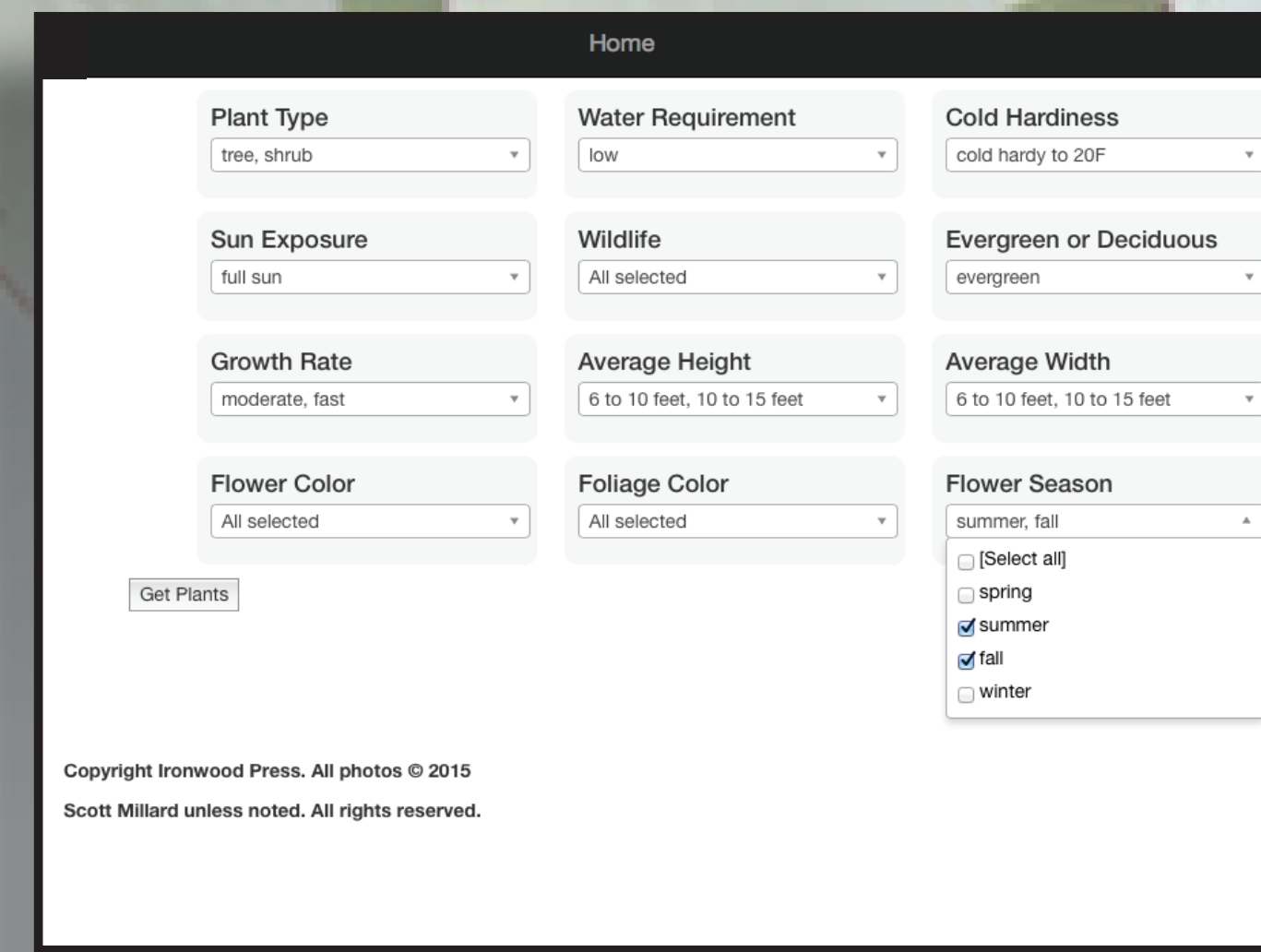
Educating Your Customers on using Watersmart Plants

INTERACTIVE WEBSITE



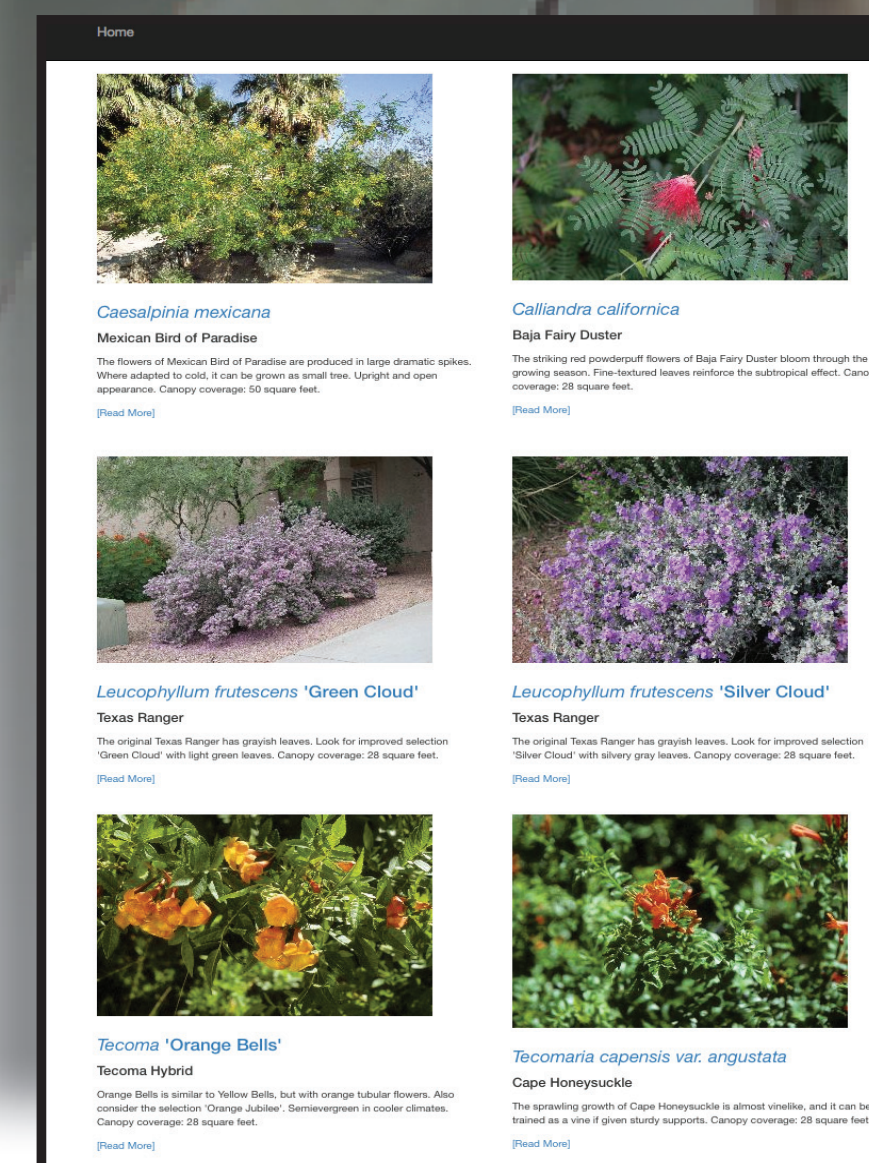
Search by Plant Type

OR



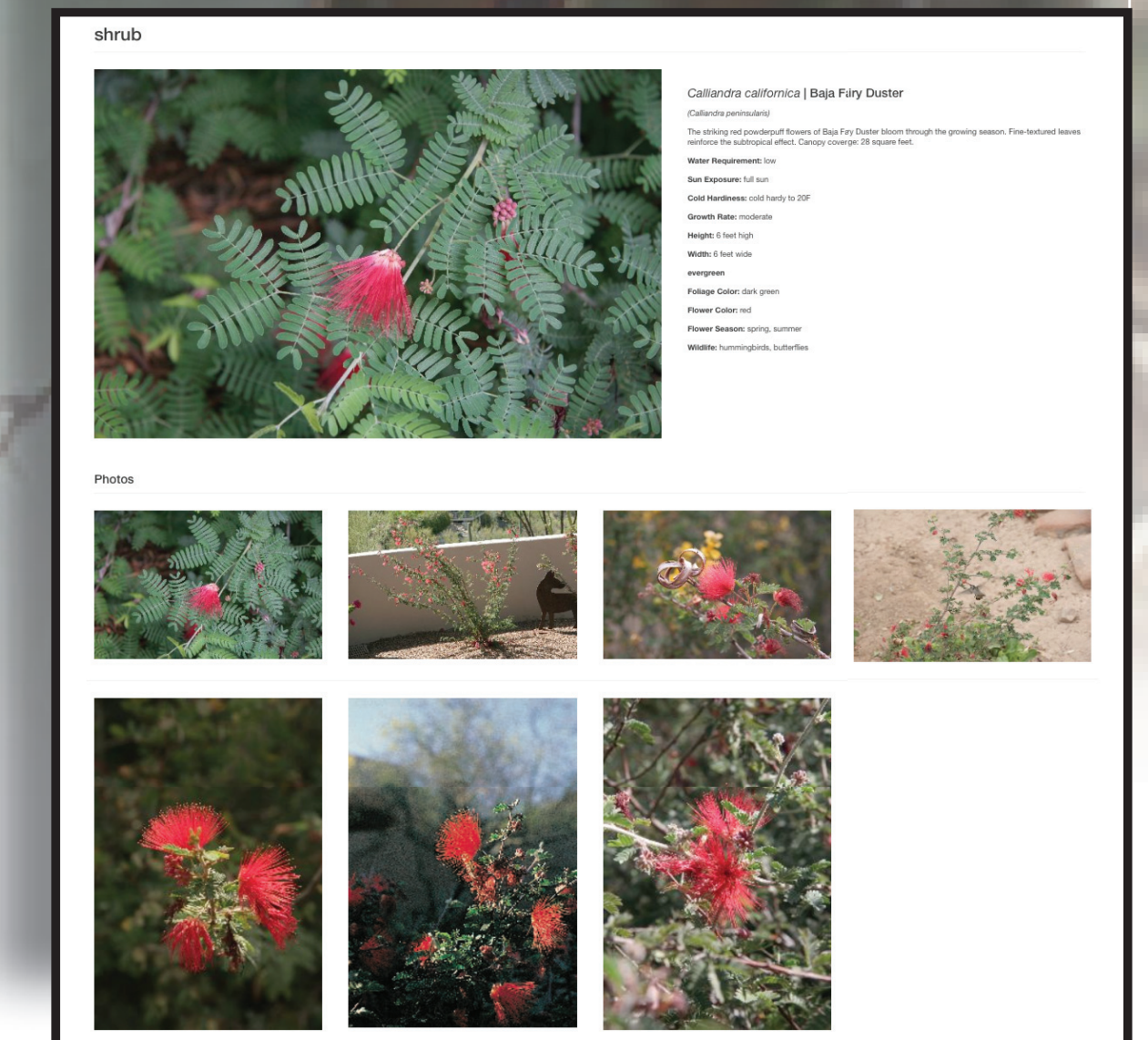
Custom Search

EQUALS



Plant Sort

THEN REVIEW



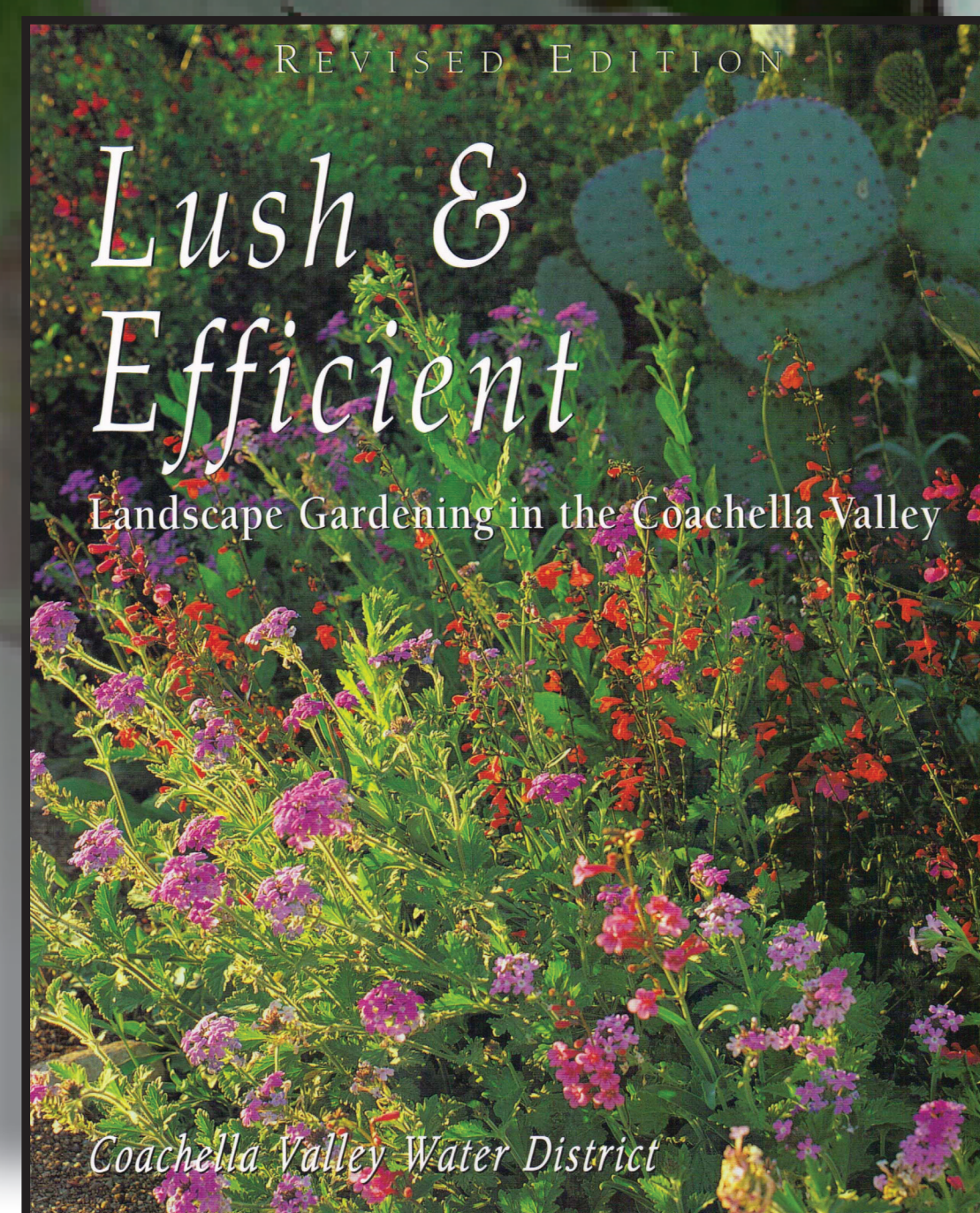
Plant Description

Cost: Variable, depending on population served, customization of site, license vs. purchase.

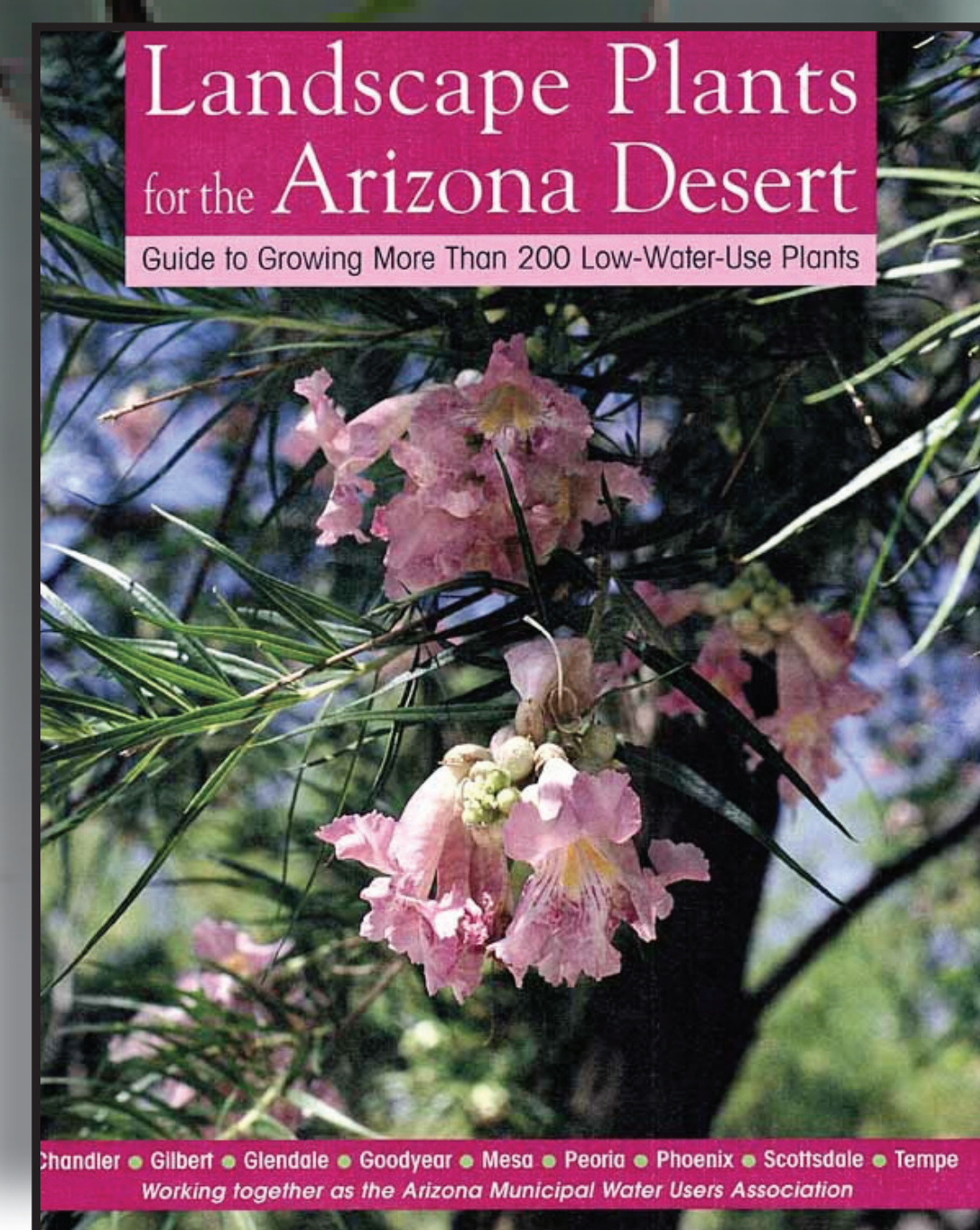
Advantages: Utility customers can access 24/7. Access available via computer as well as mobile devices. Website can provide unlimited information and photos of water-efficient plants. Easy to update. Content creates customer goodwill, draws them to utility website. Can provide canopy coverage data for turf replacement programs.

Disadvantages: Customers need internet access. Customers must print out for hardcopy reference.

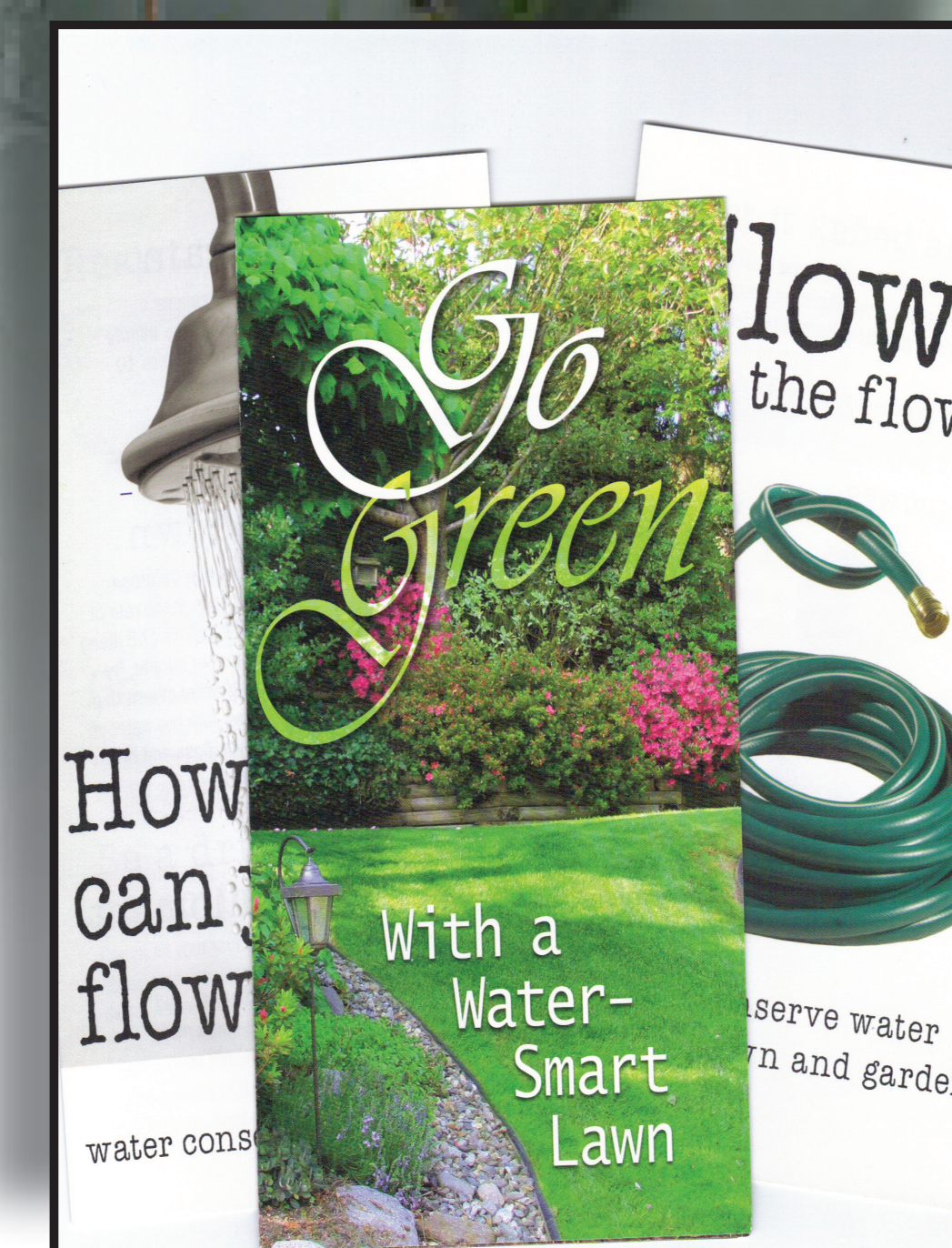
PRINT: COMPARING BOOKS, BOOKLETS & BROCHURES



Books



Booklets



Mailers/Brochures

Cost: Variable depending on page count, print quantity/method, amount of color printing, paper quality. Est. \$7-\$10 per unit.

Advantages: High perception of value. Retained by customer, potentially for years. Easy access, extensive information.

Disadvantages: Cost. Requires updating.

Book produced by Ironwood Press, © Coachella Valley Water District.

Cost: Variable depending on page count, print quantity/method, amount of color printing, paper quality. Est. \$1-\$3 per unit.

Advantages: If substantial content, retained by customer. Easy access, extensive information. Mail or hand out at events.

Disadvantages: Cost. High postage cost.

Booklet editing, design, production and photography by Ironwood Press, © AMWUA.

Cost: Variable depending on print quantity/ method, paper quality. Est. .25 to .50 per unit.

Advantages: Inexpensive. Easy access, targeted information. Low-cost mail expense (bill stuffers) or hand out.

Disadvantages: May not be retained by customer.

Brochures produced by Scott Millard, © American Water Works Association.



IRONWOOD PRESS

Scott Millard, Publisher
scott@ironwoodpress.com
www.ironwoodpress.com
 303.350.7690