



2012 Media Kit



Improving Water Quality For Over 80 Years

Formed in 1928, the Water Environment Federation (WEF) is a not-for-profit technical and educational organization with 36,000 individual members and 80 affiliated Member Associations representing an additional 50,000 water quality professionals throughout the world.

WEF's mission to "preserve and enhance the global water environment" is the basis for all WEF programs and activities, including journals, magazines and newsletters, conferences, workshops, public education, and government affairs.

WEF offers many exciting media opportunities for companies seeking to communicate with the water and wastewater professional community.

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Integrated Marketing Solutions for the Water Industry

In a world in which other professional associations are losing influence, the Water Environment Federation continues to grow stronger because it is recognized as a worldwide authority on water and wastewater issues. As a water industry marketer, you can capitalize on WEF's preeminent position in the industry by including WEF publications in your marketing plan. With multiple advertising media, both in print and online, WEF offers a fully integrated approach to global marketing.

Water Environment & Technology

Water Environment & Technology (WE&T) is the premier magazine for the water quality field. *WE&T* provides information on what professionals demand: cutting-edge technologies, innovative solutions, operations and maintenance, regulatory and legislative impacts, and professional development. Your advertisement in *WE&T* will reach more than 36,000 in print plus an additional 6,200 digital subscribers, giving a total of over 42,000 key buyers of water and wastewater treatment products, including every member of the Water Environment Federation and WEFTEC® attendees.

World Water

World Water magazine is the first choice for marketing professionals targeting the rapidly growing global water business. *World Water* offers today's busy water engineer/executive an overview of what is happening in the world of water supply, distribution, and wastewater treatment. Its printed and digital circulation of over 18,000 reaches top decision-makers in every region of the world. Plus, **World Water's Chinese edition**, published quarterly, and reaching over 14,000 professionals, ensures that you get complete global coverage.

World Water: Water Reuse & Desalination

World Water: Water Reuse & Desalination focus is on the ever-increasing demand on all technologies and services within the water reuse and desalination field, reaching over 20,000 key industry professionals.

WEFTEC® Advertising

WEFTEC is the largest water quality conference and exhibition in North America. Because it is owned and produced by WEF, there's no better place to promote your WEFTEC exhibit than in WEF publications. Promotional opportunities for exhibitors include the WEFTEC Conference Program, special WEFTEC issues of *WE&T* and *World Water*, the *WEFTEC Daily* onsite news tabloid, and electronic media.

Electronic Media¹

With banner advertising on WEF's website, www.wef.org, you can reach an audience of more than 60,000 unique visitors each month. Banner ads are also available on the WEFTEC Web site, www.weftec.org. Reach 80,000 water industry professionals with an ad in the *WEF Water Log* e-newsletter, e-mailed twice a month.

¹ Google Analytics data

Water Environment & Technology



WEF members and WEFTEC attendees are the leaders in their industry, with real purchasing power, and *WE&T* is their go-to publication for technical knowledge, professional development, and information on products and services. Some other publications serving our industry have larger circulations, but none reach more of these key decision-makers than *WE&T*.

WE&T's qualified circulation of 36,562 (BPA, 06/11) includes virtually every member of the Water Environment Federation. Distribution also includes attendees of WEFTEC and other major water quality conferences. Most subscribers are employed by municipal water or wastewater systems (39%) and the consulting firms that serve them (29%), with the rest employed in a wide range of water-related businesses and government agencies. In addition to the printed circulation, a digital edition of *WE&T* is sent to over 6,000 water-quality professionals.

As the premier association for water quality professionals, WEF attracts members who are at the top of their field. More than 80% of readers have at least 10 years of experience. Your ad in *WE&T* will reach the movers and shakers in the water and wastewater industry, including utility executives, consultants, and government officials.

WE&T is not only highly valued in the water quality field, but it also has received widespread acclaim in the publishing industry. In 2011, *WE&T* was recognized with five awards, including a Gold Magnum Opus Award for Best Engineering/Construction Publication; a Gold Award for Fun/Humorous Department and a Bronze Award for Redesign, both from the American Society of Business Publication Editors; a Bronze Award for News Coverage from Trade Association Business Publications International; and a Silver Award for Digital/Online Media Kit from Association Media & Publishing.

A membership survey conducted by WEF has revealed that a growing number of WEF members have interests in drinking water; 34% indicated that their business interests include drinking water.

Strength in Numbers

Industry Leadership

WE&T features the cutting-edge technical content that water professionals demand, and the high-quality readership that advertisers seek. WE&T covers not only wastewater, but the full range of water quality subjects:

- Water and wastewater treatment
- Biosolids and residuals (sludge)
- Wastewater collection systems
- Stormwater
- VOC and odor control
- Utility management
- Plant operations and maintenance
- Water recycling, reuse, and sustainability
- Watershed and surface water

More WEF members and WEFTEC attendees read WE&T than any other water quality industry magazine.

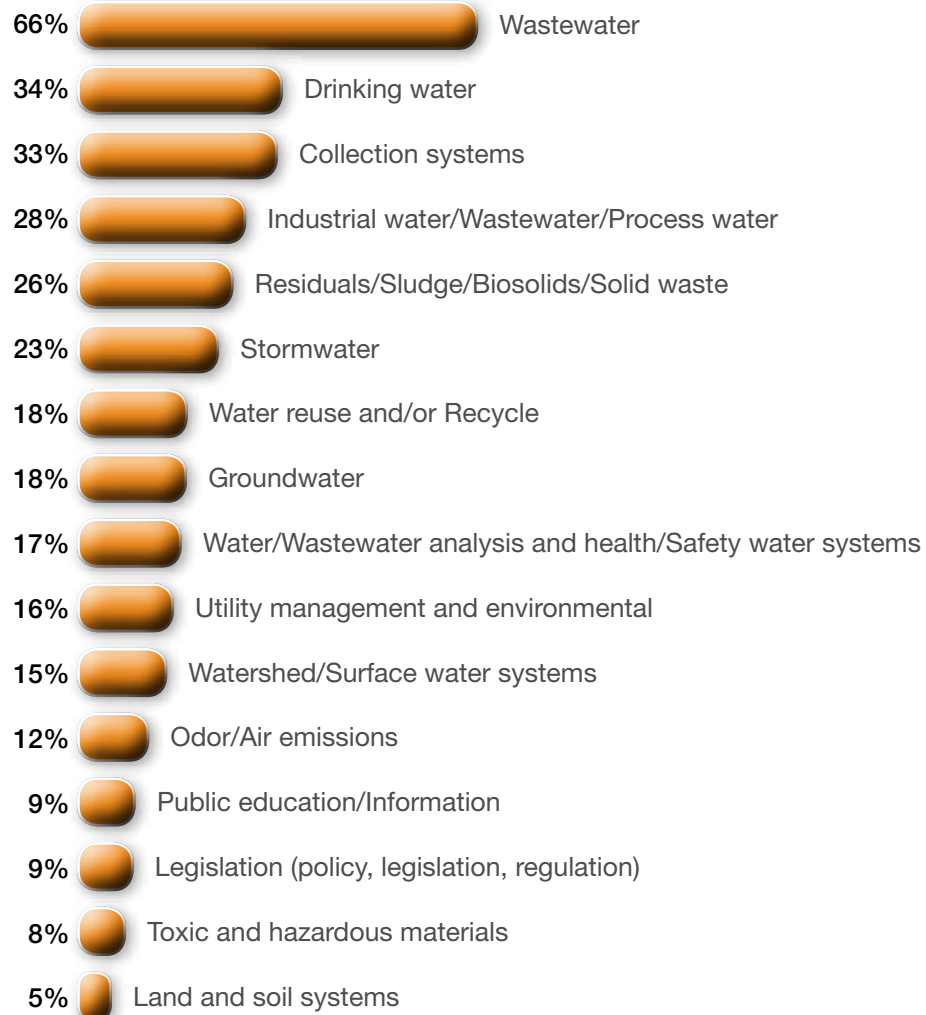
WEF is the leading association for water quality professionals, and they turn to WE&T for the high-level editorial content that helps them succeed. WE&T is also the official publication of WEFTEC – the largest annual water and wastewater exhibition in the world.

Purchasing Power

WE&T readers have billions of dollars in purchasing power, and they look to WE&T to help them make informed decisions. Eighty-three percent of WE&T readers buy, specify, or recommend water treatment products.

Readers' Purchasing Areas

- 54% Aeration equipment
- 56% Analytical testing equipment/services
- 50% Chemicals or polymers
- 52% Disinfection chemicals or equipment
- 69% Instruments, samplers, monitors
- 48% Odor/VOC control
- 61% Pumps
- 57% Pipe and valves
- 66% Professional services
- 50% Screening equipment and shredders
- 51% Sludge/biosolids equipment
- 49% Wastewater collection systems products



Editorial Quality

Because of *WE&T*'s position as the industry's prestige publication, advertising is a great way to enhance your company's image and stature within the industry.

As a paid circulation publication, *WE&T* must have compelling content to attract readers when so many free magazines are available, and survey data show that we are succeeding. WEF members overwhelmingly rated *WE&T* as the most important reason for joining or renewing their membership.

Water Professionals Turn to Magazines First

We asked *WE&T* readers what resources they turn to for help with professional challenges. Journals and magazines topped the list, and *WE&T* is the magazine they turn to first for answers.

Readers' Preferred Information Sources

77%	Journals and magazines
74%	Networking with other professionals
73%	Workshops and training
58%	Internet research
50%	Regional meetings
7%	Online discussion groups
7%	Other

High Reader Interest

WE&T's high readership, pass-along distribution, reader loyalty, and long shelf life all attest to its status as an indispensable industry resource.

- 97% paid circulation
- 72% of readers clip articles to pass along to colleagues
- 53% archive their back issues of *WE&T* for future reference
- 49% distribute the magazine to colleagues, for an average total readership of four people per copy in the U.S. and seven internationally
- 96% rate *WE&T* editorial quality as "excellent" or "good" compared to other industry publications
- *WE&T* readers stick with a winner: 80% have subscribed for at least five years, and 57% for 10 years or more



Editorial Opportunities

WE&T editors welcome suggestions for feature-length articles on topics listed in the editorial calendar. Please note that features are selected months in advance of the issue date, so plan early.

In addition, companies are encouraged to submit

- hands-on case studies for the popular "Problem Solvers" department;
- employee promotions, awards, and other company news for the "Business" column;
- new product releases and photos for the "Products" section;
- news of new or recently completed projects for the "Projects" section.

Submit product news releases to prods@wef.org, business news to biznews@wef.org, and project news to magazine@wef.org. For more information, see "Author Information" at www.wef.org/WET, or contact *WE&T* managing editor Steve Spicer at sspicer@wef.org.

Editorial Calendar

January – June | Editorial calendar subject to change without notice.

	January	February	March	April	May	June
Ad Closing	December 1, 2011	January 3, 2012	February 1, 2012	March 1, 2012	April 2, 2012	May 1, 2012
Ad Materials Due	December 6, 2011	January 6, 2012	February 6, 2012	March 6, 2012	April 6, 2012	May 7, 2012

Editorial Deadlines (approximate)						
Features	August 15, 2011	September 15, 2011	October 15, 2011	November 15, 2011	December 15, 2011	January 15, 2012
Departments	October 15, 2011	November 15, 2011	December 15, 2011	January 15, 2012	February 15, 2012	March 15, 2012

Editorial Focus	2012 State of the Industry Membranes Disaster resiliency Utility management	CSOs/SSOs Pumps Water reclamation & reuse Disinfection	Residuals & biosolids Odor & corrosion control Public outreach & education Asset management	Preliminary treatment Activated sludge Nutrient removal Energy generation	Water supply and management Collection systems Maintenance Infrastructure funding	Membranes Stormwater Filtration Process automation and control
Bonus Distribution	WEF Utility Management Conference January 30–February 2 Miami, Florida, USA	Pumper February 27–March 1 Indianapolis, IN, USA No-Dig Show March 11–15 Nashville, TN, USA	WEF Disinfection Conference 2012 April 10–13 Cincinnati, OH, USA WEF Residuals & Biosolids 2012 March 25–28 Raleigh, NC, USA WEF Odors and Air Pollutants Conference 2012 April 15–18 Louisville, KY, USA		WEF Collection Systems 2012 June 3–6 St. Louis, MO, USA AWWA ACE 2012 June 10–14 Dallas, TX, USA	

Editorial Calendar

July – December | Editorial calendar subject to change without notice.

	July	August	September	October	November	December
Ad Closing	June 1, 2012	July 2, 2012	July 16, 2012	September 4, 2012	October 4, 2012	November 1, 2012
Ad Materials Due	June 6, 2012	July 6, 2012	July 18, 2012	September 6, 2012	October 8, 2012	November 6, 2012

Editorial Deadlines (approximate)						
Features	February 15, 2012	March 15, 2012	April 15, 2012	May 15, 2012	June 15, 2012	July 15, 2012
Departments	April 15, 2012	May 15, 2012	June 15, 2012	July 15, 2012	August 15, 2012	September 15, 2012

Editorial Focus	Clarification Energy management Odor control Thickening & dewatering	Stormwater Water reclamation & reuse Tertiary treatment Green infrastructure WEFTEC preview issue	Water resources management Design innovation Workforce issues Lab practices WEFTEC show issue	Fats, oils, and grease Nutrient removal Security Energy management	Membranes Instrumentation Sewer rehabilitation Watershed management	Biosolids & residuals Operations Challenge Industrial pretreatment Stormwater WEFTEC Wrap-up issue
Bonus Distribution		StormCon August 19–23 Denver, CO, USA WaterReuse Symposium September 9–12 Hollywood, FL, USA	WEFTEC September 29–October 3 New Orleans, LA, USA			

2012 Rates & Specifications

WE&T Display Advertising Rates (black and white)								
	Number of Insertions							
	1x	3x	6x	9x	12x	18x	24x	30x
Full Page	\$5,845	\$5,440	\$5,205	\$5,085	\$4,970	\$4,850	\$4,795	\$4,735
¾ Page	\$4,210	\$3,920	\$3,750	\$3,660	\$3,580	\$3,495	\$3,455	\$3,410
½ Page	\$3,275	\$3,045	\$2,910	\$2,850	\$2,780	\$2,720	\$2,685	\$2,650
⅓ Page	\$2,165	\$2,010	\$1,925	\$1,880	\$1,840	\$1,800	\$1,775	\$1,750
¼ Page	\$1,695	\$1,575	\$1,510	\$1,475	\$1,440	\$1,400	\$1,390	\$1,375

Display Advertising Sizes					
		inches		millimeters	
		width	height	width	height
Full Page	bleed size	8.25	11.125	210	283
	trim size	8	10.875	203	276
	live area	7	10	178	254
¾ Page		4.5	10	114	254
½ Page	island	4.5	7.5	114	191
	horizontal	7	4.875	178	124
	vertical	3.375	10	86	254
⅓ Page	vertical	2.125	10	54	254
	square	4.5	4.875	114	124
¼ Page		3.375	4.875	86	124

Frequency Rates: Frequency rate is determined based on the number of display ad insertions placed in *WE&T*, *World Water*, *Water Reuse & Desalination*, the WEFTEC Announcement, and the WEFTEC Program during a 12-month contract period dating from the first insertion.

Premium Positions:

Cover 2: earned rate + \$750	With the introduction of the digital version of <i>WE&T</i> , the Landing Page will be available to a sponsor.
Cover 3: earned rate + \$525	
Cover 4: earned rate + \$1,000	

Other preferred positions: +10% of b&w space rate

Color: 4-color or 2-color (build from CMYK): b&w rate + \$420
Applies to all display ad sizes, including spreads.

Bleed: Full page only. No charge.

Rates effective November 1, 2011.

WE&T Yellow Pages

The “business card” section has been upgraded to full color, dramatically enhancing its visibility and impact. For as little as \$840 you can advertise your professional services for an entire year in the *WE&T* Yellow Pages.

yellow pages yellow pages yellow pages yellow pages yellow pages yellow pages

P.E.W.E.
SuperSewer™, HD® ALUflex®, DMF Poly-4®, Economy DMF T-Max Thickener™, Oz. Diffuser Separator™, PolyKnox® Dens™, Dechlorator Systems™.

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Test Your Water with the HD® ALUflex™, DMF
Reduce 70% COD, 70% BOD, 70% TSS

Water—it sustains you.
Sustainable solutions are more important than ever as water becomes an ever more precious resource. We will never stop in our quest for the best, most sustainable solutions for the water issues our world faces — now, and in the future.

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1000 10th Street, Suite 200, Dallas, TX 75244 • (817) 333-8400

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Dewatering • Dredging • Pumping

APG
American Process Group
Toll Free (866) 966-1488
www.americanprocessgroup.com • sales@americanprocessgroup.com

Specifications and Rates

Ad Space	Size	B&W	Color
Single	2.375" x 1"	\$840	\$1,150
Double-deep	2.375" x 2.375"	\$1,250	\$1,575
Double-wide	4.875" x 1"	\$1,250	\$1,575
Quadruple	4.875" x 2.375"	\$2,100	\$2,400

*No single-issue rate. 12-month contract only.

See Products Spotlight on wef.org/magazine

Equi PUMP
Replacement Pump Parts for Rotary Lobe and Progressing Cavity Pumps
Rechroming of Progressing Cavity Pump Rotors
Repair of Rotary Lobe Pumps

Equi PUMP
Serving Municipal & Industrial Markets
info@equipump.com • 800-783-5623 • fax 800-693-5623

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281-648-3557 Telephone
PO Box 2673, Pearland, TX 77588
281-648-4515 FAX

For Employers: Post jobs and search resumes **www.wef.org/jobbank** For Job Seekers: Post resumes and search jobs

186 WE&T SEPTEMBER 2010 WWW.WEFTONLINE.MAGAZINE

yellow pages yellow pages yellow pages

SINGLE	DOUBLE DEEP
DOUBLE WIDE	QUADRUPLE

Specifications and Rates		Annual Rate*	
Ad Space	Size	B&W	Color
Single	2.375" x 1"	\$840	\$1,150
Double-deep	2.375" x 2.375"	\$1,250	\$1,575
Double-wide	4.875" x 1"	\$1,250	\$1,575
Quadruple	4.875" x 2.375"	\$2,100	\$2,400

*No single-issue rate. 12-month contract only.

File Formats

- 300 dpi
- TIF (preferred), JPG, EPS, or PDF
- All artwork and fonts must be included with submitted ad file.

DO NOT include crop marks, bleed marks, registration marks or any data outside the borders of the ad.

E-mail ads to jgrigsby@wef.org.

Submission Guidelines

Inserts

Contact publisher for rates and specifications for preprinted inserts. Send sample to publisher for approval. Production and handling charges related to preprinted inserts are in addition to space rates, and are noncommissionable.

General Regulations

Agency Commissions

An advertising agency commission of 15% will be deducted from the gross invoice amount for display advertisements. Commissions will not be deducted for Yellow Pages ads, or production charges.

Terms

Net 30 days. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or its agency liable for monies owed.

Short-Rates and Rebates

Advertisers who do not place within 12 months the number of insertions upon which their frequency rate is based will be rebilled the difference based upon the appropriate earned rate. Rebates will be applied if advertisers earn a better frequency rate by placing more insertions than originally contracted.

Cancellations

No charge for cancellations made before the published ad closing date. Cancellations within 5 business days after ad closing date will be charged at 25% of black and white space rate. Cancellations more than 5 business days after ad closing date will be charged 50% of space rate. No cancellations can be made beyond 10 business days after ad closing date. If new materials or instructions are not provided by the published materials due date, WEF reserves the right to publish the advertiser's most recent ad for which we have materials.

Liability

Advertiser and agency agree to indemnify, defend, and save harmless the publisher from any liability for content of advertisements printed pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising.

Mechanical Data

Publication Specifications

WE&T is published monthly. Date of issuance is the 15th of the issue month.

Trim Size: 8" × 10.875"

Live Area: 7" × 10"

Screen: 133 line screen, 300 dpi

Printing: Web offset, CMYK

Binding: Perfect bound

Submission Instructions

All ads must be submitted in CMYK or grayscale. RGB ads or artwork will not be accepted. All graphics must be 300 dpi at 100% or vector-based.

- **Do not use system or composite fonts.**
- **Please do not include any information beyond the ad's border, including crop and registration marks, unless the ad is a full page with bleed.**
- **For bleed ads, crop marks must be outside the bleed area.**
- **The submitted file's dimensions must equal that of the purchased ad space.**
- **Please do not submit partial ads centered in a full page document.**
- **Unacceptable files:** Corel Draw; Microsoft Publisher; Microsoft Word; PowerPoint

Accepted File Formats

- **PDF** (preferred)-Press-optimized PDF. Industry standard fonts must be embedded (no subset).
- **EPS**-CMYK or grayscale. All fonts and graphics must be included with the file.
- **TIF/JPG** (not recommended)-300 dpi, CMYK. Dimensions must be purchased ad size.

E-mail

- Naming protocol: All e-mails must include the publication name, issue, and advertiser name in the subject line.
- E-mail compressed files no larger than 50 MB to jgrigsby@wef.org.
- SITX files are not accepted.

FTP

- Contact Jenny Grigsby at jgrigsby@wef.org or 1-703-684-2451.

Mail

- CD-ROMs should be mailed via traceable service to:
Jenny Grigsby
Water Environment Federation
601 Wythe Street
Alexandria, VA 22314
- Digital files are stored for 1 year.

Proofs

All color ads, including e-mailed submissions, must be accompanied by a high-quality digital proof. Publisher is not responsible for color match from proofs that are not color-accurate. Black and white ads must be accompanied by laser prints.

Over 30 Years Serving the International Water Industry



Editorial Philosophy

World Water is the first choice for marketing professionals targeting the rapidly growing global water business. With more than 30 years in publication, *World Water* has earned an excellent reputation for providing key decision-makers in the international water industry with current technical information, emerging trends, and industry developments. Now with the quarterly Chinese edition, *World Water* offers even further reach to the ever-growing Chinese market.

World Water's editorial pages cover a wide spectrum of topics from water supply development from groundwater, desalination, wastewater reuse, and other alternative approaches; distribution; water, wastewater, and sludge treatment; to energy production from increasingly recognized sources from within water, wastewater, and biosolids infrastructure. Presented in an easily assimilated style, *World Water* offers today's busy water engineer/executive an overview of what is happening in the world of water supply, distribution, and wastewater treatment.

Regular Feature Sections

Commentary	Area Reviews
Global News	Special Reports
Market Spotlight	Innovations
Perspectives	Products and Services

Circulation Policy

World Water's circulation is requested, controlled, or subscribed and is comprised of engineers, government and municipal officials, consultants, contractors, planners, and executives engaged in water, wastewater, and environmental engineering.¹

¹ Publisher's own data

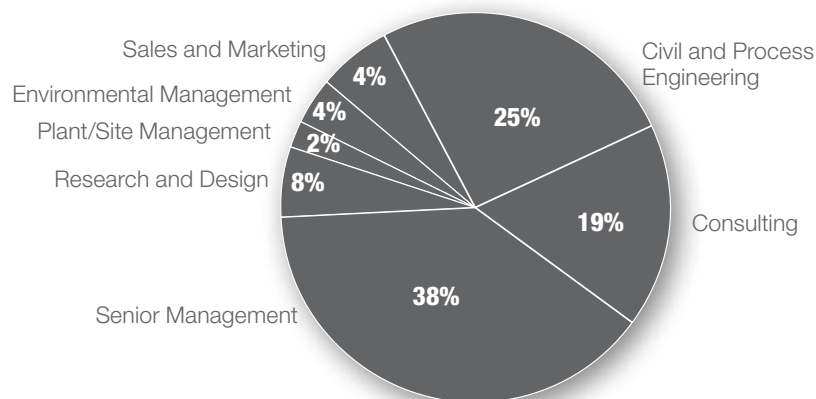
Circulation

Printed circulation of over 13,000 and a total circulation of over 18,000

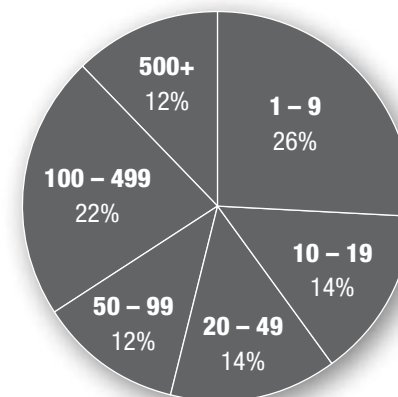
The geographical distribution of *World Water*:

Europe	7,367
North America	2,019
Central and South America	1,826
Australia and Pacific Rim	799
Asia/SE Asia/China	3,749
Africa	416
Middle East/North Africa	2,111
Total	18,287

Job Function by Industry Sector

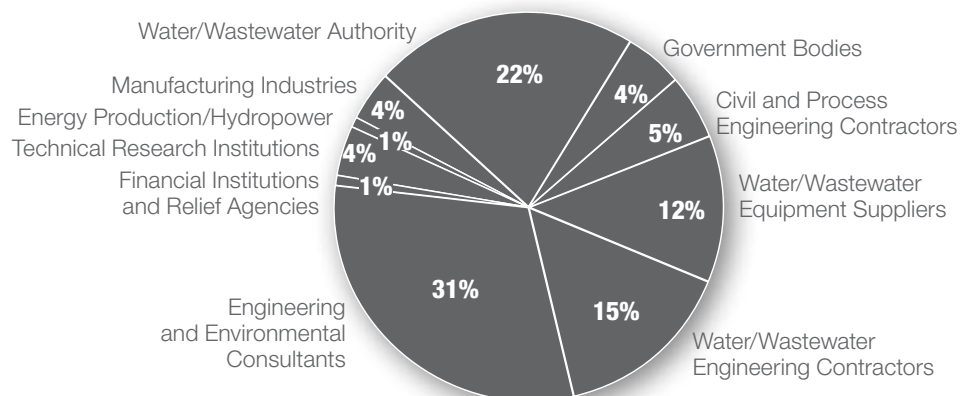


Readership



Organization size by number of employees

Business Activity



Chinese Edition



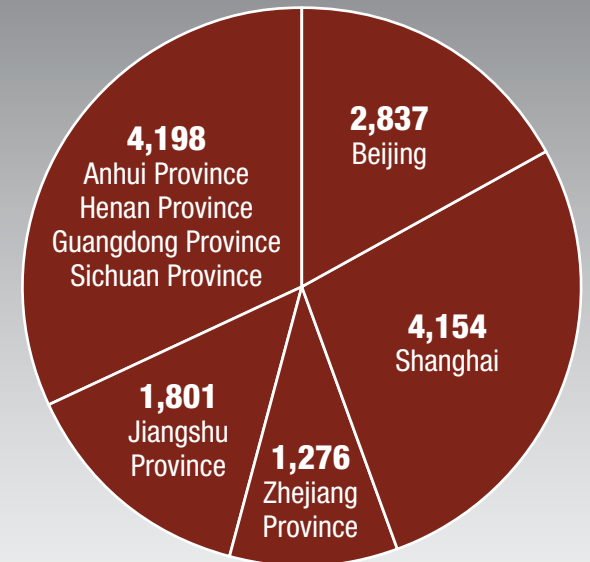
Your gateway to China. A unique opportunity to present your message to the professional Chinese water and wastewater community.

Published quarterly, the main focus of the Chinese edition is to inform and enlighten the Chinese community of the world's activities in our industry as well as exploring in more detail Asian and Chinese regional issues.

World Water is also the official magazine of China Water – Shanghai, May 2012, with over 5,000 copies being distributed at the event.

Edited by Pamela Wolfe, *World Water's* Chinese edition is published in Mandarin for the Chinese community.

Chinese Edition Geographic Circulation



Total Mailed Circulation: 14,266

Global Edition 2012 Editorial Calendar

	January/February	March/April	May/June	July/August	September/October	November/December
Editorial Submissions Deadline	15 December 2011	9 February 2012	12 April 2012	14 June 2012	16 August 2012	11 October 2012
Ad Sales Deadline	12 January 2012	8 March 2012	17 May 2012	12 July 2012	13 September 2012	15 November 2012
Ad Copy Deadline	19 January 2012	15 March 2012	24 May 2012	19 July 2012	20 September 2012	22 November 2012
Editorial Focus	Advanced water treatment (desalination, water reuse)	Groundwater (exploration, drilling, remediation)	Urban water supply (distribution, metering, water loss management)	Rural water supply and sanitation (boreholes, pumps, tanks)	Water supply strategies (conservation, desalination, rainwater harvesting, water reuse)	Potable water treatment (membranes, filtration, disinfection)
Features	Plant automation and control Energy management Water footprint analysis	Urban water and wastewater management (collection, treatment, reuse, decentralized systems)	Potable water treatment (filtration, disinfection, conservation, demand management, modeling, GIS, telemetry)	Industrial water supply and effluent treatment Nutrient removal Watershed management	Flow measurement Stormwater management Lab sampling and analysis	Irrigation Drainage and flood control Water quality assessment
Special Section	Global water report	Energy and water	Stormwater issues	WEFTEC preview	Mine water treatment	WEFTEC highlights
Technology Update	Membranes/MBRs	Sludge treatment; biogas	Pumps	Pipeline installation, maintenance, rehabilitation	Metering systems (AMR)	Sludge management; energy recovery; biogas
Area Review	North Africa/Middle East	Asia/Pacific	North America	Europe	Latin America/Caribbean	Africa
Bonus Distribution	WETEX 6–8 March Dubai, UAE	IFAT ENTSORGA 2012 7–11 May Munich, Germany IFAT + China Water Show 2012 5–7 May Shanghai, China AWWA ACE 2012 10–14 June Dallas, TX, USA	Singapore International Water Week 2–6 July Singapore	WEFTEC 29 September–3 October New Orleans, LA, USA	ANEAS November Mexico	

Chinese Edition 2012 Editorial Calendar

	Spring	Summer	Autumn	Winter
Editorial Submissions Deadline	9 February 2012	3 May 2012	2 August 2012	1 November 2012
Ad Sales Deadline	8 March 2012	24 May 2012	23 August 2012	22 November 2012
Ad Copy Deadline	15 March 2012	31 May 2012	30 August 2012	29 November 2012
Editorial Focus	Municipal Water Supply (Chemical, Membrane, UV Disinfection, Management, Transmission and Distribution – Tanks, Pumps, Valves, Pipelines and Metering (AMR), Water Loss Management)	Wastewater Collection Treatment Reuse Nutrient Removal	Water Supply Strategies (Desalination, Rainwater Harvesting; Water Storage; Water Reuse)	Industrial Water Supply and Wastewater Treatment
Features	Plant automation and control Energy management Computer modeling, GIS, telemetry	Decentralized treatment systems Stormwater management Sludge treatment/biogas	Stormwater management Lab sampling and analysis	Flow measurement Instrumentation Irrigation Drainage and flood control
Special Section	Global water report	WEFTEC preview	Nanotechnology	Energy and water
Technology Update	Membranes/MBR	Pumps and motors	Pipeline installation Maintenance Rehabilitation	Sludge management Energy recovery, biogas
Area Review	North Africa/Middle East	Asia/Pacific	Latin America	Europe
Bonus Distribution	IFAT + China Water Show 2012 5–7 May Shanghai, China “Official Event Publication”			

2012 Rates, Specifications, and Submission Guidelines

World Water Display Advertising Rates		(black and white)							
		Number of Insertions							
		1x	3x	6x	9x	12x	18x	24x	30x
Full Page	USD (\$)	\$5,845	\$5,440	\$5,205	\$5,085	\$4,970	\$4,850	\$4,795	\$4,735
	GBP (£)	£3,430	£3,210	£3,070	£2,995	£2,935	£2,860	£2,820	£2,785
	EUR (€)	€ 4,265	€ 3,970	€ 3,795	€ 3,715	€ 3,630	€ 3,535	€ 3,500	€ 3,460
½ Page	USD (\$)	\$4,210	\$3,920	\$3,750	\$3,660	\$3,580	\$3,495	\$3,455	\$3,410
	GBP (£)	£2,485	£2,310	£2,205	£2,155	£2,100	£2,060	£2,030	£2,005
	EUR (€)	€ 3,070	€ 2,860	€ 2,735	€ 2,675	€ 2,605	€ 2,550	€ 2,515	€ 2,485
¼ Page	USD (\$)	\$3,275	\$3,045	\$2,910	\$2,850	\$2,780	\$2,720	\$2,685	\$2,650
	GBP (£)	£1,925	£1,790	£1,715	£1,680	£1,635	£1,600	£1,580	£1,560
	EUR (€)	€ 2,390	€ 2,215	€ 2,120	€ 2,080	€ 2,030	€ 1,975	€ 1,955	€ 1,935
⅓ Page	USD (\$)	\$2,165	\$2,010	\$1,925	\$1,880	\$1,840	\$1,800	\$1,775	\$1,750
	GBP (£)	£1,270	£1,185	£1,135	£1,100	£1,080	£1,050	£1,040	£1,030
	EUR (€)	€ 1,575	€ 1,465	€ 1,405	€ 1,375	€ 1,340	€ 1,310	€ 1,290	€ 1,280
⅔ Page	USD (\$)	\$1,695	\$1,575	\$1,510	\$1,475	\$1,440	\$1,405	\$1,390	\$1,375
	GBP (£)	£1,000	£925	£885	£865	£855	£825	£815	£805
	EUR (€)	€ 1,240	€ 1,145	€ 1,095	€ 1,070	€ 1,050	€ 1,025	€ 1,015	€ 1,000

Display Advertising Sizes		inches		millimeters	
		width	height	width	height
Full Page	bleed size	8.46	11.93	215	303
	trim size	8.27	11.69	210	297
	live area	7.09	10.63	180	270
½ Page		5.51	10.63	140	270
¼ Page	island	5.51	7.48	140	190
	horizontal	7.09	5.12	180	130
	vertical	3.46	10.25	88	260
⅓ Page	vertical	2.36	10.25	60	260
	square	5.51	5.12	140	130
⅔ Page		3.46	5.12	88	130

Frequency Rates: Frequency rate is determined based on the number of display ad insertions placed in *World Water*, *Water Reuse & Desalination*, *WE&T*, the WEFTEC Announcement, and the WEFTEC Conference Program during a 12-month contract period dating from the first insertion.

Currency: North American advertisers will be charged the US\$ rates. Advertisers outside North America may use either the GBP (£) or Euro (€) rates.

Color: 4-color or 2-color (build from CMYK):
b&w rate plus \$420 / £260 / €310

Bleed: Full-page ads only. No charge.

Cover Rates: *Rates effective November 1, 2011*
 Inside Front Cover additional \$730 / £460 / €530
 Inside Back Cover. additional \$520 / £330 / €380
 Back Cover. additional \$990 / £630 / €730
 Digital Landing Page. \$8,400 for the year
 Digital Advert opposite Front Cover. \$2,100 per issue

Format: All advertisements must be in digital format.

Origination: Artwork must be originated in Mac versions of the following programmes: QuarkXpress, Adobe InDesign, Macromedia Freehand, Adobe Illustrator, or Adobe Photoshop. Artwork originated in Microsoft Word, PowerPoint, or Publisher CANNOT be accepted.

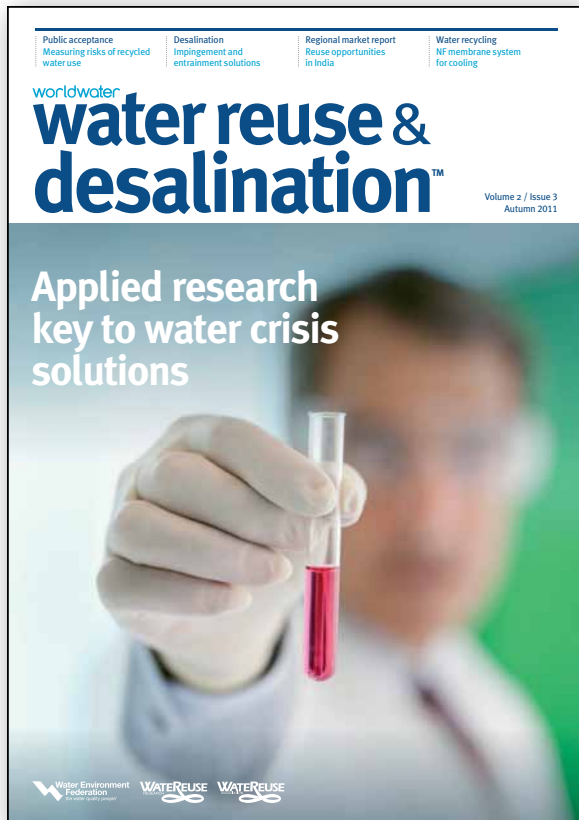
Quality Standard: Press-optimized PDF files distilled using Acrobat 4+ with highest quality compression can be accepted via e-mail. Full Adobe type 1 industry standard fonts must be embedded (no sub-set). Do not use system fonts. Resolution must be either 2540 or 2400 if incorporating copy dot scans. A hard color copy must accompany the advertisement. Any fonts supplied will only be used for output purposes. Pictures placed in documents must be in CMYK format, saved as a TIF or Photoshop EPS format. We strongly advise against files saved in JPG.

Transmission:

- CD-ROM
- E-mail to: copy@wefpublishinguk.com

Naming Protocol: All e-mails must be given a file name indicating the magazine/client/issue. Please send all advertising copy to:
WEF Publishing UK Ltd
 46 Lexington
 40 City Road
 London EC1Y 2AN
 UK

World Water Water Reuse & Desalination



World Water: Water Reuse & Desalination, now in its second year, focuses on the ever-increasing demand on all technologies and services within the water reuse and desalination field.

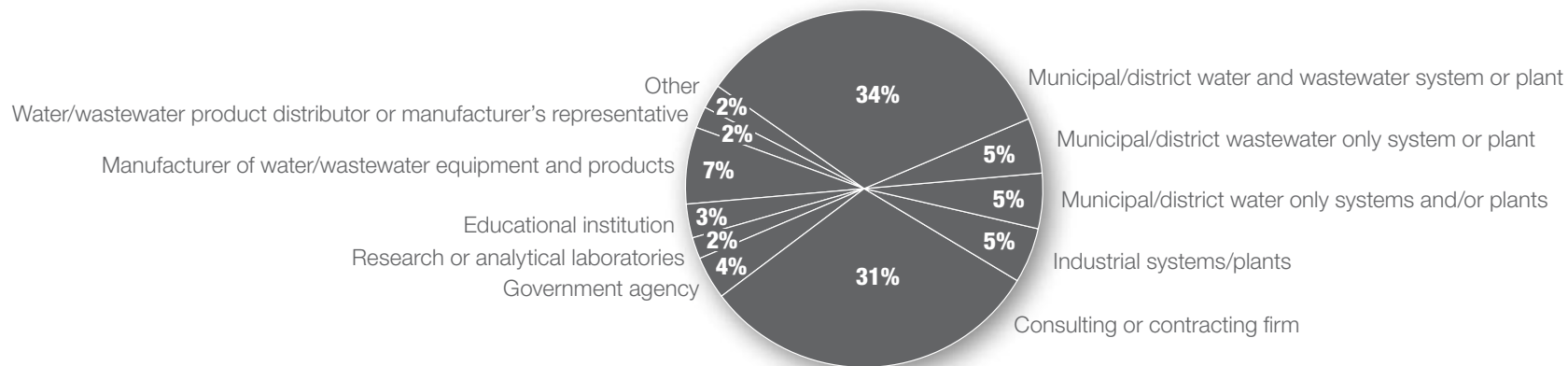
Increasing pressure on the world's water resources is driving the demand for desalination and water reuse — two sectors experiencing dynamic growth within the global water industry. Municipalities and industries in many countries are investing in new water supply strategies to cope with water scarcity. Investment in advanced water reuse is expected to grow by nearly 20% in the next five years.

Launched in 2010 this new quarterly magazine, in collaboration with the WaterReuse Association (USA) provides high-quality, in-depth editorial coverage of water supply solutions within this specific sector.

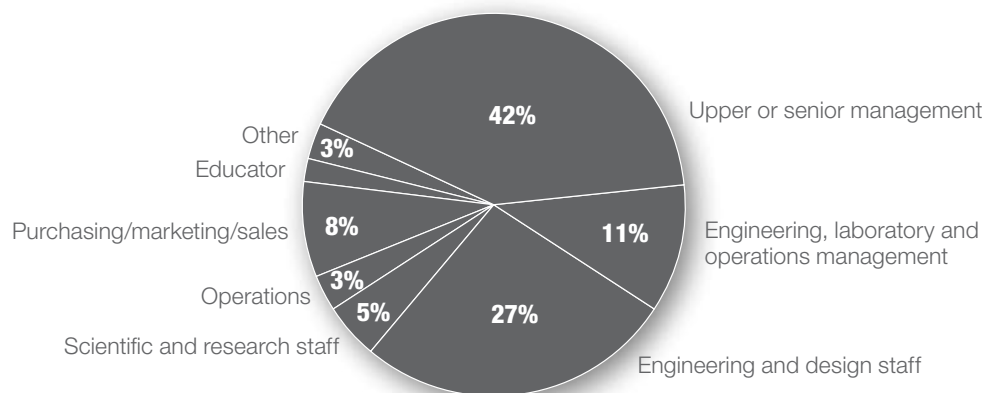
The editorial content reflects the global outlook, knowledge, and technical expertise gained through WEF membership, conferences, and association alliances throughout the world. Topics covered in *World Water: Water Reuse & Desalination* will include industrial, greywater, and potable reuse; energy use and recovery; aquifer storage and recharge; advanced disinfection; water quality issues such as microconstituents; inland, brackish, and seawater desalination; brine management; and more.

Total circulation 20,320

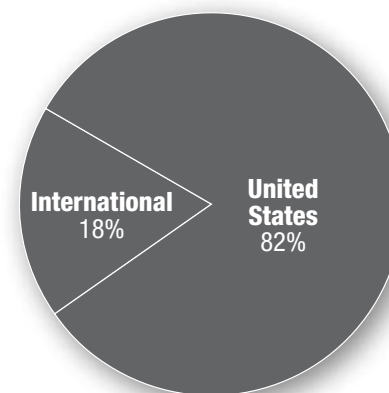
Employer Demographics



Business Activity



Country Distribution



Editorial Calendar

	Winter	Spring	Summer	Autumn
Editorial Submissions Deadline	7 January 2012	8 April 2012	8 July 2012	7 October 2012
Ad Sales Deadline	21 January 2012	22 April 2012	22 July 2012	21 October 2012
Ad Copy Deadline	28 January 2012	29 April 2012	29 July 2012	28 October 2012
Editorial Focus	Energy and water – water reuse & desalination	Challenges of seawater and brackish groundwater desalination	Water reuse research challenges and successes	Advances in desalination technology
Features	Success stories in reuse – agricultural, industrial, municipal	Success stories in desalination Economics of water reuse	Research on public perception/public acceptance	Pretreatment: thermal and membrane Graywater reuse
Special Section	Potable water reuse	Desalination trends	Environmental concerns of desalination & water reuse Concentrate and brine management	Indirect potable reuse
Technology Focus	Membranes, MBRs	Advanced disinfection	Advanced oxidation processes (AOP)	Analytical instrumentation and methods
Bonus Distribution	WETEX 6–8 March Dubai, UAE IFAT + China Water Show 2012 5–7 May Shanghai, China	IFAT ENTSORGA 2012 7–11 May Munich, Germany AWWA ACE 2012 10–14 June Dallas TX, USA Singapore International Water Week 2–6 July Singapore	Water Reuse Symposium 9–12 September Hollywood, Florida, USA WEFTEC 29 September–3 October New Orleans, LA, USA	

2012 Rates, Specifications, and Submission Guidelines

Water Reuse & Desalination Display Advertising Rates (black and white)

		Number of Insertions							
		1x	3x	6x	9x	12x	18x	24x	30x
Full Page	USD (\$)	\$4,524	\$4,290	\$4,056	\$3,900	\$3,822	\$3,744	\$3,666	\$3,588
	GBP (£)	£3,016	£2,860	£2,704	£2,600	£2,548	£2,496	£2,444	£2,392
	EUR (€)	€ 3,468	€ 3,289	€ 3,110	€ 2,990	€ 2,930	€ 2,870	€ 2,811	€ 2,751
½ Page	USD (\$)	\$3,257	\$3,089	\$2,920	\$2,808	\$2,752	\$2,696	\$2,640	\$2,583
	GBP (£)	£2,172	£2,059	£1,947	£1,872	£1,835	£1,797	£1,760	£1,722
	EUR (€)	€ 2,497	€ 2,368	€ 2,239	€ 2,153	€ 2,110	€ 2,067	€ 2,024	€ 1,981
¼ Page	USD (\$)	\$2,606	\$2,471	\$2,336	\$2,246	\$2,201	\$2,157	\$2,112	\$2,067
	GBP (£)	£1,737	£1,647	£1,558	£1,498	£1,468	£1,438	£1,408	£1,378
	EUR (€)	€ 1,998	€ 1,894	€ 1,791	€ 1,722	€ 1,688	€ 1,653	€ 1,619	€ 1,584
⅓ Page	USD (\$)	\$1,824	\$1,730	\$1,635	\$1,572	\$1,541	\$1,510	\$1,478	\$1,451
	GBP (£)	£1,216	£1,153	£1,090	£1,048	£1,027	£1,006	£985	£967
	EUR (€)	€ 1,398	€ 1,326	€ 1,254	€ 1,206	€ 1,181	€ 1,157	€ 1,133	€ 1,112
⅙ Page	USD (\$)	\$1,459	\$1,384	\$1,308	\$1,258	\$1,233	\$1,208	\$1,183	\$1,161
	GBP (£)	£973	£923	£872	£839	£822	£805	£788	£774
	EUR (€)	€ 1,119	€ 1,061	€ 1,003	€ 964	€ 945	€ 926	€ 907	€ 890

Frequency Rates: Frequency rate is determined based on the number of display ad insertions placed in *World Water*, *Water Reuse & Desalination*, *WE&T*, the WEFTEC Announcement, and the WEFTEC Conference Program during a 12-month contract period dating from the first insertion.

Currency: North American advertisers will be charged the US\$ rates. Advertisers outside North America may use either the GBP (£) or Euro (€) rates.

Color: 4-color or 2-color (build from CMYK):
b&w rate plus \$420 / £260 / €310

Bleed: Full-page ads only. No charge.

Cover Rates: *Rates effective November 1, 2011*
Inside Front Cover additional \$730 / £460 / €530
Inside Back Cover. additional \$520 / £330 / €380
Back Cover. additional \$990 / £630 / €730
Digital Landing Page. \$8,400 for the year
Digital Advert opposite Front Cover. \$2,100 per issue

Format: All advertisements must be in digital format.

Origination: Artwork must be originated in Mac versions of the following programmes: QuarkXpress, Adobe InDesign, Macromedia Freehand, Adobe Illustrator, or Adobe Photoshop. Artwork originated in Microsoft Word, PowerPoint, or Publisher CANNOT be accepted.

Quality Standard: Press-optimized PDF files distilled using Acrobat 4+ with highest quality compression can be accepted via e-mail. Full Adobe type 1 industry standard fonts must be embedded (no sub-set). Do not use system fonts. Resolution must be either 2540 or 2400 if incorporating copy dot scans. A hard color copy must accompany the advertisement. Any fonts supplied will only be used for output purposes. Pictures placed in documents must be in CMYK format, saved as a TIF or Photoshop EPS format. We strongly advise against files saved in JPG.

Display Advertising Sizes

		inches		millimeters	
		width	height	width	height
Full Page	bleed size	8.46	11.93	215	303
	trim size	8.27	11.69	210	297
	live area	7.09	10.63	180	270
⅓ Page		5.51	10.63	140	270
½ Page	island	5.51	7.48	140	190
	horizontal	7.09	5.12	180	130
	vertical	3.46	10.25	88	260
⅓ Page	vertical	2.36	10.25	60	260
	square	5.51	5.12	140	130
¼ Page		3.46	5.12	88	130

Transmission:

- CD-ROM
- E-mail to: copy@wefpublishinguk.com

Naming Protocol: All e-mails must be given a file name indicating the magazine/client/issue. Please send all advertising copy to:
WEF Publishing UK Ltd
46 Lexington
40 City Road
London EC1Y 2AN
UK

The Largest Water and Wastewater Conference and Exhibition in the World

WEFTEC®, the Water Environment Federation's annual conference and exhibition, is the largest water quality conference and exhibition in North America, and one of the top 100 trade shows in the United States. With more than 18,000 attendees and 1,000 exhibitors covering 290,000 square feet of space, WEFTEC is truly the event of the year for the water and wastewater industry. WEFTEC 2012 will be held in New Orleans, Louisiana, September 29 – October 3, 2012. For more information visit www.weftec.org.

Pre-Show Advertising Makes All the Difference¹

Successful exhibitors know that because of the size of the show, pre-show promotion is essential. With such a big exhibition area, many attendees plan out in advance which companies' booths they will see, and they use *WE&T* to help them plan. In a *WE&T* reader survey, 21% of readers said they read *WE&T*'s WEFTEC issues to help determine which exhibitors to see, and 34% said they visited an exhibitor's booth as a result of seeing an ad in *WE&T*.

Advertising Increases Booth Traffic¹

The Trade Show Bureau published a study by Exhibit Surveys, Inc., for the Food Technology Show, a trade show of similar size and scope to WEFTEC. The study found a direct correlation between advertising and booth traffic at the Food Technology Show. Exhibitors' booth traffic increased by an average of 40% for every four pages of display advertising in the show audience's primary magazine during the preceding 12 months.¹

WEFTEC Attendee Magazine Readership

WE&T is not only the official publication of WEFTEC, it's also the most widely read magazine among show attendees. Advertising in *WE&T* is simply the best way to reach attendees and the most efficient way to increase booth traffic.

Magazines Read by Attendees

86%	<i>WE&T</i>
28%	Water & Wastes Digest
26%	Journal AWWA
24%	WaterWorld
21%	Civil Engineering
20%	Public Works
17%	Engineering News Record
16%	Pollution Equipment News
16%	Trenchless Technology
11%	Municipal Water & Sewer

Source: Exhibit Surveys, Inc., WEFTEC 2010 Audience Survey

¹ Exhibit Surveys, Inc.

WE&T's WEFTEC Show Issue

WE&T is published by WEF, the producer of WEFTEC, and is the official publication of WEFTEC. With ads in the WE&T WEFTEC show issues, you can reach attendees before, during, and after the biggest event of the year in the magazine read by more attendees than any other. The September WEFTEC Show issue is the biggest of the year, but don't miss out on August and December, both of which have special WEFTEC editorial sections.

August

WE&T WEFTEC Preview Issue

This issue includes a special WEFTEC preview section and reaches readers at a time when interest is starting to build – two months prior to the show. The WEFTEC Preview issue of WE&T should be a part of every exhibitor's pre-show promotional plan.

Ad Closing: July 1, 2012

Ad Materials Due: July 6, 2012

September

WE&T WEFTEC Show Issue

This giant special issue of WE&T includes a complete show guide for attendees, including detailed descriptions of every exhibiting company. Attendees use this issue to help them plan which exhibits to see. Placing an ad in this issue helps ensure that your exhibit will be on attendees' "must-see" lists. As an added bonus, the September issue will be widely distributed at WEFTEC 2012 and at additional shows in 2012.

Ad Closing: August 1, 2012

Ad Materials Due: August 8, 2012

December

WE&T WEFTEC Wrap-Up Issue

The December issue includes follow-up reports on the show, including the results of the popular Operations Challenge competition. An ad in this issue will help reinforce the positive impression attendees have after seeing your exhibit at WEFTEC.

Ad Closing: November 1, 2012

Ad Materials Due: November 6, 2012

Exclusive Exhibitor Discounts

Exhibitors earn exclusive incentive discounts on ads in the three WEFTEC special issues of WE&T (August, September, December).

6%

discount for 1 insertion

9%

discount for 2 insertions

12%

discount for 3 or more insertions

Ask your local sales representative about special exhibitor advertising packages.

WEFTEC Conference Announcement

Get an early start on your WEFTEC promotions with an ad in the official WEFTEC Conference Announcement. Published in May, the printed version will be mailed to over 50,000 prospective attendees, plus an additional 90,000 copies will be delivered digitally. The WEFTEC Conference Announcement is the show catalog and includes the first look at the technical program, hotel and travel information, and registration details. Attendees will hold on to this right up until the show, giving it an extra-long shelf life. As an added bonus, the WEFTEC Announcement will be distributed at multiple shows between June and September, including AWWA's ACE 2012.

WEFTEC Announcement Display Advertising Rates (black and white)								
	Number of Insertions (includes insertions in WE&T and World Water)							
	1x	3x	6x	9x	12x	18x	24x	30x
Full Page	\$4,880	\$4,530	\$4,350	\$4,250	\$4,160	\$4,065	\$3,995	\$3,960
½ Page	\$2,640	\$2,455	\$2,340	\$2,290	\$2,235	\$2,195	\$2,165	\$2,140

WEFTEC Announcement can only accommodate full page, half-page horizontal, and half-page vertical ad sizes.

Rates effective November 1, 2011

Issue Date: May

Ad Closing: March 5, 2012

Materials Due: March 8, 2012

Premium Positions

Cover 2: earned rate + \$730
 Cover 3: earned rate + \$520
 Cover 4: earned rate + \$990
 Digital Landing Page..... \$15,600
 Digital advert page facing front cover \$6,250

Other Preferred Positions

+10% of b&w space rate

Color

4-color or 2-color (build from CMYK): b&w rate + \$420
 Applies to all display ad sizes, including spreads.

Bleed

Full page only. No charge.

Submission Guidelines

See page 27

Display Advertising Sizes					
		inches		millimeters	
		width	height	width	height
Full Page	bleed size	8.25	11.125	210	283
	trim size	8	10.875	203	276
	live area	7	10	178	254
½ Page	horizontal	7	4.875	178	124
	vertical	3.375	10	86	254

WEFTEC Conference Program

Distributed onsite to every attendee, the official program is the primary repository of all the information attendees need to know at the show, including times and locations of events and workshops, the full technical program, exhibit descriptions, and the exhibit hall floorplan. An ad in the WEFTEC Program is the best way to ensure that you reach 100% of the attendees when it counts the most – during the show. Advertise in the program and your exhibitor listing will include a reference to the page number of your ad.

WEFTEC Program Display Advertising Rates (black and white)								
	Number of Insertions (includes insertions in WE&T and World Water)							
	1x	3x	6x	9x	12x	18x	24x	30x
Full Page	\$5,845	\$5,440	\$5,205	\$5,085	\$4,970	\$4,850	\$4,795	\$4,735
¾ Page	\$4,210	\$3,920	\$3,750	\$3,660	\$3,580	\$3,495	\$3,455	\$3,410
½ Page	\$3,275	\$3,045	\$2,910	\$2,850	\$2,780	\$2,720	\$2,685	\$2,650
⅓ Page	\$2,165	\$2,010	\$1,925	\$1,880	\$1,840	\$1,800	\$1,775	\$1,750
¼ Page	\$1,695	\$1,575	\$1,510	\$1,475	\$1,440	\$1,400	\$1,390	\$1,375

Rates effective November 1, 2011.

Issue Date: October

Ad Closing: July 23, 2012

Materials Due: July 26, 2012

Premium Positions

Cover 2: earned rate + \$730

Cover 3: earned rate + \$520

Cover 4: earned rate + \$990

Other Preferred Positions

+10% of b&w space rate

Color

4-color or 2-color (build from CMYK): b&w rate + \$420

Applies to all display ad sizes, including spreads.

Bleed

Full page only. No charge.

Submission Guidelines

See page 27

Display Advertising Sizes					
		inches		millimeters	
		width	height	width	height
Full Page	bleed size	8.25	11.125	210	283
	trim size	8	10.875	203	276
	live area	7	10	178	254
¾ Page		4.5	10	114	254
½ Page	island	4.5	7.5	114	191
	horizontal	7	4.875	178	124
	vertical	3.375	10	86	254
⅓ Page	vertical	2.125	10	54	254
	square	4.5	4.875	114	124
¼ Page		3.375	4.875	86	124

WEFTEC Daily

The *WEFTEC Daily* is a tabloid-sized news publication that will be printed overnight and actively distributed each morning during the show. A completely different issue is produced and circulated on Monday, Tuesday, and Wednesday (October 1–3, 2012) during WEFTEC.

The *WEFTEC Daily* will feature timely coverage of the major events of the day and the 8,000–10,000 copies will be will be distributed at multiple locations at the show. This is an excellent medium for promoting your special events, product demonstration schedules, prize drawings, and other promotional activities at WEFTEC. **Ad space will be limited, so order early.**



Issue Dates

Monday, October 1, 2012
Tuesday, October 2, 2012
Wednesday, October 3, 2012

Ad Closing: August 27, 2012

Materials Due: August 30, 2012

WEFTEC Daily Display Advertising Rates (black and white)				Display Advertising Sizes	
		Single Issue	Three Issues (each)	Dimensions	
				Width	Depth
Full Page	Inside Covers	na	\$4,140	9.5"	14"
	Back Cover	na	\$3,380	9.5"	14"
	Tabloid Page	\$4,260	\$2,840	9.5"	14"
Tabloid ½ Page		\$3,430	\$2,290	7"	10"
Tabloid ¼ Page	Vertical	\$2,260	\$1,750	4.5"	7.5"
	Horizontal	\$2,620	\$1,750	7"	4.875"

Rates effective November 1, 2011

Tabloid Ad Size Compatibility

Tabloid ad sizes are roughly twice the size of standard magazine-sized ads. A *WEFTEC Daily* ½ page ad is equivalent to a *WE&T* full page ad. A *WEFTEC Daily* ¼ page ad is equivalent to a *WE&T* ½ island or ½ horizontal ad.

Combination Rates

Discount on *WEFTEC Daily* ads for WEF advertisers based on annual number of *WE&T*, *World Water*, or *Water Reuse & Desalination* insertions:

3x = 5%
6x = 10%
9x = 15%
12x = 20%

Color

4-color or 2-color (built from CMYK): b&w rate +\$420

Bleed

No bleed except gutter bleeds on 2-page spreads, no extra charge.

Specifications

Trim size 11" x 15"; printed on 50# uncoated stock.

Submission Guidelines

See page 27

WEFTEC Exhibitor Spotlight

Feature your product in an editorial format, with a description of up to 100 words, plus a photo.

Price: \$830

Submission Guidelines

(For display ads in WEFTEC Program, Announcement, and Daily)

Inserts

Contact publisher for rates and specifications for preprinted inserts. Send sample to publisher for approval. Production and handling charges related to preprinted inserts are in addition to space rates, and are noncommissionable.

General Regulations

Agency Commissions

An advertising agency commission of 15% will be deducted from the gross invoice amount for display advertising.

Terms

Net 30 days. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or its agency liable for monies owed.

Short-Rates and Rebates

Advertisers who do not place within 12 months the number of insertions upon which their frequency rate is based will be rebilled the difference based upon the appropriate earned rate. Rebates will be applied if advertisers earn a better frequency rate by placing more insertions than originally contracted for.

Cancellations

No charge for cancellations made before the published ad closing date. Cancellations within 5 business days after ad closing date will be charged at 25% of black and white space rate. Cancellations more than 5 business days after ad closing date will be charged 50% of space rate. No cancellations can be made beyond 10 business days after ad closing date. If new materials or instructions are not provided by the published Materials Due date, WEF reserves the right to publish the advertiser's most recent ad for which we have materials.

Liability

Advertiser and agency agree to indemnify, defend, and save harmless the publisher from any liability for content of advertisements printed pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising.

Publication Specifications

WEFTEC Announcement and WEFTEC Conference Program

Trim Size: 8" x 10.875"

Live Area: 7" x 10"

Screen: 133 line screen, 300 dpi

Printing: Web offset, CMYK

Binding: Perfect bound

WEFTEC Daily

Trim Size: 11" x 15"

Printing: Web offset, CMYK, 50# uncoated stock

Submission Instructions

All ads must be submitted in CMYK or grayscale. RGB ads or artwork will not be accepted. All graphics must be 300 dpi at 100% or vector based.

- **DO NOT use system or composite fonts.**
- **Please DO NOT include any information beyond the ad's border, including crop and registration marks, unless the ad is a full page with bleed.**
- **For bleed ads, crop marks must be outside the bleed area.**
- **The submitted file's dimensions must equal that of the purchased ad space.**
- **Please do not submit partial ads centered in a full-page document.**
- **Unacceptable files:** Corel Draw; Microsoft Publisher; Microsoft Word; PowerPoint

Accepted File Formats

- **PDF** (preferred) – Press-optimized PDF/X-1a. Industry standard fonts must be embedded (no subset).
- **EPS** – CMYK or grayscale. All fonts and graphics must be included with the file.
- **TIF/JPG** (not recommended) – 300 dpi, CMYK. Dimensions must be purchased ad size.

E-mail

- Naming protocol: All e-mails must include the publication name, issue, and advertiser name in the subject line.
- E-mail compressed files no larger than 50 MB to jgrigsby@wef.org.
- SITX files are not accepted.

FTP

- Contact Jenny Grigsby at jgrigsby@wef.org or 1-703-684-2451.

Mail

- CD-ROMs should be mailed via traceable service to:
Jenny Grigsby
Water Environment Federation
601 Wythe Street
Alexandria, VA 22314
- Digital files are stored for one year.

Proofs

All color ads, including e-mailed submissions, must be accompanied by a high-quality digital proof. Publisher is not responsible for color match from proofs that are not color-accurate. Black and white ads must be accompanied by laser prints.

WEFTEC Enhanced



WEFTEC Product Showcase E-mail

The WEFTEC Product Showcase is an e-mail and Web-based promotion that goes to all WEFTEC pre-registrants two weeks before the show. The e-mail includes up to 30 product photos hyperlinked to individual Web pages with detailed information. Those pages in turn link to the exhibitors' websites. WEFTEC registrants' e-mails are not made available to exhibitors for promotional use, so this will be the only opportunity in 2012 to get your product message delivered right to the in-box of each pre-registered attendee.

View the online portion of the 2011 WEFTEC Product Showcase at:
www.weftec.org/Exhibition/ProductShowcase/

Price: \$1,015

Download PDF order form: www.wef.org/Showcase



WEFTEC Exhibitor Directory Logo Enhancements

A color logo will dramatically increase the visibility of your company's listings in the exhibitor directories published in the Conference Program, September *WE&T*, and on www.weftec.org.

Price: \$650 package deal

\$380 individually for just the Conference Program

Prices include online directory listing

Download PDF order form: www.wef.org/LogoAd

www.WEFTEC.org Web Banners

WEF has a separate Web site devoted to WEFTEC, www.weftec.org. Banners are sold on an annual basis and will run from May 2012 through April 2012.

Price: 1/3 Skyscraper: \$2,185 (1 year)

Wide Skyscraper: \$4,680 (1 year)

(Limited to 15 banners per size)

See the "Electronic Media" section of the Media Kit for more information about banner ads.

World Water

As WEF's international publication, *World Water* is the best medium for reaching WEFTEC attendees who come from outside North America. The July/August and September/October issues will both feature editorial coverage of the show. As an added bonus, 2,000 copies of the July/August issue will be distributed onsite at WEFTEC. For more information, see the World Water section of the Media Kit.

www.WEF.org Advertising

www.wef.org Banner Advertising

WEF's website, www.wef.org, generates approximately 100,000 visits per month by 60,000 unique visitors. WEF offers banner ads in two sizes, "Wide Skyscraper" and "One-third Skyscraper."

Banners on www.wef.org are mirrored throughout the site, so the same banners appear on literally hundreds of pages. A limit of 15 banners are sold for each of two banner positions, and these are all placed in a "pool" of banners that are accessed and displayed randomly every time a page is visited.

Banner Advertising Rates (all prices are net)					
	Duration			Dimensions	
	3 Months	6 Months	12 Months	Width	Height
Wide Skyscraper	\$2,800	\$3,750	\$5,615	160 px	600 px
1/3 Skyscraper	\$1,560	\$2,080	\$3,120	160 px	200 px

Terms: Net 30 days. Invoiced in full when first posted.

Preferred Formats

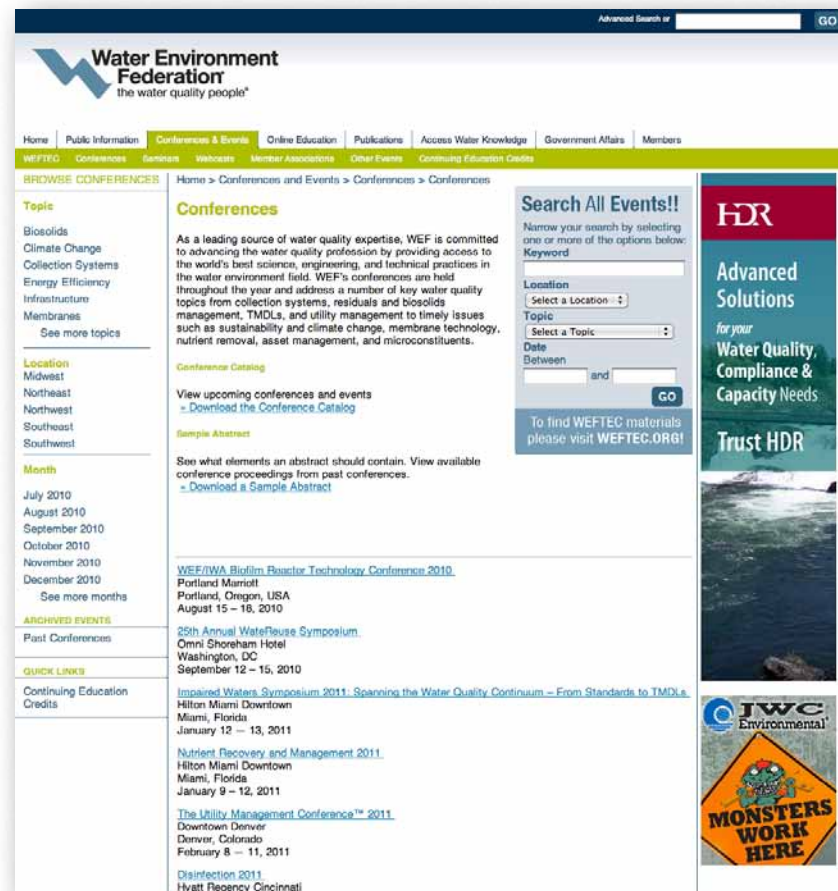
JPG, GIF, or animated GIF
Flash not fully supported (contact WEF for more information)
Maximum file size 150k

Reporting

Automated traffic reports will be sent by e-mail on the first of each month. Report will include number of impressions and number of clicks.

Submissions

Send orders and materials to:
Jenny Grigsby at jgrigsby@wef.org
Phone: 1-703-684-2451
Fax: 1-703-684-2407



Sample of www.WEF.org showing ad locations

www.WEFTEC.org Advertising

New advertising opportunities on the redesigned www.weftec.org

The WEFTEC website features Wide Skyscraper and 1/3 Skyscraper banner ads. Banners are sold on an annual basis and will run from May 2012 through April 2013.

Banners on www.weftec.org are mirrored throughout the site, so the same banners appear on literally hundreds of pages. A limit of 15 banners are sold for each of two banner positions, and these are all placed in a "pool" of banners that are accessed and displayed randomly every time a page is visited.

Banner Advertising Rates (all prices are net)			
	12 months	Dimensions	
		Width	Height
Wide Skyscraper	\$4,680	160 px	600 px
1/3 Skyscraper	\$2,185	160 px	200 px

Terms: Net 30 days. Invoiced in full when first posted.

Preferred Formats

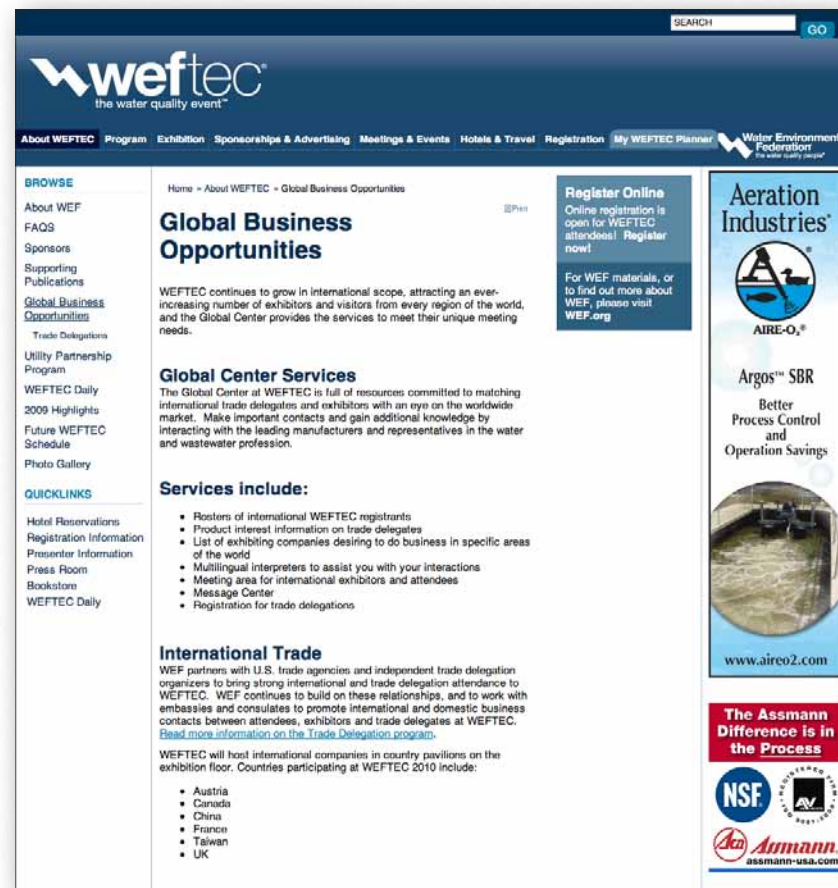
JPG, GIF, or animated GIF
Flash is acceptable (contact WEF for special instructions)
Maximum file size: 100k

Reporting

Automated traffic reports will be sent by e-mail on the first of each month. Report will include number of impressions and number of clicks.

Submissions

Send orders and materials to:
Jenny Grigsby at jgrigsby@wef.org
Phone: 1-703- 684-2451
Fax: 1-703-684-2407



Sample of www.WEFTEC.org showing ad locations

WEF Water Log e-Newsletter

New e-Newsletter Sponsorship Opportunity!

Reach more than 60,000 water and wastewater industry professionals with the new WEF Water Log e-newsletter.

WEF Water Log is an e-mail newsletter published biweekly and sent to more than 80,000 Water Environment Federation members and customers.

WEF Water Log's sponsors will receive a skyscraper banner ad.

Schedule

Biweekly, Tuesdays. Schedule subject to change.

Price

Per insertion, based on number of insertions and position (upper or lower banner).


Frequency	Price/Ea.
1 time	\$1,040
3 times	\$940
6 times	\$830
12 times	\$725

Materials

JPG only (no Flash or animated GIFs)
120 pixels wide x 600 pixels high
Maximum file size 100k

Submission

Contact your WEF advertising sales representative, or:
Jenny Grigsby at jgrigsby@wef.org
Phone: +1-703-684-2451
Fax: +1-703-684-2407




Water Environment Federation
the water quality people™

Water Log

Conferences

Submit an Abstract for the Cutting-Edge Technologies and Best Practices on Sewerage Conference Held Next Year in Tokyo
The focus of this conference will be placed on urban wastewater and sanitation systems which is the main component of a sound and sustainable water cycle. The European Water Association, Japanese Sewage Works Association, and WEF would like to invite you to submit an abstract for this conference by Oct. 1. Topic details and submittal instructions can be found on the conference Web site.



American Water Summit 2010: New Environment, New Direction
WEF is collaborating with Global Water Intelligence in their first U.S. water and investment conference, Nov. 3-4 in Washington, D.C. Featured speakers will include WEF's President Elect Joanne Brown, members of WEF's Global Water Strategies Council, and WEF Executive Director Bill Bertera. WEF members receive a \$100 discount on registration. Just use "WEF" as the discount code.

Disinfection 2011 — Submit Your Abstract by Sept. 17
The objective of this conference and exhibition, sponsored by the WEF Disinfection Committee and supported by the U.S. EPA and the Ohio Water Environment Association, is to present and share information on various applications, status and future directions of disinfection with respect to water, wastewater and biosolids throughout the world. Find abstract topics and submittal details on the conference website.


WEFTEC® — The Water Quality Event

WEFTEC Housing Bureau Saves You Money — Book By Sept. 3
Book your housing through Convention Management Resources, Inc. (CMR) to receive competitive rates at hotels serviced by the complimentary WEFTEC Shuttle, and guarantee the maximum savings on transportation expenses. Several hotels have further discounted their rates for WEFTEC participants, including The Roosevelt, a Waldorf Astoria Hotel, and the Ritz-Carlton. Book today!

Strong Training Program Covering Facility Operations
WEFTEC 2010 workshops provide participants with knowledge and skills directly applicable to facility operations and other important topics. Workshops are comprised of group exercises, hands-on activities, and extensive Q&A sessions. Review the workshop details in My WEFTEC Planner for:

- W104: Wastewater Treatment Microbiology
- W105: Optimizing Biological Nutrient Removal Operations
- W107: Wastewater Disinfection Efficiency and Effectiveness
- W108: Optimizing Chemical Use for Achieving Stringent Nutrient Limits
- W109: Do You Know the Standard Procedures for Collecting and Evaluating Odors?

Water For People Big Easy Bash at WEFTEC 2010
Please join Water For People and honorary co-sponsor, the Sewerage and Water Board of New Orleans, for a party with a purpose. Tickets are \$35 in advance or \$40 at the door, and can be purchased either through your WEFTEC registration or directly from the Water For People Web site. 100% of ticket sales will support Water For People, a charity supported by WEF and wastewater professionals.




In Focus


Submit an Abstract for the Industrial Wastewater Seminar 2011

WEF Student Members Receive Free Admission to WEFTEC 2010

The 25th Annual Water Reuse Symposium 2010 Comes to D.C.



Monster Quality
It's A Sure Bet!



Booth #4329
www.jwce.com

Webcast Sponsorship Opportunities



WEF hosts between two and four webcasts per month where participants listen to audio (over phone or computer speakers) and view technical presentations on the web. Participants are encouraged to submit live questions via the webcast software during the webcast. Most webcasts are one and a half hours long and include detailed information from case studies.

Professional Development Hours (PDHs) may be earned for participating in a webcast (Please note: Webcast participants are responsible for exploring their state requirements to have their Educational Credits approved for credit).

Historically, these webcasts have been provided on a fee per site basis, generally \$195 per site with unlimited attendees per site. In an effort to provide a beneficial member service and learning opportunities for WEF members and the water industry as a whole, WEF is launching a new sponsored webcast program. The program will allow members to register and view webcasts at no cost while increasing the visibility for an organization/company that chooses to sponsor a webcast.

Data shows that, when WEF hosted fee-based webcasts, the number of participating sites ranged from 12 sites to roughly 70 sites; with an average of 5 individuals per site; reaching 60 to 350 people. When WEF hosted a sponsored (free) webcast, there was a dramatic increase in participation; the number of sites increased by nearly 5 times to a range of 169 sites to 1001 sites (depending on the subject). What does that mean? It means that a sponsor could potentially reach 5,000 new customers in one sitting. A chart of previously sponsored webcasts and the number of sites that participated is to the right.

Another benefit to sponsoring a webcast is the ability to continuously market to members of WEF and the water industry. By placing a company logo, ad, or link on the media player during live and archived webcasts, a sponsor can be recognized at the time of the initial webcast and 6-months later when an individual clicks on the archived version. Your support of water quality training will be recognized for as long as a webcast is available for viewing.

Webcast	Number of Sites
Advances in Solids Reduction Processes	305
Combined Heat and Power Generation Operations	267
Charting the Future of Biosolids Management	307
New Biosolids Management System Training	169
Implementing The New Sewage Sludge: Meeting the New Public Education Requirements	242
Phosphorus Removal – Tips for Operators, Trainers, and Design Engineers	1001

WEF Webcast Sponsorship Benefits

Sponsorship Benefits	Exclusive Sponsor \$7,500	Lead Sponsor \$4,000	Supporting Sponsors \$2,500
Exclusive sponsorship of webcast of choice	●		
Primary contact information for all registered sites	●	●	
Naming in e-blast marketing the webcast (i.e., "Best Practices in Water Resources Webcast presented by WaterCo. Inc.")	●	●	
Logo and introductory slide in "waiting room" and in archived webcast for future download	●	●	●
Introductory slide and mention in opening and closing of event and in archived webcast for future download	●	●	●
Acknowledgement on event website (logo)	●	●	●
Option to record and display a short company/product presentation for the Showcase (something like a commercial)*	●	●	
Logo placement on media player skin (live and archived)*	●	●	
Rotating logo on webcast media player (live and archived)*			●

*Available in 2012

Virtual Web Showcase | \$10,000

(Available in 2012)

The product showcase will be where sponsors can place ads or short commercial type presentations (PowerPoint's, logos, etc) related to a certain online product or topic. This area is strictly for advertising. A link will be attached to the media player and will allow training participants to click and view the sponsor advertisements.

WEF Webcast Schedule

Topic	Webcast	Date
Energy	Best of Energy and Water 2011	March
Biofuels	When Opportunity Knocks, How Can Municipalities and POTWs Partner with the Biofuels Industries	November
Collections Systems Series	Perspectives on Pump/Lift Station Rehabilitation	November
	Webcast 2	February
	Webcast 3	June
Professional Development	Operator Training from a Trainer's Perspective	May
CIO	Best of CIO Forum 2012	June
SCADA & Process Control Systems	Improving the Human-Machine Interface on SCADA and Process Control Systems	TBD
Utility Management	Webcast 1	TBD
Government Affairs	Practical Peak Wet Weather Flow Management	February
Public Communications/ Relations	World Monitoring Day	October
	Measuring Stormwater Communication	November
Residuals and Biosolids	Webcast 1	TBD
	Webcast 2	TBD
Odors and Air Pollutants	Webcast 1	TBD
Municipal Design	Grit Removal 202	January
	Nutrient Recovery	April
	101 Fundamentals	July
Safety	Webcast	December

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