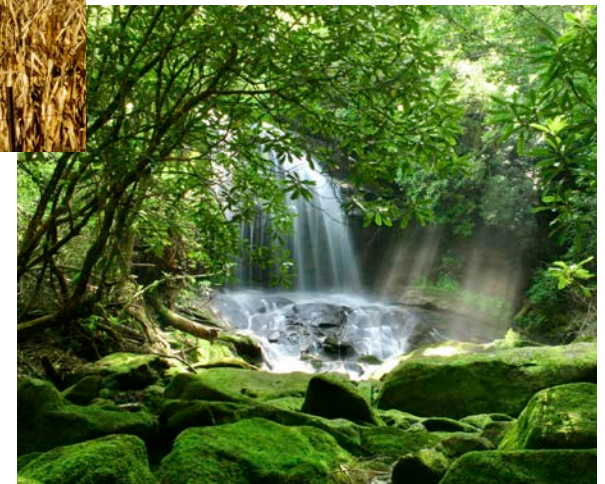
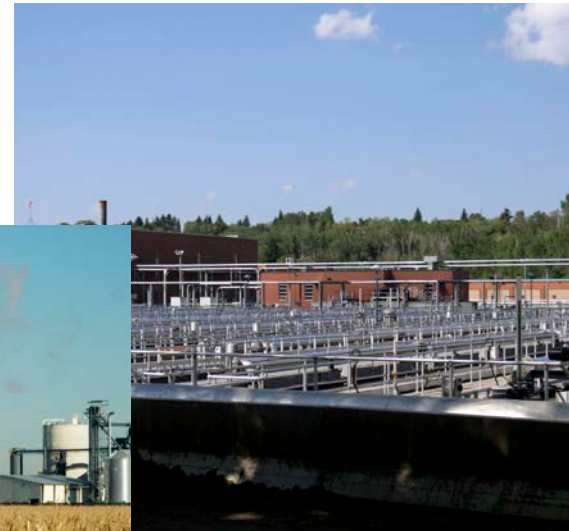


Environmental

P R O T E C T I O N

2013 Media Planner

EPonline.com



The Solution Resource for Managing Air, Water, Energy, and Waste Issues

Environmental Protection Online (EPonline) is dedicated to providing innovative solutions for everyday needs. Our experienced journalists concentrate on offering up-to-date, cutting-edge technology, new trends, and recent regulatory developments for environmental professionals. Our goal is to serve the diversified information needs of environmental professionals working in industry, consulting firms, government and research institutes and help them to stay in full compliance with environmental laws and regulations.

Environmental Protection Online is the partner you can count on to generate more leads and increase sales. We are committed to providing you exceptional value for your advertising dollar by delivering targeted buyers. Our goal is to provide you with more business for your business. You can feel confident that EPonline will work for you by delivering solutions to your marketing challenges.

From online breaking industry news to social media strategies and weekly e-newsletter postings, the Environmental Protection Online team is dedicated to fulfilling client needs across all online communication platforms.

Top Five Reasons Why EPonline Is Your Best Advertising Investment

1. Targeted Circulation

EPonline gives you a large market of buyers and brand specialists.

2. Complete Market Coverage

Our circulation reaches more than 47,000* *Environmental Protection* e-newsletter subscribers and 44,000* *Water & Wastewater News* e-newsletter subscribers, and our total online monthly visitors exceed 36,000.*

3. Editorial That Works

EPonline has constructed a how-to, news-oriented format designed to help environmental professionals better control industrial pollution and thereby better protect human health and the environment. Our editorial content helps our readers stay current on the latest technology developed to manage hydraulic fracturing, energy, hazardous waste, air pollution, industrial and municipal wastewater, and other environmental challenges.

4. Online Exposure

EPonline has everything you need to raise your Internet visibility and increase your website traffic. Readers can easily find videos, features, news, and new industry products. What's more, our e-newsletters keep readers up-to-date with late-breaking news, industry tips, and exclusive interviews. Through sponsorships, EPonline can help provide you with more product exposure and leads.

5. Personalized Service

The EPonline sales, editorial, and management team is dedicated to maximizing your advertising investment with continuous personalized service.

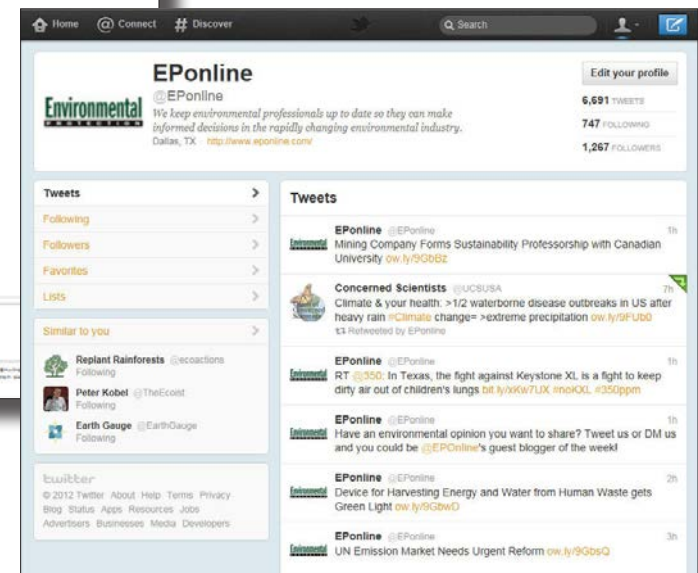
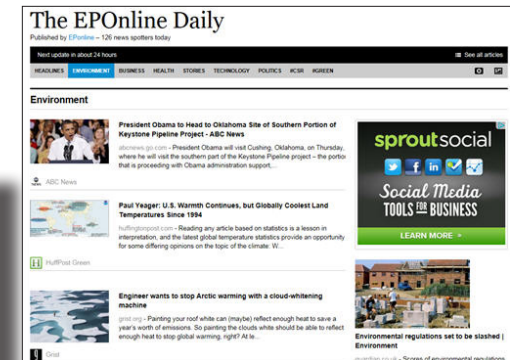
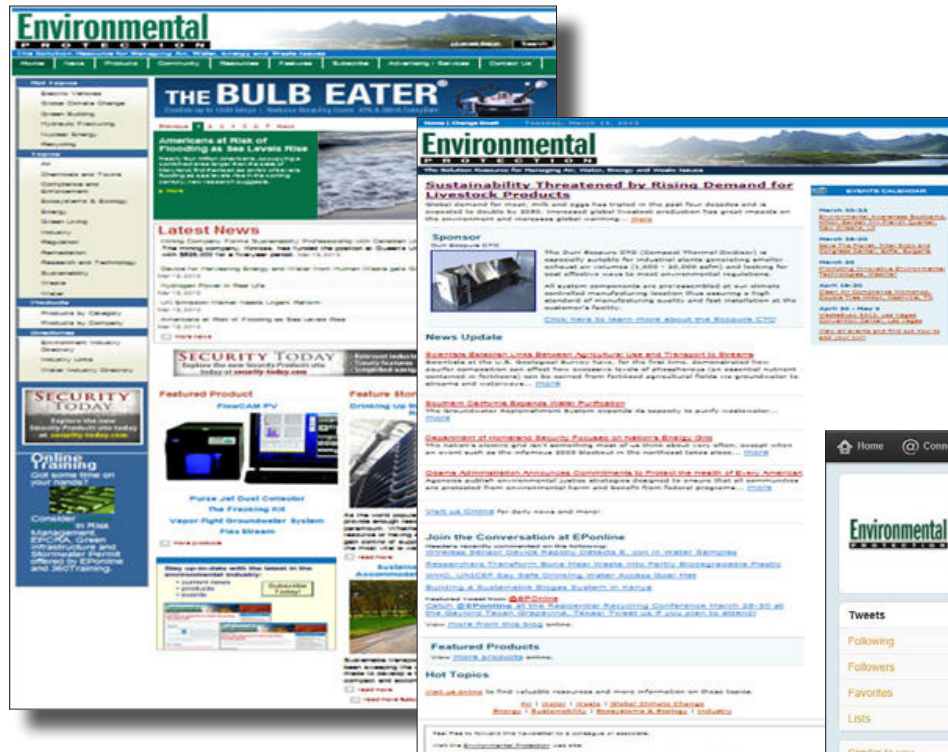
Environmental PROTECTION

EPonline.com

The Complete Marketplace

Environmental Protection realizes the impact the Internet has on business and has provided a variety of multimedia opportunities:

- Banner and Button Sponsorships
- New Product Literature
- Link to Your E-commerce Specials
- Training Downloads
- Online Buyer's Guide Database
- E-newsletters
- Industry Forums, Events and Links
- Webinars



*Publisher's Own Data

EPonline.com

Increase your exposure without compromising your budget. Select from a variety of online opportunities:

- Banner and Button Advertising
- Exclusive Product Category Sponsorships
- Hot Topic Sponsorships
- Content Syndication (White Papers, Podcasts, Case Studies)

Home Page

Home Page Info Center	\$3,000 net/month
Leaderboard – 4 sponsors	\$675 net/month
160x600 Skyscraper – 4 sponsors	\$600 net/month
250x250 Banner – 3 sponsors	\$600 net/month
468x60 Banner – 4 sponsors (middle and bottom)	\$350 net/month
Featured Product (150x150 image, 60-80 word description)	\$500 net/month
Welcome Mat	\$1,575 net/week

Run of Site

728x90 Leaderboard – 4 sponsors	\$500 net/sponsorship
160x120 Button Left – 3 positions (including home page)	\$400 net/month
336x280 Embedded Ad – 4 sponsors	\$450 net/month
Dog Ear or Scrolling Marquee - 1 month	\$1,000/month
Dog Ear or Scrolling Marquee - 6 months or more	\$800/month
Sponsored Textlinks	\$250 net/month

Special Sections

Hot Topic Sponsorship (468x60 at top of Hot Topic page)	\$350 net/month
Hot Topic Sponsorship Roadblock (all banners and Feature Product)	\$1,250 net/month
Case Studies/White Paper Hosting	\$500 for 6 months
Video Hosting (includes PDF, 120x120 logo, 40-word description)	\$800 net/month

E-newsletters

The *Environmental Protection* e-newsletter mails weekly to 47,000* subscribers, and the *Water & Wastewater News* e-newsletter mails weekly to 44,000* subscribers. These newsletters are the perfect place to showcase your products and generate leads. Clean and easy to navigate, they are the ones environmental professionals read for industry news. Custom e-newsletters are also available—perfect for building relationships with current customers, generating new leads and/or nurturing leads recently generated.

Info Center	\$700/issue
468x60 banner top	\$550/issue
468x60 banner bottom	\$400/issue
160x600 right skyscraper	\$650/issue
Sponsor positions (150x150 image + 30-40 words)	\$600/issue
Product positions (150x150 image + 30-40 words)	\$600/issue

Turnkey webinars

Tap into our expertise and expansive market reach and drive valuable leads with a custom webinar. The unique forum allows you to deliver information and engage participants in a timely, cost-effective manner. Sponsorship includes:

- Registration development and collection
- Comprehensive event promotion
- Targeted e-blasts
- E-newsletter promotion
- Custom-designed user interface
- Optional real-time polling and Q&A during presentation
- Audio delivery and presentation coordination
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand access
- Custom minimum lead guarantee

Custom Webinar	\$7,000
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For more information, please contact:

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Environmental Protection (EP) e-news is distributed Tuesdays. Water & Wastewater News (WWN) e-news is distributed Wednesdays.

Issue Focus		Issue Focus		Issue Focus	
JANUARY 2013		JULY 2013		OCTOBER 2013	
January 2	Water & Wastewater	July 2	EP - Remediation	October 1	EP - Toxics
January 8	EP - Sustainability	July 3	Water & Wastewater	October 2	Water & Wastewater
January 9	WWN - Chemicals/Toxins	July 9	Environmental Protection	October 8	Environmental Protection
January 15	Environmental Protection	July 10	WWN - Water Reuse	October 9	Water & Wastewater
January 16	Water & Wastewater	July 16	Environmental Protection	October 15	Environmental Protection
January 22	Environmental Protection	July 17	Water & Wastewater	October 16	WWN - Wastewater
January 23	Water & Wastewater	July 23	Environmental Protection	October 22	Environmental Protection
January 29	Environmental Protection	July 24	Water & Wastewater	October 23	Water & Wastewater
January 30	Water & Wastewater	July 30	Environmental Protection	October 29	Environmental Protection
		July 31	Water & Wastewater	October 30	Water & Wastewater
FEBRUARY 2013		AUGUST 2013		NOVEMBER 2013	
February 5	Environmental Protection	August 6	EP - Brownfields	November 5	EP - Climate Change
February 6	Water & Wastewater	August 7	Water & Wastewater	November 6	Water & Wastewater
February 12	EP - New Technologies	August 13	Environmental Protection	November 12	Environmental Protection
February 13	WWN - Remediation	August 14	WWN - Lab Testing	November 13	WWN - Stormwater
February 19	Environmental Protection	August 20	Environmental Protection	November 19	Environmental Protection
February 20	Water & Wastewater	August 21	Water & Wastewater	November 20	WWN - Stormwater
February 26	Environmental Protection	August 27	Environmental Protection		
February 27	Water & Wastewater	August 28	Water & Wastewater		
MARCH 2013		SEPTEMBER 2013		DECEMBER 2013	
March 5	Environmental Protection	September 3	Environmental Protection	December 3	EP - Waste
March 6	Water & Wastewater	September 4	Water & Wastewater	December 4	Water & Wastewater
March 12	Environmental Protection	September 10	EP - Oil Spills	December 10	Environmental Protection
March 13	Water & Wastewater	September 11	Water & Wastewater	December 11	WWN - Water Security
March 19	Environmental Protection	September 17	Environmental Protection		
March 20	Water & Wastewater	September 18	WWN - Desalination		
March 26	EP - Enforcement	September 24	Environmental Protection		
March 27	WWN - Clean Water in Developing Countries	September 25	Water & Wastewater		
APRIL 2013					
April 2	Environmental Protection				
April 3	Water & Wastewater				
April 9	Environmental Protection				
April 10	Water & Wastewater				
April 16	Environmental Protection				
April 17	Water & Wastewater				
April 23	EP - Energy				
April 24	WWN - Groundwater				
April 30	Environmental Protection				
MAY 2013					
May 1	Water & Wastewater				
May 7	Environmental Protection				
May 8	Water & Wastewater				
May 14	EP - Green Living				
May 15	WWN - Research/Technology				
May 21	Environmental Protection				
May 22	Water & Wastewater				
May 28	Environmental Protection				
May 29	Water & Wastewater				
JUNE 2013					
June 4	Environmental Protection				
June 5	Water & Wastewater				
June 11	Environmental Protection				
June 12	WWN - Drinking Water				
June 18	Environmental Protection				
June 19	Water & Wastewater				
June 25	EP - Recycling				
June 26	WWN - Enforcement				

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