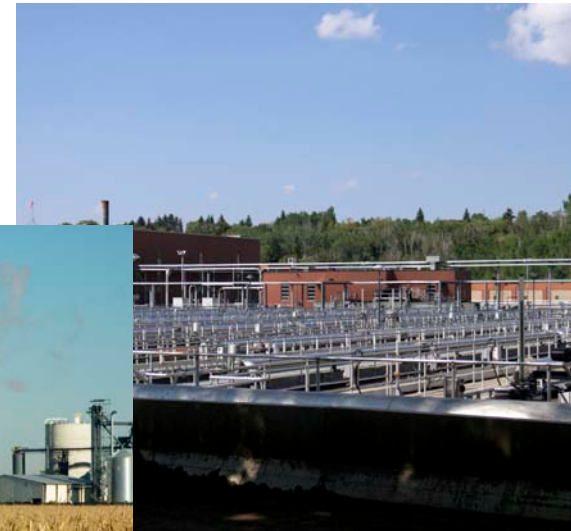


Environmental

P R O T E C T I O N

Media Planner 2012

EPonline.com



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

Hot Topic Sponsorship Roadblock (all banners and Feature Product)	\$1,580 net/month
Home Page Sponsorship Roadblock (all banners and Feature Product)	\$610 net/month
Home Page Info Center	\$3,670 net/month
Leaderboard – 4 sponsors	\$715 net/month
160x600 Skyscraper – 4 sponsors	\$610 net/month
250x250 Banner – 3 sponsors	\$610 net/month
468x60 Banner – 4 sponsors (middle and bottom)	\$330 net/month
Featured Product (150x150 image, 60-80 word description)	\$550 net/month
Welcome Mat	\$2,050 net/week

Run of Site

728x90 Leaderboard – 4 sponsors	\$550 net/sponsorship
160x600 Skyscraper – 4 sponsors	\$500 net/sponsorship
160x120 Button Left – 3 positions (including home page)	\$550 net/month
336x280 Embedded Ad – 4 sponsors	\$440 net/month
Dog Ear or Scrolling Marquee - 1 month	\$1,650/month
Dog Ear or Scrolling Marquee - 6 months or more	\$1,325/month
Sponsored Textlinks	\$275 net/month

Special Sections

Hot Topic Sponsorship (468x60 at top of Hot Topic page)	\$390 net/month
Case Studies/White Paper Hosting	\$550 for 6 months
Podcast Hosting	\$815 for 3 months
Video Hosting (includes PDF, 120x120 logo, 40-word description)	\$1,100 net/month

For more information, please contact:

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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	\$850/issue
468x60 banner top	\$690/issue
468x60 banner bottom	\$500/issue
160x600 right skyscraper	\$1100/issue
Sponsor positions (150x150 image + 30-40 words)	\$890/issue
Product positions (150x150 image + 30-40 words)	\$845/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	\$10,000
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Take advantage of the opportunity to sponsor one or more webinars in a single day at an upcoming SuperCast. We'll provide the industry experts to speak during the webinars, so participation is easy!

One SuperCast Webinar	\$1,500
Two SuperCast Webinars	\$2,000
Three SuperCast Webinars	\$3,000

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

Issue Focus

FEBRUARY 2012

February 1	Water & Wastewater
February 7	Environmental Protection
February 8	Water & Wastewater
February 14	EP - New Technologies
February 15	WWN - Remediation
February 21	Environmental Protection
February 22	Water & Wastewater
February 28	Environmental Protection
February 29	Water & Wastewater

MARCH 2012

March 6	Environmental Protection
March 7	Water & Wastewater
March 13	Environmental Protection
March 14	Water & Wastewater
March 20	Environmental Protection
March 21	Water & Wastewater
March 27	EP - Enforcement
March 28	WWN - Clean Water in Developing Countries

APRIL 2012

April 3	Environmental Protection
April 4	Water & Wastewater
April 10	Environmental Protection
April 11	Water & Wastewater
April 17	Environmental Protection
April 18	Water & Wastewater
April 24	EP - Energy
April 25	WWN - Groundwater

Issue Focus

MAY 2012

May 1	Environmental Protection
May 2	Water & Wastewater
May 8	EP - Green Living
May 9	WWN - Research/Technology
May 15	Environmental Protection
May 16	Water & Wastewater
May 22	Environmental Protection
May 23	Water & Wastewater
May 29	Environmental Protection
May 30	Water & Wastewater

JUNE 2012

June 5	Environmental Protection
June 6	Water & Wastewater
June 12	Environmental Protection
June 13	WWN - Drinking Water
June 19	Environmental Protection
June 20	Water & Wastewater
June 26	EP - Recycling
June 27	WWN - Enforcement

JULY 2012

July 3	EP - Remediation
July 10	Environmental Protection
July 11	WWN - Water Reuse
July 17	Environmental Protection
July 18	Water & Wastewater
July 24	Environmental Protection
July 25	Water & Wastewater
July 31	Environmental Protection

Issue Focus

AUGUST 2012

August 1	Water & Wastewater
August 7	EP - Brownfields
August 8	Water & Wastewater
August 14	Environmental Protection
August 15	WWN - Lab Testing
August 21	Environmental Protection
August 22	Water & Wastewater
August 29	Water & Wastewater

SEPTEMBER 2012

September 4	Environmental Protection
September 5	Water & Wastewater
September 11	EP - Oil Spills
September 12	Water & Wastewater
September 18	Environmental Protection
September 19	WWN - Desalination
September 25	Environmental Protection
September 26	Water & Wastewater

OCTOBER 2012

October 2	EP - Toxics
October 3	Water & Wastewater
October 9	Environmental Protection
October 10	Water & Wastewater
October 16	Environmental Protection
October 17	WWN - Wastewater
October 23	Environmental Protection
October 24	Water & Wastewater
October 30	Environmental Protection
October 31	Water & Wastewater

Issue Focus

NOVEMBER 2012

November 6	EP - Climate Change
November 7	Water & Wastewater
November 13	Environmental Protection
November 14	WWN - Stormwater
November 27	Environmental Protection
November 28	WWN - Stormwater

DECEMBER 2012

December 4	EP - Waste
December 5	Water & Wastewater
December 11	Environmental Protection
December 12	WWN - Water Security

JANUARY 2013

January 2	Water & Wastewater
January 8	EP - Sustainability
January 9	WWN - Chemicals/Toxins
January 15	Environmental Protection
January 16	Water & Wastewater
January 22	Environmental Protection
January 23	Water & Wastewater
January 29	Environmental Protection
January 30	Water & Wastewater

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