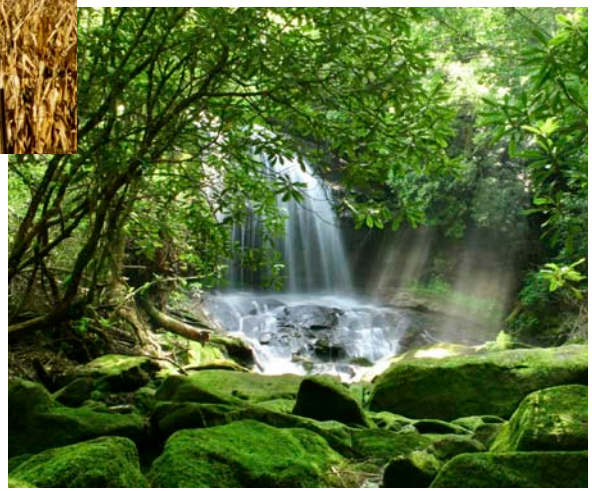
Environmental PROTECTION

EPonline.com

Media Planner

2012



1105 MEDIA INC

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Environmental PROTECTION

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.

**Publisher's Own Data*

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The Complete Marketplace

Environmental Protection realizes the impact the Internet has on busines 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

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Online Marketing Solutions

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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:

Rick Neigher
Online Sales Director
818-597-9029
rneigher@1105media.com

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

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

**Publisher's Own Data*

Environmental PROTECTION

E-News Editorial Calendar

EPonline.com

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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