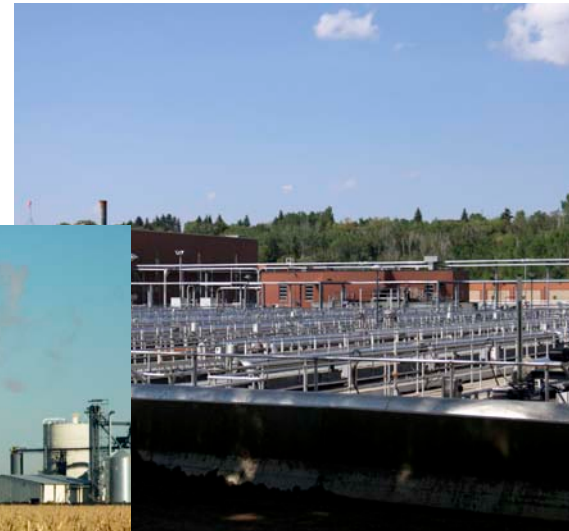


# Environmental

P R O T E C T I O N

[EPonline.com](http://EPonline.com)

## 2011 Media Planner



### 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)	\$1,550 net/month
Home Page Sponsorship Roadblock (all banners and Feature Product)	\$600 net/month
Home Page Info Center	\$3,600 net/month
Leaderboard – 4 sponsors	\$700 net/month
160x600 Skyscraper – 4 sponsors	\$600 net/month
250x250 Banner – 3 sponsors	\$600 net/month
468x60 Banner – 4 sponsors (middle and bottom)	\$325 net/month
Featured Product (150x150 image, 60-80 word description)	\$540 net/month

#### Run of Site

728x90 Leaderboard – 4 sponsors	\$540 net/sponsorship
160x600 Skyscraper – 4 sponsors	\$490 net/sponsorship
160x120 Button Left – 3 positions (including home page)	\$540 net/month
336x280 Embedded Ad – 4 sponsors	\$430 net/month
Dog Ear or Scrolling Marquee - 1 month	\$1,620/month
Dog Ear or Scrolling Marquee - 6 months or more	\$1,300/month
Sponsored Textlinks	\$270 net/month

#### Special Sections

Hot Topic Sponsorship (468x60 at top of Hot Topic page)	\$380 net/month
Case Studies/White Paper Hosting	\$540 for 6 months
Podcast Hosting	\$800 for 3 months
Video Hosting (includes PDF, 120x120 logo, 40-word description)	\$1,080 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.

468x60 banner top	\$675/issue
468x60 banner bottom	\$490/issue
160x600 right skyscraper	\$1080/issue
Sponsor positions (150x150 image + 30-40 words)	\$875/issue
Product positions (150x150 image + 30-40 words)	\$830/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

Webinar	\$12,000
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#### For more information please contact

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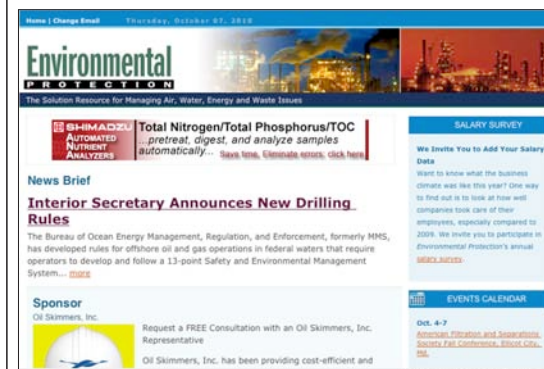
Environmental Protection (EP) e-news is distributed Tuesdays. Water & Wastewater News (WWN) e-news is distributed Wednesdays.

Issue	Focus
<b>JANUARY</b>	
January 4	Environmental Protection
January 5	Water & Wastewater
January 11	EP - Air Quality
January 12	WWN - Groundwater
January 18	Environmental Protection
January 19	Water & Wastewater
January 25	Environmental Protection
January 26	Water & Wastewater
<b>FEBRUARY</b>	
February 1	Environmental Protection
February 2	Water & Wastewater
February 8	Environmental Protection
February 9	Water & Wastewater
February 15	EP - Salary Survey Results
February 16	WWN - Industrial Wastewater
February 22	Environmental Protection
February 23	Water & Wastewater
<b>MARCH</b>	
March 1	Environmental Protection
March 2	Water & Wastewater
March 8	Environmental Protection
March 9	Water & Wastewater
March 15	Environmental Protection
March 16	Water & Wastewater
March 22	Environmental Protection
March 23	Water & Wastewater
March 29	EP - California Update
March 30	WWN - Biosolids/Sludge
<b>SHOW COVERAGE</b>	
AEHS	March 14-17
WasteExpo	May 10-12
AWWA ACE11	June 12-16
A&WMA ACE	June 21-24
WEFTEC	October 15-19

Issue	Focus
<b>APRIL</b>	
April 5	Environmental Protection
April 6	Water & Wastewater
April 12	Environmental Protection
April 13	Water & Wastewater
April 19	Environmental Protection
April 20	Water & Wastewater
April 26	EP - Smart Grid/Energy
April 27	WWN - SCADA
<b>MAY</b>	
May 3	Environmental Protection
May 4	Water & Wastewater
May 10	EP - Hazardous Materials
May 11	WWN - Sewer Overflows
May 17	Environmental Protection
May 18	Water & Wastewater
May 24	Environmental Protection
May 25	Water & Wastewater
May 31	Environmental Protection
<b>JUNE</b>	
June 1	Water & Wastewater
June 7	Environmental Protection
June 8	Water & Wastewater
June 14	Environmental Protection
June 15	WWN - Drinking Water
June 21	Environmental Protection
June 22	Water & Wastewater
June 28	EP - Climate Change
June 29	Water & Wastewater
<b>JULY</b>	
July 5	EP - Remediation
July 6	Water & Wastewater
July 12	Environmental Protection
July 13	WWN - Water Reuse
July 19	Environmental Protection
July 20	Water & Wastewater
July 26	Environmental Protection
July 27	Water & Wastewater

Issue	Focus
<b>AUGUST</b>	
August 2	Environmental Protection
August 3	Water & Wastewater
August 9	Environmental Protection
August 10	WWN - Lab Testing
August 16	Environmental Protection
August 17	Water & Wastewater
August 23	EP - Brownfields
August 24	Water & Wastewater
August 30	Environmental Protection
August 31	Water & Wastewater
<b>SEPTEMBER</b>	
Sept. 6	Environmental Protection
Sept. 7	Water & Wastewater
Sept. 13	Environmental Protection
Sept. 14	WWN - Desalination
Sept. 20	EP - Oil Spills
Sept. 21	Water & Wastewater
Sept. 27	Environmental Protection
Sept. 28	Water & Wastewater
<b>OCTOBER</b>	
Oct. 4	EP - Toxics
Oct. 5	Water & Wastewater
Oct. 11	Environmental Protection
Oct. 12	Water & Wastewater
Oct. 18	Environmental Protection
Oct. 19	WWN - Wastewater
Oct. 25	Environmental Protection
Oct. 26	Water & Wastewater
<b>NOVEMBER</b>	
Nov. 1	Environmental Protection
Nov. 2	Water & Wastewater
Nov. 8	EP - Climate Change
Nov. 9	Water & Wastewater
Nov. 15	Environmental Protection
Nov. 16	Water & Wastewater
Nov. 29	Environmental Protection
Nov. 30	WWN - Stormwater

Issue	Focus
<b>DECEMBER</b>	
Dec. 6	EP - Waste
Dec. 7	WWN - Water Security
Dec. 13	Environmental Protection
Dec. 14	Water & Wastewater



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