Environmental Protection

2021 Media Planner

EPonline.com

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.

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.

*Media Owner's Own Data
The Complete Marketplace

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

- Banner and Button Sponsorships
- E-newsletters
- Product Listings
- Social Media
- Industry Directories
  - Environmental Protection
  - Water & Wastewater

New Product of the Year Awards

The Environmental Protection New Product of the Year Awards honors the outstanding achievements of industry manufacturers whose products are considered particularly noteworthy for making environmental professionals’ jobs a little easier. Look for information on our annual award program on EPonline.com.
Online Marketing Solutions

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

Run of Site Banners

728 x 90 Leaderboard—6 sponsors
300 x 300 Square—4 sponsors
300 x 250 Rectangle—4 sponsors
300 x 600 Super Skyscraper—4 sponsors
468 x 60 Banner—4 sponsors
336 x 280 Bulky Box—4 sponsors
300 x 90 Button—4 sponsors

Home Page

New Products Section Sponsorship (6 max.) (includes new product 150x150 image, 60-80 word description)

Video Hosting (home page and listed as top video in our video library)

Specialty Options

Wallpaper—4 sponsors
(2) 152 x 600 banners in cohesive design

970 x 90 Pushdown Ad (50K max file size)
Hover Over Expansion Dimensions: 970 x 415 (max file size 200K) Option to provide 300 x 50 to serve smaller mobile devices

Native Advertising - 1 spot
2 spots

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
- Logo and sponsorship acknowledged in 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
- Six-month online archiving for on-demand access

For more information, please contact:

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General e-newsletters

The Environmental Protection e-newsletter is distributed to 47,000* subscribers, and the Water & Wastewater News e-newsletter is distributed 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.

- New Product Spot - Position 1
- New Product Spot - Position 2 or 3
- 300 x 250 Large Right Box
- 468 x 60 Banner Ad
- 300 x 300 Square
- 300 x 600 Super Skyscraper
- 468 x 60 Banner Ad
- 300 x 90 Button

Spotlight e-newsletters

Spotlight e-newsletters focus on products and services and reach 47,000* Environmental Protection or 44,000* Water & Wastewater subscribers once a month. Sponsorship includes:

- Product/service listing within the Spotlight e-enewsletter
- Product listing within Products section of EPonline.com

The top banner is also available.

- Top banner (468 x 60)
- 150 x 150 product/service spot, 40-60 word description

Custom Webinar

$7,000
Environmental Protection (EP) e-news is distributed weekly on Tuesdays. One issue per month is a Spotlight e-newsletter. Water & Wastewater News (WWN) e-news is distributed twice a month on Wednesdays — one General issue and one Spotlight issue.

**JANUARY 2021**
- January 5: Environmental Protection
- January 6: Water & Wastewater
- January 12: Environmental Protection
- January 19: Environmental Protection
- January 20: WWN Spotlight
- January 26: EP Spotlight

**FEBRUARY 2021**
- February 2: Environmental Protection
- February 3: Water & Wastewater
- February 9: Environmental Protection
- February 16: Environmental Protection
- February 17: WWN Spotlight
- February 23: EP Spotlight

**MARCH 2021**
- March 2: Environmental Protection
- March 3: Water & Wastewater
- March 9: Environmental Protection
- March 16: Environmental Protection
- March 17: WWN Spotlight
- March 23: EP Spotlight
- March 30: Environmental Protection

**APRIL 2021**
- April 6: Environmental Protection
- April 7: Water & Wastewater
- April 13: Environmental Protection
- April 20: Environmental Protection
- April 21: WWN Spotlight
- April 27: EP Spotlight

**MAY 2021**
- May 4: Environmental Protection
- May 5: Water & Wastewater
- May 11: Environmental Protection
- May 18: Environmental Protection
- May 19: WWN Spotlight
- May 25: EP Spotlight

**JUNE 2021**
- June 1: Environmental Protection
- June 2: Water & Wastewater
- June 8: Environmental Protection
- June 15: Environmental Protection
- June 16: WWN Spotlight
- June 22: EP Spotlight
- June 29: Environmental Protection

**JULY 2021**
- July 6: Environmental Protection
- July 7: Water & Wastewater
- July 13: Environmental Protection
- July 20: Environmental Protection
- July 21: WWN Spotlight
- July 27: EP Spotlight

**AUGUST 2021**
- August 3: Environmental Protection
- August 4: Water & Wastewater
- August 10: Environmental Protection
- August 17: Environmental Protection
- August 18: WWN Spotlight
- August 24: EP Spotlight
- August 31: Environmental Protection

**SEPTEMBER 2021**
- September 1: Water & Wastewater
- September 7: Environmental Protection
- September 14: Environmental Protection
- September 15: WWN Spotlight
- September 21: EP Spotlight
- September 28: Environmental Protection

**OCTOBER 2021**
- October 5: Environmental Protection
- October 6: Water & Wastewater
- October 12: Environmental Protection
- October 19: Environmental Protection
- October 20: WWN Spotlight
- October 26: EP Spotlight

**NOVEMBER 2021**
- November 2: Environmental Protection
- November 3: Water & Wastewater
- November 9: Environmental Protection
- November 16: Environmental Protection
- November 17: WWN Spotlight
- November 30: EP Spotlight

**DECEMBER 2021**
- December 1: Water & Wastewater
- December 7: Environmental Protection
- December 14: Environmental Protection
- December 15: WWN Spotlight
- December 21: EP Spotlight