

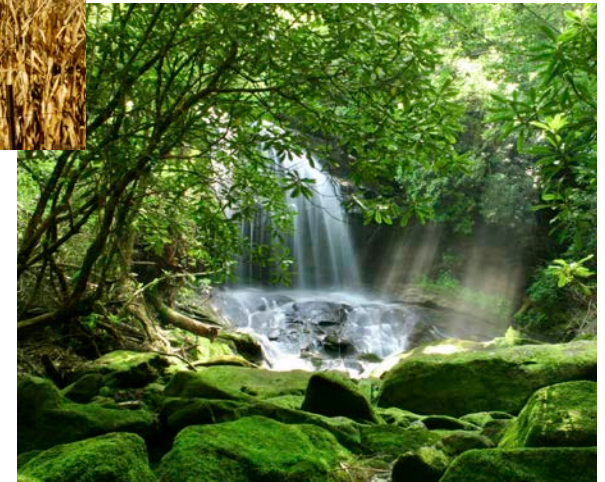
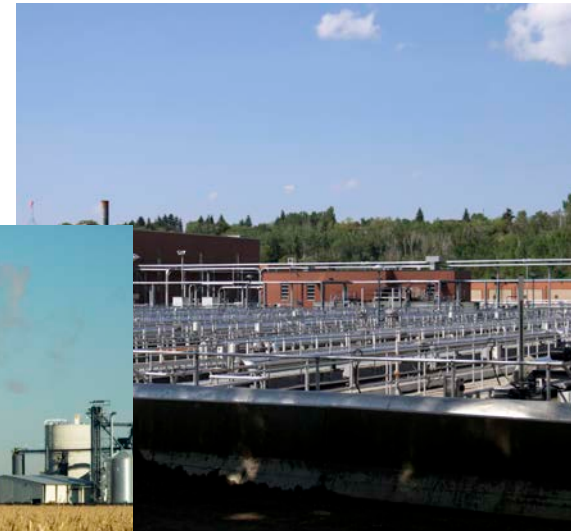
# Environmental

P R O T E C T I O N

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

## Media Planner

2012 - 2013



## 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.

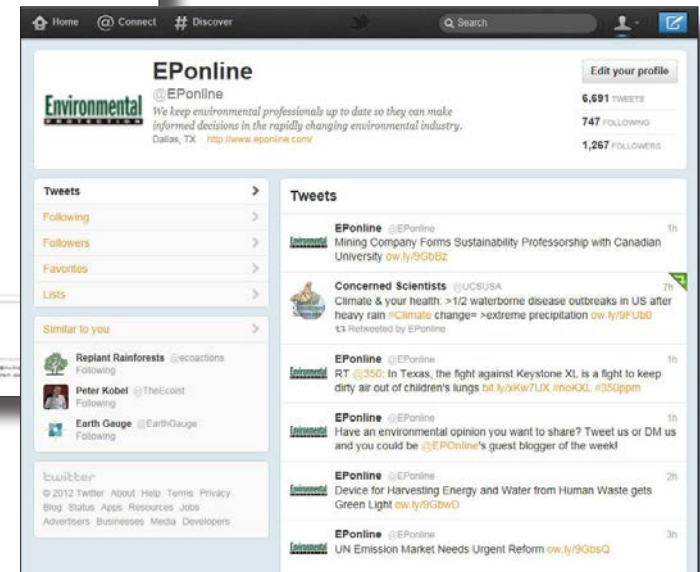
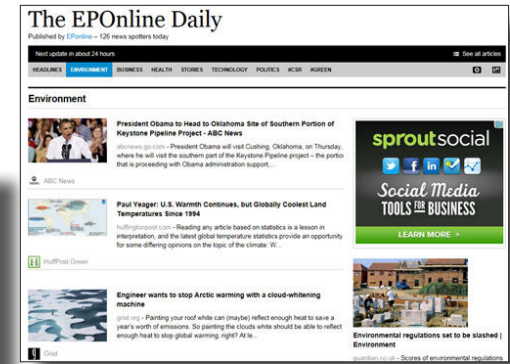
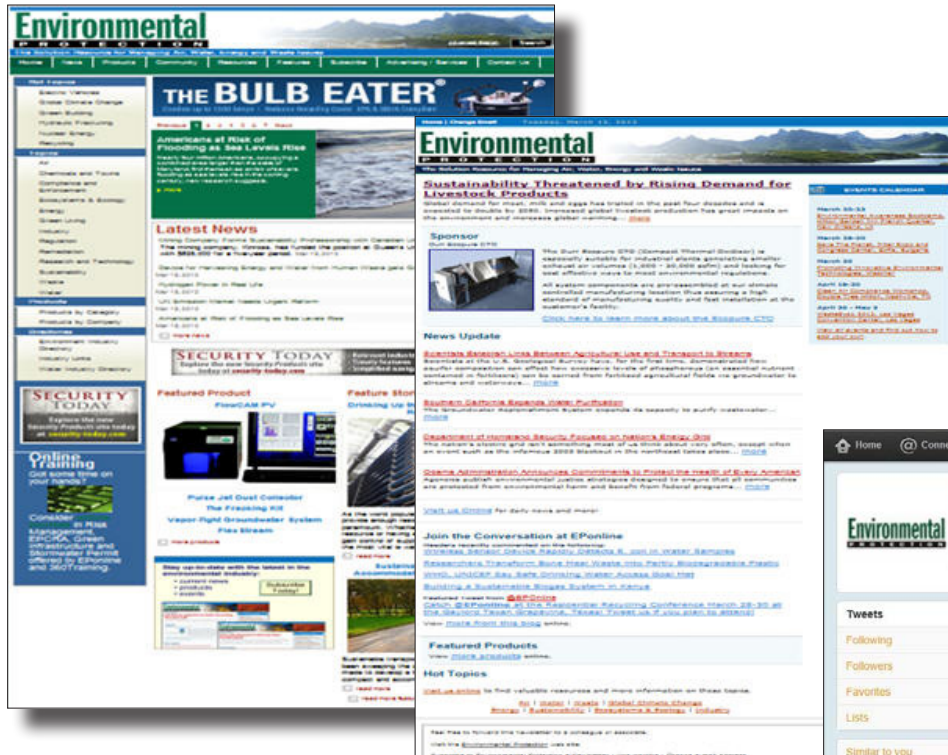
# Environmental PROTECTION

EOnline.com

## 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





### 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

#### For more information, please contact:

**Nancy Calabrese**  
**Integrated Media Consultant**  
**702-228-3293**  
**ncalabrese@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	\$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	\$8,500
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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**

**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

**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

**Issue Focus**

**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

**FEBRUARY 2013**

- February 5 Environmental Protection
- February 6 Water & Wastewater
- February 12 EP - New Technologies
- February 13 WWN - Remediation
- February 19 Environmental Protection
- February 20 Water & Wastewater
- February 26 Environmental Protection
- February 27 Water & Wastewater

**Issue Focus**

**MARCH 2013**

- March 5 Environmental Protection
- March 6 Water & Wastewater
- March 12 Environmental Protection
- March 13 Water & Wastewater
- March 19 Environmental Protection
- March 20 Water & Wastewater
- March 26 EP - Enforcement
- March 27 WWN - Clean Water in Developing Countries

**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

**Issue Focus**

**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

**JULY 2013**

- July 2 EP - Remediation
- July 3 Water & Wastewater
- July 9 Environmental Protection
- July 10 WWN - Water Reuse
- July 16 Environmental Protection
- July 17 Water & Wastewater
- July 23 Environmental Protection
- July 24 Water & Wastewater
- July 30 Environmental Protection
- July 31 Water & Wastewater

**AUGUST 2013**

- August 6 EP - Brownfields
- August 7 Water & Wastewater
- August 13 Environmental Protection
- August 14 WWN - Lab Testing
- August 20 Environmental Protection
- August 21 Water & Wastewater
- August 27 Environmental Protection
- August 28 Water & Wastewater



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