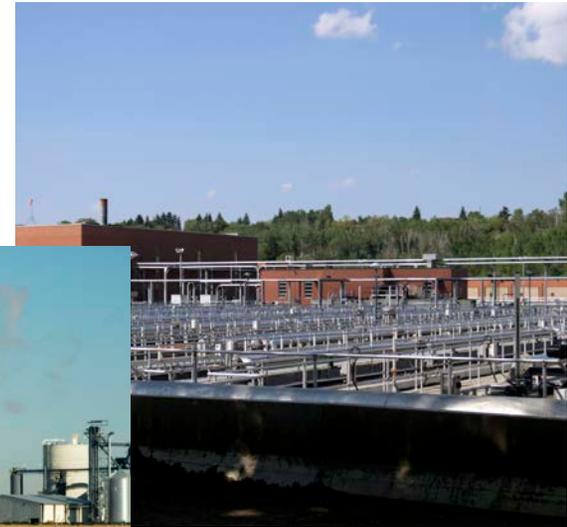


# Environmental

P R O T E C T I O N

## 2017 Media Planner

[EPonline.com](http://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.

### 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.

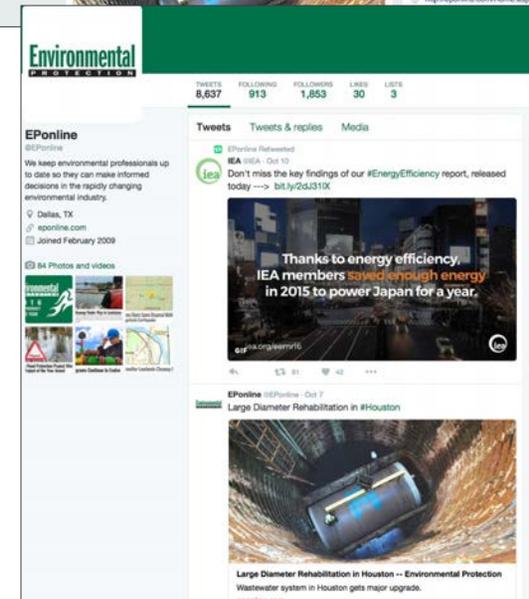
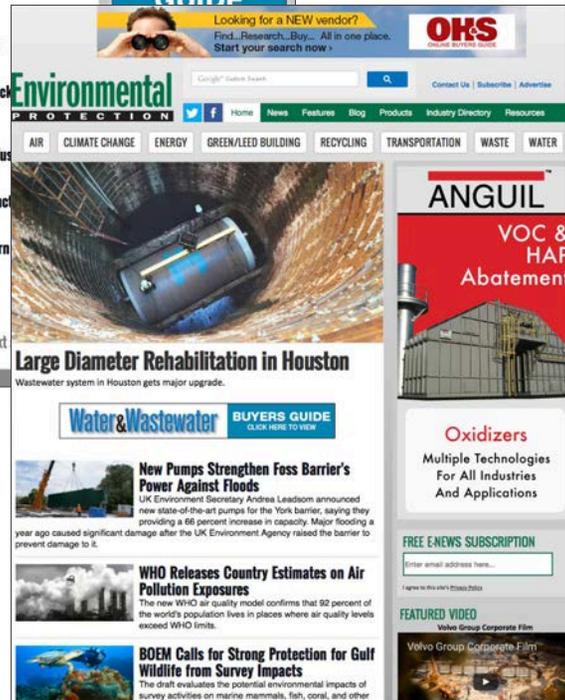
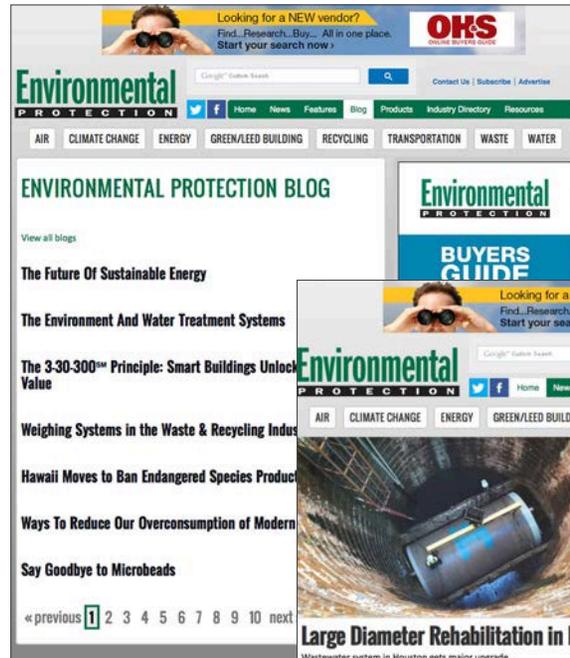
### 5. Personalized Service

The EPonline sales, editorial, and management team is dedicated to maximizing your advertising investment with continuous personalized service.

## 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
- Blog
- Industry Directories
  - Environmental Protection
  - Water & Wastewater



## New Product of the Year Awards

The Environmental Protection New Product of the Year Award 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 in the fall of each year on EPonline.com.



### EPonline.com

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

#### Run of Site Banners (includes home page)

728 x 90 Leaderboard—6 sponsors	\$675/month
300 x 300 Square—4 sponsors	\$475/month
300 x 250 Rectangle—4 sponsors	\$375/month
300 x 600 Super Skyscraper—4 sponsors	\$715/month
468 x 60 Banner—4 sponsors	\$350/month
336 x 280 Bulky Box—4 sponsors	\$475/month
300 x 90 Button—4 sponsors	\$300/month

#### Home Page

New Products Section Sponsorship (6 max.) (includes new product 150x150 image, 60-80 word description)	\$625/month
Video Hosting (home page and listed as top video in our video library)	\$300/week \$900/month

#### Specialty Options

Wallpaper—4 sponsors (2) 152 x 600 banners in cohesive design	\$750/month
640 x 480 Welcome Mat 40K max file size	\$1,500/month

### 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
- Six-month online archiving for on-demand access

Custom Webinar \$7,000

### 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	\$600
New Product Spot - Position 2 or 3	\$450
300 x 250 Large Right Box	\$600
468 x 60 Banner Ad	\$525
300 x 300 Square	\$675
Single Issue Sole Sponsorship	\$2,800
Custom e-newsletter	\$2,800
Custom e-newsletter with Video	\$2,800

### 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-newsletter
- Product listing within Products section of EPonline.com

The top banner is also available.

Top banner (468 x 60)	\$850
150 x 150 product/service spot, 40-60 word description	\$550

#### For more information, please contact:

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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 2017

January 3	Environmental Protection
January 4	Water & Wastewater
January 10	Environmental Protection
January 17	Environmental Protection
January 18	WWN Spotlight
January 24	EP Spotlight
January 31	Environmental Protection

### FEBRUARY 2017

February 1	Water & Wastewater
February 7	Environmental Protection
February 14	Environmental Protection
February 15	WWN Spotlight
February 21	Environmental Protection
February 28	EP Spotlight

### MARCH 2017

March 1	Water & Wastewater
March 7	Environmental Protection
March 14	Environmental Protection
March 15	WWN Spotlight
March 21	Environmental Protection
March 28	EP Spotlight

### APRIL 2017

April 4	Environmental Protection
April 5	Water & Wastewater
April 11	Environmental Protection
April 18	Environmental Protection
April 19	WWN Spotlight
April 25	EP Spotlight

### MAY 2017

May 2	Environmental Protection
May 3	Water & Wastewater
May 9	Environmental Protection
May 16	Environmental Protection
May 17	WWN Spotlight
May 23	EP Spotlight
May 30	Environmental Protection

### JUNE 2017

June 6	Environmental Protection
June 7	Water & Wastewater
June 13	Environmental Protection
June 20	Environmental Protection
June 21	WWN Spotlight
June 27	EP Spotlight

### JULY 2017

July 5	Water & Wastewater
July 11	Environmental Protection
July 18	Environmental Protection
July 19	WWN Spotlight
July 25	EP Spotlight

### AUGUST 2017

August 1	Environmental Protection
August 2	Water & Wastewater
August 8	Environmental Protection
August 15	Environmental Protection
August 16	WWN Spotlight
August 22	EP Spotlight
August 29	Environmental Protection

### SEPTEMBER 2017

September 5	Environmental Protection
September 6	Water & Wastewater
September 12	Environmental Protection
September 19	Environmental Protection
September 20	WWN Spotlight
September 26	EP Spotlight

### OCTOBER 2017

October 3	Environmental Protection
October 4	Water & Wastewater
October 10	Environmental Protection
October 17	Environmental Protection
October 18	WWN Spotlight
October 24	EP Spotlight
October 31	Environmental Protection

### NOVEMBER 2017

November 1	Water & Wastewater
November 7	Environmental Protection
November 14	Environmental Protection
November 15	WWN Spotlight
November 21	Environmental Protection
November 28	EP Spotlight

### DECEMBER 2017

December 5	Environmental Protection
December 6	Water & Wastewater
December 12	Environmental Protection
December 19	EP Spotlight
December 20	WWN Spotlight

