

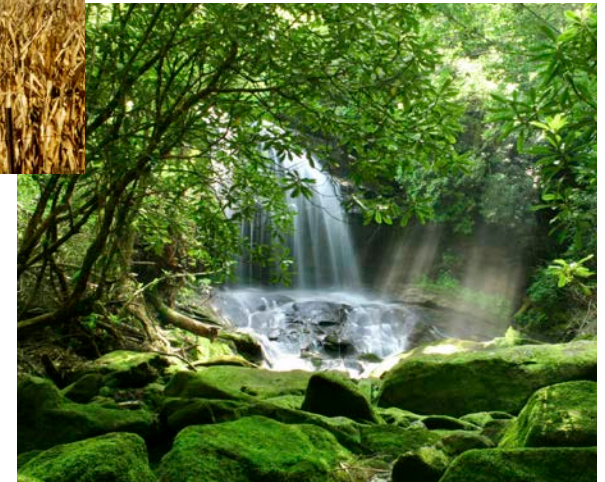
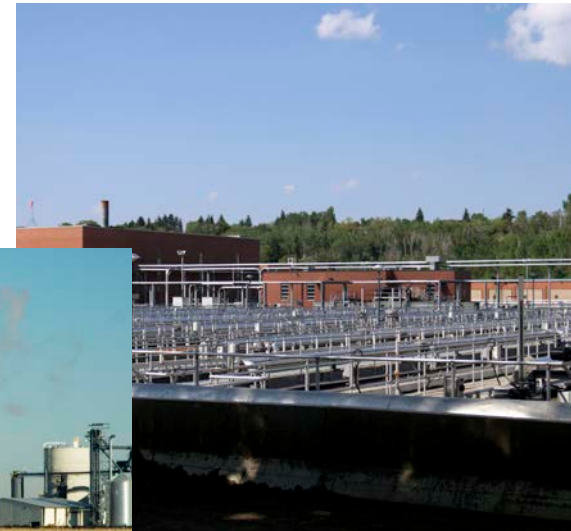
# Environmental

P R O T E C T I O N

## Media Planner

April 2013 - March 2014

[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.

# Environmental PROTECTION

EPonline.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
- 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

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

#### 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

#### 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.

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	\$7,000
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Environmental Protection (EP) e-news is distributed Tuesdays. Water & Wastewater News (WWN) e-news is distributed Wednesdays.

### Issue Focus

#### 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

#### 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

### Issue Focus

#### 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

#### SEPTEMBER 2013

September 3	Environmental Protection
September 4	Water & Wastewater
September 10	EP - Oil Spills
September 11	Water & Wastewater
September 17	Environmental Protection
September 18	WWN - Desalination
September 24	Environmental Protection
September 25	Water & Wastewater

### Issue Focus

#### OCTOBER 2013

October 1	EP - Toxics
October 2	Water & Wastewater
October 8	Environmental Protection
October 9	Water & Wastewater
October 15	Environmental Protection
October 16	WWN - Wastewater
October 22	Environmental Protection
October 23	Water & Wastewater
October 29	Environmental Protection
October 30	Water & Wastewater

#### NOVEMBER 2013

November 5	EP - Climate Change
November 6	Water & Wastewater
November 12	Environmental Protection
November 13	WWN - Stormwater
November 19	Environmental Protection
November 20	WWN - Stormwater

#### DECEMBER 2013

December 3	EP - Waste
December 4	Water & Wastewater
December 10	Environmental Protection
December 11	WWN - Water Security

### Issue Focus

#### JANUARY 2014

January 7	EP - Sustainability
January 8	WWN - Chemicals/Toxins
January 14	Environmental Protection
January 15	Water & Wastewater
January 21	Environmental Protection
January 22	Water & Wastewater
January 28	Environmental Protection
January 29	Water & Wastewater

#### FEBRUARY 2014

February 4	Environmental Protection
February 5	Water & Wastewater
February 11	EP - New Technologies
February 12	WWN - Remediation
February 18	Environmental Protection
February 19	Water & Wastewater
February 25	Environmental Protection
February 26	Water & Wastewater

#### MARCH 2014

March 4	Environmental Protection
March 5	Water & Wastewater
March 11	Environmental Protection
March 12	Water & Wastewater
March 18	Environmental Protection
March 19	Water & Wastewater
March 25	EP - Enforcement
March 26	WWN - Clean Water in Developing Countries

14901 Quorum Drive, Suite 425  
Dallas, TX 75254  
Phone: 972-687-6700  
EPonline.com

