Water Environment Federation

MEDIA KIT

2020

Water Environment Federation
the water quality people®
The Water Environment Federation (WEF) is a not-for-profit technical and educational organization of more than 35,000 individual members and 75 affiliated Member Associations representing water quality professionals around the world. Since 1928, WEF and its members have protected public health and the environment. As a global water sector leader, our mission is to connect water professionals; enrich the expertise of water professionals; increase the awareness of the impact and value of water; and provide a platform for water sector innovation.
WATER ENVIRONMENT & TECHNOLOGY (WE&T)

The 43,000 WE&T readers have billions of dollars in purchasing power, and they look to WE&T to help them make informed decisions. Additionally, 54% of readers’ purchasing choices are often or sometimes influenced by WE&T.

READERS’ PURCHASING AREAS

- 44% Aeration equipment
- 41% Analytical testing equipment services
- 43% Chemicals or polymers
- 41% Disinfection chemicals or equipment
- 53% Instruments, samplers, monitors
- 31% Odor/VOC control
- 53% Pipe and valves
- 58% Professional services
- 59% Pumps
- 36% Screening equipment and shredders
- 42% Sludge/biosolids equipment
- 43% Wastewater

JOB FUNCTION BY INDUSTRY SECTOR

- Engineering and Design Staff
- Operations
- Senior Management
- Engineering, Lab, and Ops Management
- Other
- Regulatory/Safety/Compliance
- Educator
- Purchasing/Marketing Sales
- Scientific and Research Staff
- Student

READERSHIP

- 17%
- 19%
- 30%
- 33%
- 16%
- 11%
- 8%
- 19%
- 13%
- 3
- 2
- 14
- 6
- 2
- 3
- 4
- 3

Total purchasing power of products and services in 2018

- $10 million or more
- $5 million to $9.9 million
- $1 million to $4.9 million
- Less than $100,000
- $500,000 to $999,999
- $100,000 to $499,999

Readership data is from 2018
WE&T Readership Survey
WE&T READER INTEREST

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wastewater</td>
<td>89%</td>
</tr>
<tr>
<td>Collection Systems</td>
<td>62%</td>
</tr>
<tr>
<td>Industrial Water/Wastewater/Process Water</td>
<td>57%</td>
</tr>
<tr>
<td>Water Reuse and/or Recycle</td>
<td>54%</td>
</tr>
<tr>
<td>Residuals/Sludge/Biosolids/Solid Waste</td>
<td>54%</td>
</tr>
<tr>
<td>Drinking Water</td>
<td>51%</td>
</tr>
<tr>
<td>Water/Wastewater Analysis and Health/Safety Water Systems</td>
<td>48%</td>
</tr>
<tr>
<td>Stormwater</td>
<td>45%</td>
</tr>
<tr>
<td>Utility Management</td>
<td>43%</td>
</tr>
<tr>
<td>Green Infrastructure</td>
<td>37%</td>
</tr>
<tr>
<td>Groundwater</td>
<td>35%</td>
</tr>
<tr>
<td>Public Education/Information</td>
<td>34%</td>
</tr>
<tr>
<td>Watershed/Surface Water Systems</td>
<td>33%</td>
</tr>
<tr>
<td>Legislation (Policy, Legislation, Regulation)</td>
<td>33%</td>
</tr>
<tr>
<td>Odor/Air Emissions</td>
<td>30%</td>
</tr>
<tr>
<td>Smart Water</td>
<td>23%</td>
</tr>
<tr>
<td>Resilience</td>
<td>21%</td>
</tr>
<tr>
<td>Toxic and Hazardous Materials</td>
<td>17%</td>
</tr>
<tr>
<td>Land and Soil Systems</td>
<td>16%</td>
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<tr>
<td>Food Processing</td>
<td>10%</td>
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<tr>
<td>Oil &amp; Gas</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
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</tbody>
</table>

Readership data is from 2018 WE&T Readership Survey.

Visit www.wef.org/magazine
QUALITY EDITORIAL MATTERS

Because of WE&T’s position as the water sector’s prestige publication, advertising in WE&T is a great way to enhance your company’s image and stature.

As a paid circulation publication, WE&T must have compelling content to attract readers when so many free magazines are available. Survey data shows that WE&T is succeeding.

HELP DRIVE CONTENT

The WE&T editors want to hear your article ideas. In addition to technical features, which follow the editorial calendar, WE&T also includes many opportunities to help you share your news and accomplishments.

PROBLEM SOLVERS

Lets companies share hands-on case studies from a user’s point of view. Contact jfulcher@wef.org.

BUSINESS

Recognizes employee promotions, awards, and other company news. Send information to biznews@wef.org.

PROJECTS

Provides quick synopses of who’s doing what and where. Send information to magazine@wef.org.

PRODUCTS

Allows manufacturers to share descriptions of their newest products. Send information to prods@wef.org.

HIGH READER INTEREST

- 94% rate WE&T quality as “excellent” or “good.”
- 87% are pleased with the technical level of WE&T articles.
- 61% have called an article to the attention of a colleague.
- 50% have subscribed to WE&T for at least 10 years.

Readerhip data is from 2018 WE&T Readership Survey.

Visit www.wef.org/magazine
## 2020 EDITORIAL CALENDAR

**WE&T** tells your stories every month. This calendar shows when we plan to cover the water sector’s most timely topics. Want to share a story about something not listed? Contact us. We consider submissions on any water-related topic.

Send abstract, outline, or completed manuscript to magazine@wef.org. All submissions must include phone number and e-mail address of the corresponding author. For more information, see www.wef.org/write-for-wet.

<table>
<thead>
<tr>
<th>Month</th>
<th>Topics</th>
<th>Deadlines</th>
<th>Bonus Distribution Locations</th>
</tr>
</thead>
</table>
| **January** | 2020 State of the Industry  
Funding & financing  
Reuse  
Industrial pretreatment and high-strength wastes | **Editorial**: Sept. 30, 2019  
**Sales Close**: Nov. 26, 2019  
**Materials Due**: Dec. 3, 2019 | WWETT (Feb 18-20)  
IECA (Feb 24-26) |
| **February** | Workforce planning  
Stormwater  
Infrastructure renewal  
Smart water | **Editorial**: Oct. 15, 2019  
**Sales Close**: Jan. 2, 2020  
**Materials Due**: Jan. 4, 2020 | Utility Management Conference (Feb 25-28)  
Stormwater Conference (March 15-18) |
| **March** | Residuals & biosolids  
Odor & corrosion control  
Energy conservation & generation  
Nutrient treatment & recovery | **Editorial**: Oct. 31, 2019  
**Sales Close**: Jan. 25, 2020  
**Materials Due**: Feb. 1, 2020 | Odors Conference (March 15-18)  
RBC (March 31-April 3)  
No Dig (April 6-8) |
| **April** | CSOs/SSOs  
Disinfection  
Tanks & storage  
Preliminary treatment (headworks) | **Editorial**: Nov. 15, 2019  
**Sales Close**: Feb. 25, 2020  
**Materials Due**: March 1, 2020 | Ohio Stormwater (May 7-8) |
| **May** | Collection systems  
Water supply & quality monitoring  
Industrial pretreatment and high-strength wastes  
Operator health & safety | **Editorial**: Dec. 15, 2019  
**Sales Close**: March 25, 2020  
**Materials Due**: April 2, 2020 | Collections (June 2-6)  
ACE (June 14-17) |
| **June** | Financial resilience & sustainability  
Membranes  
Decentralized systems  
Instrumentation | **Editorial**: Jan. 15, 2020  
**Sales Close**: April 25, 2020  
**Materials Due**: May 1, 2020 |
<table>
<thead>
<tr>
<th>Month</th>
<th>Topics</th>
<th>Deadlines</th>
<th>Bonus Distribution Locations</th>
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<tr>
<td>July</td>
<td>Biological treatment</td>
<td>Editorial: Feb. 15, 2020</td>
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<td></td>
<td>Filtration</td>
<td>Sales Close: May 24, 2020</td>
<td></td>
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<tr>
<td></td>
<td>Pumps &amp; pump stations</td>
<td>Materials Due: June 3, 2020</td>
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<td></td>
<td>Stormwater</td>
<td></td>
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<tr>
<td>August*</td>
<td>Public Outreach</td>
<td>Editorial: March 15, 2020</td>
<td>Transformative Issues: Communications</td>
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<td></td>
<td>Clarification</td>
<td>Sales Close: June 25, 2020</td>
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<tr>
<td></td>
<td>Nutrient removal &amp; recovery</td>
<td>Materials Due: July 1, 2020</td>
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<td></td>
<td>Aeration</td>
<td></td>
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<tr>
<td>September*</td>
<td>New technologies</td>
<td>Editorial: April 15, 2020</td>
<td>WEFTEC 2020</td>
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<td></td>
<td>Utility management</td>
<td>Sales Close: July 25, 2020</td>
<td>StormCon</td>
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<td>Operator training</td>
<td>Materials Due: Aug. 1, 2020</td>
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<td></td>
<td>Instrumentation</td>
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<td>October</td>
<td>Preliminary treatment (headworks)</td>
<td>Editorial: May 15, 2020</td>
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<td></td>
<td>Flow monitoring &amp; measurement</td>
<td>Sales Close: Aug. 26, 2020</td>
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<td></td>
<td>Energy recovery &amp; generation</td>
<td>Materials Due: Sept. 2, 2020</td>
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<td>November</td>
<td>Direct &amp; indirect potable reuse</td>
<td>Editorial: June 15, 2020</td>
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<td>Pumps &amp; motors</td>
<td>Sales Close: Sept. 30, 2020</td>
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<td></td>
<td>Disinfection &amp; emerging pathogens</td>
<td>Materials Due: Oct. 3, 2020</td>
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<td></td>
<td>Odor &amp; corrosion control</td>
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<tr>
<td>December*</td>
<td>Operations Challenge</td>
<td>Editorial: July 15, 2020</td>
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<td></td>
<td>Stormwater</td>
<td>Sales Close: Oct. 25, 2020</td>
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<td></td>
<td>Thickening &amp; dewatering</td>
<td>Materials Due: Nov. 1, 2020</td>
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*Reach your WEFTEC audience in WE&T show issues – highlighted below – before, during, and after the biggest event of the year in the magazine read by more attendees than any other. According to the WE&T readership survey, 86% of attendees read WE&T, and 34% said they visited an exhibitor’s booth as a result of seeing an ad in WE&T.

Editorial calendar subject to change without notice.
WE&T MARKETPLACE

See monthly editorial calendar and be featured in the WE&T Marketplace section by issue month.

FILE FORMATS
- 300 dpi
- PDF (preferred), JPG, TIF, EPS
- All artwork and fonts must be included with submitted ad file.

PLEASE DO NOT include crop marks, bleed marks, registration marks or any data outside the borders of the ad.

E-mail ads to jgrigsby@wef.org

SPECIFICATIONS AND RATE

<table>
<thead>
<tr>
<th>Rate Per Issue</th>
<th>Width</th>
<th>Height</th>
<th>Width</th>
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<tr>
<td>Color</td>
<td>2.375</td>
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<td>60.325</td>
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$850

Contact jgrigsby@wef.org for discounted multiple issue rates.
**WEFTEC CONFERENCE ANNOUNCEMENT**

GET AN EARLY START ON YOUR WEFTEC PROMOTIONS WITH AN AD IN THE OFFICIAL WEFTEC CONFERENCE ANNOUNCEMENT.

Published in May, the printed version will be mailed to more than 50,000 prospective attendees, plus an additional 90,000 copies will be delivered digitally. The WEFTEC Conference Announcement includes the first look at the technical program, hotel and travel information, and registration details. Attendees will hold onto this right up until the show, giving it an extra-long shelf life. As an added bonus, the WEFTEC Conference Announcement will be distributed at multiple conferences and events between June and September, including AWWA’s ACE Conference.

### Date Deadlines

<table>
<thead>
<tr>
<th></th>
<th>Conference Announcement</th>
<th>WEFTEC Program</th>
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<tbody>
<tr>
<td>Issue Date</td>
<td>May</td>
<td>September/October</td>
</tr>
<tr>
<td>Ad Closing</td>
<td>April 6, 2020</td>
<td>July 13, 2020</td>
</tr>
<tr>
<td>Materials Due</td>
<td>April 13, 2020</td>
<td>July 20, 2020</td>
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</table>

**WEFTEC PROGRAM & EXHIBITOR GUIDE**

Distributed onsite to every attendee, the official program is the primary repository of all the information attendees need to know at the show, including times and locations of events and workshops, the full technical program, exhibit descriptions, and the exhibition floorplan. An ad in the WEFTEC Program is the best way to ensure that you reach 100% of the attendees when it counts the most – during the show. Advertise in the program and your exhibitor listing will include a reference to the page number of your ad.

<table>
<thead>
<tr>
<th></th>
<th>Conference Announcement</th>
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<td>Issue Date</td>
<td>September/October</td>
<td></td>
</tr>
<tr>
<td>Ad Closing</td>
<td>July 13, 2020</td>
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<tr>
<td>Materials Due</td>
<td>July 20, 2020</td>
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</tbody>
</table>

Visit www.weftec.org
WEFTEC NOW

WEFTEC Now is the official news source of WEFTEC. This online news center is updated throughout the year. Regular emails collect posted content and push it out to WEFTEC registrants.

WEFTEC Now features timely coverage of major events leading up to, during, and after WEFTEC.

- In preparation and on-site, this resource will provide an excellent medium for promoting your special events, product demonstration schedules, prize drawings, and other promotional activities at WEFTEC.

- For the rest of the year, WEFTEC Now serves as an enduring record of past conferences, WEFTEC news, and your participation.

LIST OF OPTIONS/CHOICES:
- email advertisement
- sponsored post

Email list of about 40,000 with an average open rate of 26%

Contact your advertising representative to find out the latest details on digital advertising opportunities.

Visit www.weftec.org
Bi-monthly World Water magazine is the first choice for marketing professionals targeting the rapidly growing global water business. With more than 42 years in publication, World Water has earned an excellent reputation for providing key decision-makers in the global water sector with current technical information, emerging trends, and sector developments.

Through WEF’s diverse and growing publications, WEF strives to meet the demands and needs of its members, readers, and advertisers, not only now but in future years. The requests for receiving our publications digitally is growing and we strive to meet these demands.

EDITORIAL PHILOSOPHY

World Water’s editorial pages cover a wide spectrum of topics, including water supply development from groundwater, desalination, wastewater reuse, water harvesting, and other alternative approaches; distribution; water, wastewater, and solids treatment; and energy production from within water, wastewater, and biosolids infrastructure. Presented in an easily assimilated style, World Water offers today’s busy water engineer/executive an overview of what is happening in the world of water supply, distribution, and wastewater treatment.

CIRCULATION POLICY

World Water’s circulation is requested, controlled, or subscribed and is comprised of engineers, government and municipal officials, consultants, contractors, planners, and executives engaged in water, wastewater, and environmental engineering.

- March/April – July/August – November/December issues will include a Special Section on Water Reuse and Desalination.
- Each issue featuring the new Water Reuse and Desalination section will have a bonus distribution of 21,775.
- The special sections will be identified by being printed on blue-shaded paper stock.
- Each Water Reuse & Desalination section will feature a minimum of 6 articles relevant to this important topic.
- Special advertising placements are available within the Water Reuse and Desalination sections.

REGULAR SECTIONS

Commentary
Global News
Market Spotlight
Perspectives
Area Reviews
Special Reports
Innovations
Products and Services

CIRCULATION

Print - 5,856
Digital - 41,825
Total - 47,681
# 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>Editorial Submissions Due</th>
<th>Ad closing date</th>
<th>Ad materials due</th>
<th>Editorial Focus</th>
<th>Features</th>
<th>Water Reuse &amp; Desalination Topics</th>
<th>Special Section</th>
<th>Technology Update</th>
<th>Area Review</th>
<th>Bonus Distribution—</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 10, 2020</td>
<td>May 15, 2020</td>
<td>May 22, 2020</td>
<td>Urban water supply, distribution, monitoring, disinfection, leakage control</td>
<td>■ Industrial treatment ■ Nutrient removal ■ Preliminary treatment (headworks) ■ Aeration</td>
<td>■ Decentralized reuse ■ Aquifer recharge ■ Water reuse in food &amp; beverage, oil &amp; gas</td>
<td>■ Flow measurement ■ Energy conservation &amp; generation ■ Lab sampling and analysis ■ Finance</td>
<td>■ Potable reuse ■ Advanced disinfection ■ Brine management ■ Reuse applications in power industry (cooling water)</td>
<td></td>
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<tr>
<td>August 7, 2020</td>
<td>September 11, 2020</td>
<td>September 18, 2020</td>
<td>Water supply alternatives: conservation, desalination, water reuse, water harvesting</td>
<td>■ Water supply alternatives: conservation, desalination, water reuse, water harvesting</td>
<td>■ Decentralized reuse ■ Aquifer recharge ■ Water reuse in food &amp; beverage, oil &amp; gas</td>
<td>■ Flow measurement ■ Energy conservation &amp; generation ■ Lab sampling and analysis ■ Finance</td>
<td>■ Potable reuse ■ Advanced disinfection ■ Brine management ■ Reuse applications in power industry (cooling water)</td>
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<tr>
<td>October 9, 2020</td>
<td>November 6, 2020</td>
<td>November 15, 2020</td>
<td>Utilities of the World</td>
<td>■ Irrigation ■ Flood control ■ Industrial pretreatment ■ Mine water treatment</td>
<td>■ Decentralized reuse ■ Aquifer recharge ■ Water reuse in food &amp; beverage, oil &amp; gas</td>
<td>■ Flow measurement ■ Energy conservation &amp; generation ■ Lab sampling and analysis ■ Finance</td>
<td>■ Potable reuse ■ Advanced disinfection ■ Brine management ■ Reuse applications in power industry (cooling water)</td>
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</table>

Editorial calendar subject to change without notice.
Aging collection and treatment systems and higher precipitation levels are driving government and industry leaders to expand and upgrade stormwater systems to protect the quality of water resources.

The quarterly World Water: Stormwater Management covers this emerging global market, focusing on current solutions that will help manage runoff and stormwater flows on municipal, industrial, and commercial lands. Topics will include low-impact development, green infrastructure, collection and conveyance, drainage systems, erosion and sediment control, water quality monitoring, treatment equipment, and sustainable stormwater harvesting and reuse. With an emphasis on practical problem-solving, World Water: Stormwater Management also will offer water professionals the opportunity to learn about promising research and development initiatives.

### 2020 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>SPRING</th>
<th>SUMMER</th>
<th>AUTUMN</th>
<th>WINTER</th>
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<tbody>
<tr>
<td>Ad Sales Deadline</td>
<td>February 14, 2020</td>
<td>June 5, 2020</td>
<td>August 14, 2020</td>
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<tr>
<td>Ad Copy</td>
<td>February 21, 2020</td>
<td>June 12, 2020</td>
<td>August 21, 2020</td>
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### Editorial Focus

<table>
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<tr>
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<th>SPRING</th>
<th>SUMMER</th>
<th>AUTUMN</th>
<th>WINTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groundwater</td>
<td>Watersheds</td>
<td>Asset management</td>
<td>Stormwater Governance</td>
<td>Stormwater Controls</td>
</tr>
<tr>
<td>Water quality trading</td>
<td>Emerging &amp; future trends</td>
<td>Training &amp; workforce</td>
<td>Green infrastructure</td>
<td></td>
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<tr>
<td>Natural infrastructure, conservation &amp; restoration</td>
<td>Innovation clusters</td>
<td>Maintenance</td>
<td>Sector-specific solutions: (agriculture, highways, airports, industry construction)</td>
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<tr>
<td>Modeling &amp; monitoring</td>
<td>Innovative programs &amp; financing approaches</td>
<td>Economics and social issues</td>
<td>Source &amp; nonstructural controls</td>
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</tr>
<tr>
<td>Intelligent water systems</td>
<td>Smart cities</td>
<td>Public engagement</td>
<td>Erosion &amp; sediment controls</td>
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<tr>
<td>Flood protection</td>
<td>Data-driven decision making</td>
<td>Policy, regulations, permitting</td>
<td>Wet weather solutions: (CSO, SSOs, high-rate treatment)</td>
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<td></td>
<td>Funding and financing</td>
<td>Funding and financing</td>
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### Special Section

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<tr>
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<th>SPRING</th>
<th>SUMMER</th>
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<th>WINTER</th>
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<tbody>
<tr>
<td>Resiliency</td>
<td>Water Harvesting</td>
<td>WEF Stormwater Congress</td>
<td>Urban stormwater programs</td>
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### Technology Update

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<th>SPRING</th>
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<th>AUTUMN</th>
<th>WINTER</th>
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<tbody>
<tr>
<td>Pervious surfaces</td>
<td>Sensors</td>
<td>Culverts &amp; trenches</td>
<td>Hard armor &amp; retaining Walls</td>
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<tr>
<td>Modular bioretention systems</td>
<td>Real-time controls</td>
<td>Catch basins &amp; vaults</td>
<td>Seed &amp; soil amendments</td>
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<tr>
<td>Water quality filters, media, &amp; treatments</td>
<td>GIS solutions</td>
<td>Inlet &amp; outfall devices</td>
<td>Blankets, mats, fences, &amp; logs</td>
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<tr>
<td>Retention &amp; detention (including ponds, tanks, chambers, etc.)</td>
<td>Startup technologies and services</td>
<td>Stormwater pipes &amp; pumps</td>
<td>Geosynthetics</td>
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<tr>
<td>Flow control devices</td>
<td>Ellicit discharge detection</td>
<td>Separators and traps</td>
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<td></td>
<td>Drones</td>
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### Bonus Distribution

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<th>AUTUMN</th>
<th>WINTER</th>
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<td>Stormcon</td>
<td>WEFTEC 2020</td>
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<tr>
<td>Malaysia March 2020</td>
<td>USA August 2020</td>
<td>USA September 2020</td>
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<tr>
<td>IFAT Munich</td>
<td>WaterReuse Symposium</td>
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<td>May 2020</td>
<td>USA September 2020</td>
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<tr>
<td>The Water Research Foundation Conference</td>
<td>Aquatech Mexico</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>USA May 2020</td>
<td>Mexico 2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACE</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>USA June 2020</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>VietWater</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Vietnam November 2020</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2020 ADVERTISING RATES

DISPLAY ADVERTISING RATES FOR TIER 1 PUBLICATIONS:
(WE&T, WEFTEC Conference Announcement, WEFTEC Program, and World Water)

<table>
<thead>
<tr>
<th>Number of Insertions</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
<th>30X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$8,051</td>
<td>$7,647</td>
<td>$7,245</td>
<td>$6,841</td>
<td>$6,672</td>
<td>$6,681</td>
<td>$6,600</td>
<td>$6,210</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$6,234</td>
<td>$5,924</td>
<td>$5,610</td>
<td>$5,300</td>
<td>$5,236</td>
<td>$5,174</td>
<td>$5,111</td>
<td>$4,808</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$4,976</td>
<td>$4,725</td>
<td>$4,478</td>
<td>$4,229</td>
<td>$4,179</td>
<td>$4,129</td>
<td>$4,078</td>
<td>$3,838</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,747</td>
<td>$4,508</td>
<td>$4,272</td>
<td>$4,035</td>
<td>$3,987</td>
<td>$3,940</td>
<td>$3,742</td>
<td>$3,662</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,320</td>
<td>$3,152</td>
<td>$2,988</td>
<td>$2,820</td>
<td>$2,788</td>
<td>$2,754</td>
<td>$2,618</td>
<td>$2,560</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,714</td>
<td>$2,579</td>
<td>$2,443</td>
<td>$2,308</td>
<td>$2,281</td>
<td>$2,254</td>
<td>$2,140</td>
<td>$2,095</td>
</tr>
</tbody>
</table>

Rates effective January 2020

DISPLAY ADVERTISING RATES FOR TIER 2 PUBLICATIONS:
(World Water: Stormwater)
Discounts are available for WEF members for all WEF stormwater products.

<table>
<thead>
<tr>
<th>Number of Insertions</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
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<td>$2,254</td>
<td>$2,140</td>
<td>$2,095</td>
</tr>
</tbody>
</table>

Rates effective January 2020

FREQUENCY RATES
This ad rate is determined based on the number of display ad insertions placed in WE&T, World Water, World Water: Stormwater Management, the WEFTEC Conference Announcement, and the WEFTEC Program during a 12-month contract period dating from the first insertion.

PREMIUM POSITIONS
Cover 2: earned rate + $914
Cover 3: earned rate + $644
Cover 4: earned rate + $1,250

CONTINUE REACHING YOUR AUDIENCE ONLINE

Digital landing page: Your advertisement or video displays for 12 months while WE&T Online downloads.

Pricing (per year):
Tier 1: $20,133
Tier 2: $11,922

Page facing the Cover: Your advertisement sits opposite the cover of WE&T Online. Please provide print ready PDF.

Pricing (per month):
Tier 1: $7,725
Tier 2: $2,732

Visit www.wef.org/Advertise
WE&T AND WEFTEC PUBLICATIONS
SPECIFICATIONS & GUIDELINES
(WE&T, WEFTEC PROGRAM, AND WEFTEC CONFERENCE ANNOUNCEMENT)

DISPLAY ADVERTISING SIZES

<table>
<thead>
<tr>
<th>Inches</th>
<th>Millimeters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width</td>
<td>Height</td>
</tr>
<tr>
<td>Full Page bleed size</td>
<td>8.25</td>
</tr>
<tr>
<td>trim size</td>
<td>8</td>
</tr>
<tr>
<td>live area</td>
<td>7</td>
</tr>
<tr>
<td>½ Page</td>
<td></td>
</tr>
<tr>
<td>½ Page   island</td>
<td>4.5</td>
</tr>
<tr>
<td>horizontal</td>
<td>7</td>
</tr>
<tr>
<td>vertical</td>
<td>3.375</td>
</tr>
<tr>
<td>¼ Page   vertical</td>
<td>2.125</td>
</tr>
<tr>
<td>square</td>
<td>4.5</td>
</tr>
<tr>
<td></td>
<td>3.375</td>
</tr>
</tbody>
</table>

Shaded sizes above are the available options for the WEFTEC Conference Announcement.

ARTWORK SUBMISSION GUIDELINES

All ads must be submitted in CMYK or grayscale. RGB ads or artwork will not be accepted. All graphics must be 300 dpi at 100% or vector based.

- DO NOT use system or composite fonts.
- Please DO NOT include any information beyond the ad’s border, including crop and registration marks, unless the ad is a full page with bleed.
- For bleed ads, crop marks must be outside the bleed area.
- The submitted file’s dimensions must equal that of the purchased ad space.
- Please do not submit partial ads centered in a full-page document.
- Unacceptable files: Corel Draw; Microsoft Publisher; Microsoft Word; PowerPoint. Accepted File Formats
  - PDF (preferred) – Press-optimized PDF/X-1a. Industry standard fonts must be embedded (no subset).
  - EPS CMYK or grayscale. All fonts and graphics must be included with the file.
  - TIF/JPG (not recommended) – 300 dpi, CMYK. Dimensions must be purchased ad size.

E-MAIL

- Naming protocol: All e-mails must include the publication name, issue, and advertiser name in the subject line.
- E-mail compressed files no larger than 50 MB to pburley@wef.org.
- SITX files are not accepted.

ONLINE UPLOAD

If your file is too large to email, contact Paul Burley at pburley@wef.org to request a link to WEF’s Online Upload System.

INSERTS

Contact publisher for rates and specifications for preprinted inserts. Send sample to publisher for approval. Production and handling charges related to preprinted inserts are in addition to space rates, and are noncommissionable.
WORLD WATER SUITE SPECIFICATIONS & GUIDELINES
(WORLD WATER AND WORLD WATER: STORMWATER MANAGEMENT)

DISPLAY ADVERTISING SIZES

<table>
<thead>
<tr>
<th></th>
<th>Inches</th>
<th>Millimeters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width</td>
<td>Height</td>
</tr>
<tr>
<td>Full Page</td>
<td>bleed size</td>
<td>8.46</td>
</tr>
<tr>
<td></td>
<td>trim size</td>
<td>8.27</td>
</tr>
<tr>
<td></td>
<td>live area</td>
<td>7.4</td>
</tr>
<tr>
<td>½ Page</td>
<td>island</td>
<td>4.88</td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>7.4</td>
</tr>
<tr>
<td></td>
<td>vertical</td>
<td>3.62</td>
</tr>
<tr>
<td>½ Page</td>
<td>vertical</td>
<td>2.18</td>
</tr>
<tr>
<td></td>
<td>square</td>
<td>5.51</td>
</tr>
<tr>
<td>¼ Page</td>
<td></td>
<td>3.62</td>
</tr>
</tbody>
</table>

ORIGINATION
Artwork must be originated in Mac versions of the following programmes: QuarkXpress, Adobe InDesign, Macromedia Freehand, Adobe Illustrator, or Adobe Photoshop. Artwork originated in Microsoft Word, PowerPoint, or Publisher CANNOT be accepted.

QUALITY STANDARD
Press-optimized PDF files distilled using Acrobat 4+ with highest quality compression can be accepted via e-mail. Full Adobe Type 1 industry standard fonts must be embedded (no sub-set). Do not use system fonts. Resolution must be either 2540 or 2400 if incorporating copy dot scans. A hard color copy must accompany the advertisement. Any fonts supplied will only be used for output purposes. Pictures placed in documents must be in CMYK format, saved as a TIF or Photoshop EPS format. We strongly advise against files saved in JPG. Crop marks must be supplied outside the bleed area.

Transmission: CD-ROM
E-mail to: nchristy@wef.org

NAMING PROTOCOL
All e-mails must be given a file name indicating the magazine/client/issue.
DIGITAL OPPORTUNITIES

Reach tens of thousands of water professionals through WEF’s electronic media distribution channels. Showcase your products and services through customized emails, web ads and newsletters.
WWW.WEF.ORG ADVERTISING

WEF’s website, www.wef.org, generates an average of 180,000 page views per month, with more than 23,000 unique visitors each month. WEF offers wide and square banner ads.

Banners on www.wef.org are mirrored throughout the site, so the same banners appear on literally hundreds of pages. A limit of 15 banners are sold for each of three banner positions, and these are all placed in a “pool” of banners that are accessed and displayed randomly every time a page is visited.

BANNER ADVERTISING RATES (ALL PRICES ARE NET)

<table>
<thead>
<tr>
<th>Duration</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide</td>
<td>$3,603</td>
<td>$4,820</td>
<td>$7,220</td>
</tr>
<tr>
<td>Square</td>
<td>$2,002</td>
<td>$2,671</td>
<td>$4,006</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wide</td>
<td>598 px</td>
<td>250 px</td>
</tr>
<tr>
<td>Square</td>
<td>285 px</td>
<td>250 px</td>
</tr>
</tbody>
</table>

PREFERRED FORMATS
- JPG, GIF, or animated GIF
- Flash not supported
- (contact WEF for more information).
- Maximum file size 150k.

REPORTING
Automated traffic reports will be sent by e-mail on the first of each month. Report will include number of impressions and number of clicks.

SUBMISSIONS
Contact your advertising sales representative.

Terms: Net 30 days.
Invoiced in full when first posted.

Sample of www.WEF.org home page showing ad locations

Visit www.wef.org/advertise
WEF SMARTBRIEF

Organization: Water Environment Federation
Circulation/frequency: 25,700/Daily
Description: Provides the water sector’s most relevant news
Audience: Water Quality Professionals

PRICING
BILLBOARD: $1,200
NEWS 1: $1,200
NEWS 1 VIDEO-TEXT: $1,500
NEWS 2: $1,075
NEWS 2 VIDEO-TEXT: $1,350
NEWS 3: $975
NEWS 3 VIDEO-TEXT: $1,200
NEWS 4: $875
NEWS 5: $800
SPECIAL REPORT: $7,200
DEDICATED SEND: $12,000
SPOTLIGHT: $12,000
BEST OF: $12,000
FEATURED CONTENT: $1,200

CONTACT
Megan Kessler
Account Director
mkessler@smartbrief.com

Visit www.wef.org/advertise
WEF TECHNOLOGY PLATFORM

SHOWCASE YOUR COMPANY’S LEADING-EDGE PRODUCTS AND SERVICES VIA THE WEF TECHNOLOGY PLATFORM.

The WEF Technology Platform is a monthly e-mail that goes to industry professionals including WEF members, WEFTEC attendees, and WE&T, World Water, and World Water: Stormwater Management subscribers.

HOW IT WORKS
The e-mail blast will be limited to 20 companies, and will include a small product photo, company name, product name, hyperlink, and up to 75 word description.

SCHEDULE
The regular WEF Technology Platform will be distributed once a month.

Talk to your Sales Rep today about our Exclusive Technology Platform schedule.

PRODUCT POSITION
Ads will be accepted on a first-come, first-served basis, and placed from top to bottom in the e-mail based on the order in which signed order forms are received by WEF.

PRICE
Entry Submission $1,259
Banner Sponsor $3,794
Exclusive $7,125

DEADLINE FOR MATERIALS SUBMISSION
First of every month

SPECIFICATIONS
- Submissions should include a product/service description up to 75 words
- Product image 200 × 170 px jpg (max file size 100k)
- Up to two (2) hyperlinks
- Product Name (Six word limit)

Average Statistics on our messages:

<table>
<thead>
<tr>
<th></th>
<th>Sent</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech Platform</td>
<td>54,000</td>
<td>12%</td>
</tr>
<tr>
<td>Exclusive TP</td>
<td>55,000</td>
<td>15%</td>
</tr>
</tbody>
</table>

Visit www.wef.org/advertise
STORMWATER REPORT ADVERTISING OPPORTUNITIES

SHOWCASE YOUR COMPANY’S PRODUCTS AND SERVICES IN WEF’S STORMWATER OUTLETS.

Stormwater Report E-Newsletter

The Stormwater Report is a monthly e-newsletter delivered to nearly 30,000 stormwater professionals based primarily in the U.S. For many, this is the only WEF email subscribed to.

**Audience Size:** 27,000+
**Average Open Rate:** 14%
**Click Rate:** 7.3%

- Newsletter is sent on the first Thursday of every month, and materials are due one week prior to this date. (dates subject to change)
- Size and format: 290 x 183 pixels (jpeg or png)
- Rate: $2,494 (net)
- Discounts are available for SW Institute Members for all WEF stormwater products.

Visit www.wef.org/advertise

Stormwater Report Website

http://stormwater.wef.org

The stormwater website is WEF’s main source for delivering the latest news and information on all things stormwater. It receives approximately 7,000 pageviews a month, with 20% being international visitors.

**BANNER AD SPECIFICATIONS**
- Banner ad will appear on every page of the website.
- Available in 1-month durations – from the 1st day of the month to the last day of the month purchased.
- Materials due on the 25th of the month preceding purchased month.
- Size and format: 275 × 300 (jpeg or png)
- Rate: $2,494 (net)
- Discounts are available for Stormwater Institute members for all WEF stormwater products.
WWW.WEFTEC.ORG ADVERTISING

The WEFTEC website features wide and square banner ads. This site averages more than 91,600 page views per month. Banners are sold on an annual basis and will run from May to April the following year.

Banners on www.weftec.org are mirrored throughout the site, so the same banners appear on literally hundreds of pages. A limit of 15 banners are sold for each of three banner positions, and these are all placed in a “pool” of banners that are accessed and displayed randomly every time a page is visited.

<table>
<thead>
<tr>
<th>BANNER ADVERTISING RATES (ALL PRICES ARE NET)</th>
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</thead>
<tbody>
<tr>
<td>Duration</td>
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<tr>
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</tr>
<tr>
<td>Square</td>
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<tr>
<td></td>
</tr>
</tbody>
</table>

| Homepage & Mobile Location | Earned rate + 20% |

<table>
<thead>
<tr>
<th>PREFERRED FORMATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JPG, GIF, or animated GIF</td>
</tr>
<tr>
<td>Flash not supported (contact WEF for more information).</td>
</tr>
<tr>
<td>Maximum file size 150k.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Automated traffic reports will be sent by e-mail on the first of each month. Report will include number of impressions and number of clicks.</td>
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<table>
<thead>
<tr>
<th>SUBMISSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact your advertising sales representative.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TERMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net 30 days. Invoiced in full when first posted.</td>
</tr>
</tbody>
</table>

Sample of www.weftec.org showing ad locations

Visit www.wef.org/advertise
WEFTEC DIGITAL OPPORTUNITIES

WEFTEC PRODUCT SHOWCASE E-MAIL
The WEFTEC Product Showcase is an e-mail and web-based promotion that goes to all WEFTEC pre-registrants two weeks before the show. The e-mail can include up to 30 different product photos hyperlinked to an advertiser’s website. WEFTEC registrants’ e-mails are not made available to exhibitors for promotional use, so this will be the only opportunity in 2020 to get your product message delivered right to the inbox of each pre-registered attendee.

Price: $1,297
Top Row Placement Price: $1,969

WEFTEC eShowMail
eShowMail is a contracted, third-party program that provides exhibitors the ability to pay for specific e-mail dates, during which time they can send customized messages to either pre-registered or final WEFTEC attendees.

Price:
Contact your sales rep today to discuss further details.

*Use of this program does not give exhibitors access to email addresses.

WEFTEC EXHIBITOR DIRECTORY LOGO ENHANCEMENTS
A color logo will dramatically increase the visibility of your company’s listings in the exhibitor directories published in the WEFTEC Program, September WE&T, in the WEFTEC Mobile App, and on www.weftec.org.

Price: $979

WEFTEC NOW INTERVIEWS
WEFTEC Now has launched a new space on the exhibit floor featuring a booth/studio for video interviews. The host and guest hold about a 15-minute conversation about topics, issues, trends, etc, which are identified in advance. The style is an extension of WEF’s highly popular podcast, Words On Water. The interviews are processed and posted within several hours on the WEFTEC Now platform, shared on WEF’s social media accounts, and featured in an email to WEFTEC attendees.
WEBCAST SPONSORSHIP OPPORTUNITIES

WEF webcasts provide a cost effective and efficient way to promote your company, products, and services to a highly engaged community of wastewater and stormwater professionals from around the world.

With over 34,000 individual members and 75 affiliated Member Associations worldwide, WEF has a global reach. WEF webcast sponsors can increase their brand awareness while expanding their network in the international water industry.

**WEF WEBCASTS COVER**
a variety of topic areas, including
- Air Quality and Odor Control
- Collection Systems
- Disinfection
- Lab Practices
- Municipal
- Plant Operations and Maintenance
- Residuals and Biosolids
- Safety and Security
- Stormwater
- Utility Management
- Watershed

**WEF audience includes 34,000 individual members + 75 affiliated Member Associations.**

* Sponsored eShowcases where sponsors supply their own content are available upon request.

**EXCLUSIVE SPONSOR RECEIVES:**
- Exclusive sponsorship of a webcast of choice
- Primary contact information for registered sites
- Opportunity to present to attendees (5 to 8 minutes at conclusion of webcast)
- Sponsor recognition in promotional marketing
- Sponsor recognition via WEF social media outlets (i.e. Facebook, Twitter, LinkedIn)
- Sponsor recognition in live and archived webcasts
- Acknowledgement on event website (logo)
- Logo placement in presentation (live and archived)

**Price:** $8,235

Visit www.wef.org/webcasts
WEF BUYER'S GUIDE

CONNECT THROUGH WEF.

Interact with leading worldwide decision makers who rely on WEF’s Buyer’s Guide as their water quality resource.

Engage with an expanded audience to now include WEFTEC attendees through the integration with the WEFTEC exhibitor directory.

As a WEF Buyer’s Guide advertiser you can:

- Customize your profile with your branded display graphics.
- Manage your profile. Add, change, and upload your content.
- Stream product and brand videos directly from your profile.
- Maximize search engine optimization with blog and press feed tools.
- Integrate your social media channels directly on your profile.
- Share your story through white papers, case studies, and press releases.

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>$3,186</td>
</tr>
<tr>
<td>Silver</td>
<td>$1,775</td>
</tr>
<tr>
<td>Bronze</td>
<td>$1,066</td>
</tr>
<tr>
<td>Standard</td>
<td>$473</td>
</tr>
<tr>
<td>Profile Builder</td>
<td>$352</td>
</tr>
<tr>
<td>Category Placement 1st</td>
<td>$1,788</td>
</tr>
<tr>
<td>Category Placement 2nd</td>
<td>$1,788</td>
</tr>
<tr>
<td>Profile Header</td>
<td>$352</td>
</tr>
<tr>
<td>Exclusive Category Sponsor</td>
<td>$5,937</td>
</tr>
</tbody>
</table>

Allow us to connect you to the water sector … and your next client.

Contact WEF Account Executive Jenny Grigsby at 703.684.2451 or jgrigsby@wef.org

Visit wefbuyersguide.wef.org
RETARGETING

DRIVE SALES AND GET YOUR BRAND PROMOTED IN FRONT OF WATER QUALITY DECISION-MAKERS LOOKING FOR SOLUTIONS.

WEF’s digital retargeting ad program is the optimal way to reach, target, and influence your customers anytime, anywhere.

WEF DIGITAL RETARGETING – HOW IT WORKS

Retargeting is a digital advertising tool that can help extend the reach of your ads and keep your brand in front of our website audience long after they’ve left the site. With this powerful branding and conversion optimization tool, we will track who browses our website and then deliver your ads to these website visitors again as they browse other websites, so you stay at the front of their minds.

1. Potential customers visit our website and we capture data on our visitors
2. Potential customers leave our website
3. Later, the potential customers browse other websites and ads displaying your product or service are served up.
4. Potential customers recognize your brand and click on your ad directing them to your website to become your next customer.

Get Closer to Your Potential Customers!
Contact a WEF Advertising representative to develop a campaign unique to your brand’s needs.

WEB BANNERS

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
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MOBILE BANNERS

<table>
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<tr>
<th>Size</th>
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</thead>
<tbody>
<tr>
<td>320 x 100</td>
<td></td>
</tr>
<tr>
<td>320 x 50</td>
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</tbody>
</table>

Measurable ROI
Detailed reporting breaks down your results and value. Track impressions, clicks, and geographic reach to optimize future campaigns.

Focused Marketing
Eliminate the guess work. Reach your target audience. Tailor your campaign to reach only the customers in your specific vertical.

Digital Reach
Strategically position your ads to reach visitors of wef.org, weftec.org, and weftec attendees before, during, and after the show.

Why Retargeting?
Retargeting uses “cookies” to track the visitors of one site and deliver relevant ads to them on other sites as they surf the web.

Visit www.weftec.org
ADVERTISE ON THE WORDS ON WATER PODCAST

Words on Water is a weekly podcast from the Water Environment Federation focusing on the opportunities and challenges facing one of Earth’s most precious resources delivered through casual conversations with influential experts and leaders from across the water sector. Wide-ranging topics include infrastructure, innovation, technology, resource recovery, business, operations, workforce, and more.

30,000+
Over 30,000 total downloads since launch in September 2017.

500
average listens per Words on Water episode.

85%
of listeners live in the United States.

13%
of the audience is international.

Who should advertise?
This opportunity is ideal for companies that need to maximize marketing dollars, and for those wishing to establish a unique presence in the global water sector.

Why should you advertise?
The Words on Water podcast is a unique way to promote your company on a digital platform that is growing in popularity.

How much will it cost?
Our packages are flexible. We’d be happy to discuss your advertising needs and formulate a solution that meets your needs and budget.

What type of ads are available?
15-second audio ads are delivered at the introduction and exit of the episode. Advertisers will also be recognized within each episode description on wordsonwaterwef.com and iTunes.

Advertisers will also receive recognition in the following places:

Twitter
28,200

Facebook
10,200

LinkedIn
14,530

Instagram
1,675

Podcast
500

WEF SmartBrief
25,000

CONTACT US
Email: nchristy@wef.org
Phone: +44 7899 927926

Visit www.weftec.org
ADVERTISING TERMS & CONDITIONS

General Regulations

AGENCY COMMISSIONS
An advertising agency commission of 15% will be deducted from the gross invoice amount for display advertising.

TERMS
Net 30 days. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or its agency liable for monies owed.

SHORT-RATES AND REBATES
Advertisers who do not place within 12 months the number of insertions upon which their frequency rate is based will be rebilled the difference based upon the appropriate earned rate. Rebates will be applied if advertisers earn a better frequency rate by placing more insertions than originally contracted for.

CANCELLATIONS
No charge for cancellations made before the published advertising closing date. All cancellations made after the published advertising close date will be charged in full. If new materials or instructions are not provided by the published Materials Due date, WEF reserves the right to publish the advertiser’s most recent ad for which we have materials.

PAYMENT
To make an advertising payment, please use one of the following methods:
Phone: 703-684-2427
Fax: 703-684-2428

LIABILITY
Advertiser and agency agree to indemnify, defend, and save harmless the publisher from any liability for content of advertisements printed pursuant to the advertiser’s or agency’s order. The publisher reserves the right to reject, discontinue, or omit any advertising.

Policies are subject to change without notice.

Visit www.wef.org/advertise
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