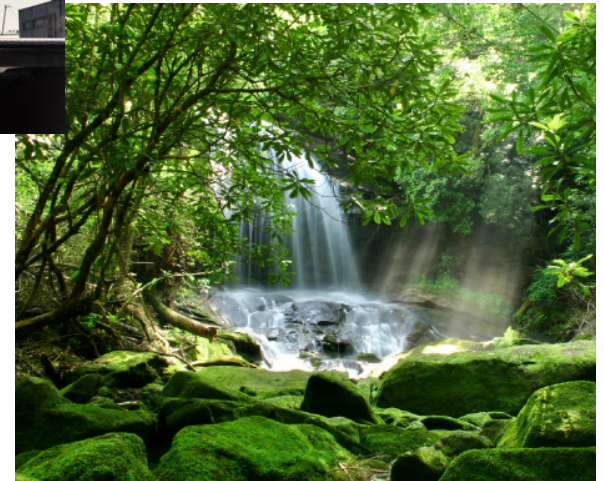


Environmental

P R O T E C T I O N

2022 Media Planner

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 48,000* Environmental Protection e-newsletter subscribers and 38,000* 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
- 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.



EPonline.com

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

Run of Site Banners

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

Home Page Info Center (up to 300 x 400)	\$2,000/month
Wallpaper—4 sponsors (2) 152 x 600 banners in cohesive design	\$750/month
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	\$1,000/week

Native Advertising - 1 spot	\$995/week or \$150/day
2 spots	\$1,750/week or \$275/day

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

Custom Webinar \$7,000

General e-newsletters

The Environmental Protection e-newsletter is distributed to 48,000* subscribers, and the Water & Wastewater News e-newsletter is distributed to 38,000* 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 48,000* Environmental Protection or 38,000* 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 2022

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

FEBRUARY 2022

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

MARCH 2022

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

APRIL 2022

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

MAY 2022

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

JUNE 2022

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

JULY 2022

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

AUGUST 2022

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

SEPTEMBER 2022

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

OCTOBER 2022

October 4 Environmental Protection
October 5 Water & Wastewater
October 11 Environmental Protection
October 16 Environmental Protection
October 19 WWN Spotlight
October 25 EP Spotlight

NOVEMBER 2022

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

DECEMBER 2022

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

