

# Environmental

P R O T E C T I O N

## 2019 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.

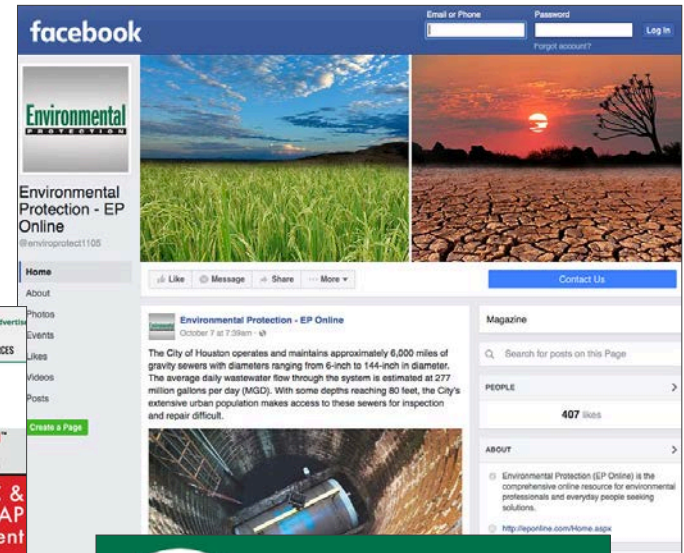
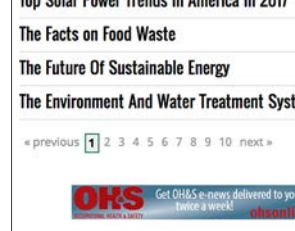
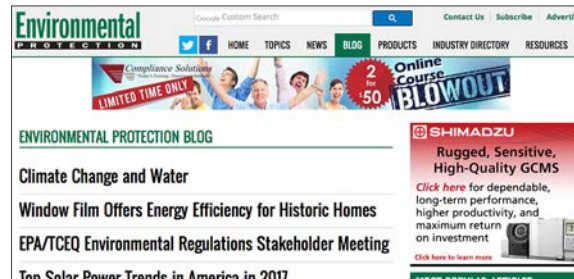
### 5. Personalized Service

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 Award

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 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

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

**Barbara Blake**  
Integrated Media Consultant - West  
972-687-6718  
bblake@1105media.com

**Jenna Conwell**  
Integrated Media Consultant - East  
610-436-4372  
jconwell@1105media.com

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 2019

January 8 Environmental Protection  
January 9 Water & Wastewater  
January 15 Environmental Protection  
January 22 Environmental Protection  
January 23 WWN Spotlight  
January 29 EP Spotlight

### FEBRUARY 2019

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

### MARCH 2019

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

### APRIL 2019

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

### MAY 2019

May 7 Environmental Protection  
May 8 Water & Wastewater  
May 14 Environmental Protection  
May 21 Environmental Protection  
May 22 WWN Spotlight  
May 28 EP Spotlight

### JUNE 2019

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

### JULY 2019

July 2 Environmental Protection  
July 9 Environmental Protection  
July 10 Water & Wastewater  
July 16 Environmental Protection  
July 23 Environmental Protection  
July 24 WWN Spotlight  
July 30 EP Spotlight

### AUGUST 2019

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

### SEPTEMBER 2019

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

### OCTOBER 2019

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

### NOVEMBER 2019

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

### DECEMBER 2019

December 3 Environmental Protection  
December 4 Water & Wastewater  
December 10 Environmental Protection  
December 17 EP Spotlight  
December 18 WWN Spotlight

