

www.WEF.org, www.WEFTEC.org, and WEF Water Log Advertising

www.WEF.org Advertising

www.wef.org Banner Advertising

WEF's website generates approximately 100,000 visits per month by 60,000 unique visitors. WEF offers banner ads in two sizes, "Wide Skyscraper" and "1/3 Skyscraper."

Banner Advertising Rates					(all prices are net)	
	Duration				Dimensions	
	❑ 3 Months	❑ 6 Months	❑ 12 Months		Width	Height
❑ Wide Skyscraper	\$2,860	\$3,825	\$5,730		160 px	600 px
❑ ⅓ Skyscraper	\$1,590	\$2,120	\$3,180		160 px	200 px

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

Please check which duration and size you would like to purchase.

Format and Dimensions

JPG, GIF, or animated GIF. Flash not fully supported (contact WEF for more information).

Maximum file size 150k.



Sample of www.WEF.org showing ad locations

www.WEFTEC.org Advertising

New advertising opportunities on the redesigned www.weftec.org

The WEFTEC website features Wide Skyscraper and 1/3 Skyscraper banner ads. Banners are sold on an annual basis and will run from May 2013 through April 2014.

Banner Advertising Rates (all prices are net)			
	12 months	Dimensions	
		Width	Height
Wide Skyscraper	\$4,780	160 px	600 px
1/3 Skyscraper	\$2,230	160 px	200 px

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

Please check which size you would like to purchase.

Format and Dimensions

JPG, GIF, or animated GIF. Flash not fully supported (contact WEF for more information).

Maximum file size 150k.



Sample of www.WEFTEC.org showing ad locations

Banners on www.wef.org and 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 two banner positions, and these are all placed in a "pool" of banners that are accessed and displayed randomly every time a page is visited.

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.

www.WEF.org, www.WEFTEC.org,
and WEF Water Log Advertising

WEF Water Log e-Newsletter

New e-Newsletter Sponsorship Opportunity!

WEF Water Log is an e-mail newsletter published biweekly and sent to more than 80,000 Water Environment Federation members and customers. WEF Water Log's sponsors will receive a skyscraper banner ad.

Schedule

Biweekly, Tuesdays. Schedule subject to change.

Price

Per insertion, based on number of insertions and position (upper or lower banner).

Frequency	Price/Ea.
<input type="checkbox"/> 1 time	\$1,060
<input type="checkbox"/> 3 times	\$960
<input type="checkbox"/> 6 times	\$850
<input type="checkbox"/> 12 times	\$740
<input type="checkbox"/> J <input type="checkbox"/> F <input type="checkbox"/> M <input type="checkbox"/> A <input type="checkbox"/> M <input type="checkbox"/> J <input type="checkbox"/> J <input type="checkbox"/> A <input type="checkbox"/> S <input type="checkbox"/> O <input type="checkbox"/> N <input type="checkbox"/> D	

Please check which frequency and month(s) you would like your ad to appear.

Format and Dimensions

JPG only (no Flash or animated GIFs) 120 pixels wide × 600 pixels high. Maximum file size 100k.

Submissions

Contact your WEF advertising sales representative listed below:

Northeastern U.S. and Canada

Dave Mathews
Vickie Bobo
dmathews@wef.org
vbobo@wef.org
Fax +1-678-947-9244

Southeastern U.S. and Latin America

Cari McBride
cmcbride@wef.org
Fax +1-703-535-5260

Western U.S. and Canada

Tom Brun
Janice Jenkins
tbrun@wef.org
jjenkins@wef.org
Fax: +1-724-539-2406

International

Tony Sear
tsear@wefpublishinguk.com
+44 (0)1702 258 490



Sample of WEF Water Log showing ad locations

Company

Contact Name

Phone

E-mail

Billing Address

City

State

ZIP Code

Signature

Date