Water Environment Federation
2024 MEDIA KIT
The Water Environment Federation (WEF) is a not-for-profit technical and educational organization of more than 30,000 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.
The 40,000 WE&T readers have billions of dollars in purchasing power, and they look to WE&T to help them make informed decisions.

**READERS’ PURCHASING AREAS**

- 49% Aeration equipment
- 51% Analytical testing equipment services
- 51% Chemicals or polymers
- 49% Disinfection chemicals or equipment
- 61% Instruments, samplers, monitors
- 33% Odor/VOC control
- 56% Pipe and valves
- 53% Professional services
- 63% Pumps
- 44% Screening equipment and shredders
- 50% Sludge/biosolids equipment
- 54% Wastewater collection systems products

**READERS’ JOB FUNCTIONS**

**PURCHASING POWER OF READERS’ ORGANIZATIONS**

Readership data is from 2022 WE&T Readership Survey.
WE&T is the water sector’s prestige publication, so 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 magazine@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.

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**High Reader Interest**

- **82%**: Call WE&T a “high quality” publication.
- **88%**: Are pleased with the technical level of WE&T articles.
- **44%**: Share their copies with at least one colleague.
- **48%**: Have subscribed to WE&T for at least 10 years.

Readership data is from 2022 WE&T Readership Survey.
Write for WE&T in 2024
Showcase your results! Water Environment & Technology (WE&T) reaches about 40,000 water-sector leaders and frontline operators and engineers worldwide each month.

In addition to the topics listed here, WE&T anticipates expanding the theme of our coverage beyond operations, engineering, regulations, and best practices to include the business side of the water sector as well as worldwide perspectives and issues. We encourage you to contact us at magazine@wef.org with all of ideas and questions.

Easy as 1, 2, 3
To be published in WE&T, find the topics below that align with your area of interest, and then send the editors your idea or a manuscript. Ideas can be as simple as a few paragraphs. Full manuscripts can be technical papers, white papers, or fully crafted articles. (Ideas are due earlier to give more time to develop them.)

Work with our editors to refine and develop the article. One or two sets of edits usually gets the job done.

See your work published in print and online, making it easy to share.

### JANUARY
- 2024 State of the Sector
- Funding & Financing
- AI & Digital Transformation
- Utility Management

**Important Dates**
- **Ideas due:** September 30, 2023
- **Manuscripts due:** October 15, 2023

**Bonus distribution:**
- Utility Management Conference 2024 | February 13-16 | Portland, Oregon

### FEBRUARY
- Drinking Water
- Public Outreach & Community Relations
- Disinfection
- Distributed Systems

**Important Dates**
- **Ideas due:** October 15, 2023
- **Manuscripts due:** November 15, 2023

### MARCH
- Collection Systems
- Stormwater
- Safety
- Pipe Rehabilitation & Installation

**Important Dates**
- **Ideas due:** October 31, 2023
- **Manuscripts due:** December 15, 2023

**Bonus distribution:**
- Collection Systems Conference and Stormwater Summit 2024 | April 9-12, Hartford, Connecticut

### APRIL
- Residuals & Biosolids
- Sustainability
- Energy Conservation & Generation
- Microconstituents

**Important Dates**
- **Ideas due:** November 15, 2023
- **Manuscripts due:** January 15, 2024

**Bonus distribution:**
- WEF Residuals and Biosolids Conference 2024 | June 18-21, Oklahoma City, Oklahoma

Advertising order deadlines are the first of the month prior to the issue month.

This calendar is subject to change without notice.
<table>
<thead>
<tr>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workforce Development</td>
<td>Circular Water Economy</td>
</tr>
<tr>
<td>PFAS</td>
<td>Smart Water &amp; Data Analytics</td>
</tr>
<tr>
<td>Water Reuse</td>
<td>Industrial &amp; High-Strength Wastes</td>
</tr>
<tr>
<td>Pumps &amp; Motors</td>
<td>Preliminary Treatment (Headworks)</td>
</tr>
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**Important Dates**

<table>
<thead>
<tr>
<th>May</th>
<th>June</th>
</tr>
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<tbody>
<tr>
<td>Ideas due: December 15, 2023</td>
<td>Ideas due: January 15, 2024</td>
</tr>
<tr>
<td>Manuscripts due: February 15, 2024</td>
<td>Manuscripts due: March 15, 2024</td>
</tr>
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**Bonus distribution:**

- ACE 2024 | June 10–13, Anaheim, California

<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
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<tbody>
<tr>
<td>Aeration</td>
<td>Drinking Water</td>
</tr>
<tr>
<td>Odor &amp; Corrosion Control</td>
<td>Clarification</td>
</tr>
<tr>
<td>CSOs/SSOs</td>
<td>Utility Management</td>
</tr>
<tr>
<td>Nutrient Treatment &amp; Recovery</td>
<td>Emergency Resilience &amp; Climate Adaptation</td>
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**Important Dates**

<table>
<thead>
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<td>Ideas due: February 15, 2024</td>
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<tr>
<td>Manuscripts due: April 15, 2024</td>
<td>Manuscripts due: May 15, 2024</td>
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<tr>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
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<tbody>
<tr>
<td>Public Outreach &amp; Community Relations</td>
<td>Thickening &amp; Dewatering</td>
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<tr>
<td>Operational Excellence and Optimization</td>
<td>Pumps &amp; Motors</td>
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<tr>
<td>Small Community Issues</td>
<td>Filtration</td>
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<td>Sustainability</td>
<td>Energy Conservation &amp; Generation</td>
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**Important Dates**

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<tr>
<td>Manuscripts due: June 15, 2024</td>
<td>Manuscripts due: July 15, 2024</td>
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**Bonus distribution:**

- WEFTEC 2024 | October 5–9, New Orleans

<table>
<thead>
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<th>NOVEMBER</th>
<th>DECEMBER</th>
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<tbody>
<tr>
<td>Water Reuse</td>
<td>Operations Challenge</td>
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<tr>
<td>Operator Training &amp; Workforce Development</td>
<td>Membranes</td>
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<tr>
<td>Nutrient Treatment &amp; Recovery</td>
<td>Integrated Planning</td>
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<tr>
<td>Flow Monitoring &amp; Measurement</td>
<td>Stormwater</td>
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**Important Dates**

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<tr>
<td>Manuscripts due: August 15, 2024</td>
<td>Manuscripts due: September 15, 2024</td>
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**WEFTEC Report**

Advertising order deadlines are the first of the month prior to the issue month.

Special WEFTEC content sections are included in the August, September, and December issues.
Drop your most succinct message in front of readers with the WE&T Marketplace ad. Review editorial calendar topics to be featured in the issue of your choice.

**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.

**SPECIFICATIONS AND RATE**

<table>
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<tr>
<th>Rate Per Issue</th>
<th>Inches</th>
<th>Millimeters</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>$1,045</td>
<td>2.375</td>
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</tr>
<tr>
<td></td>
<td>60.325</td>
<td>60.325</td>
</tr>
</tbody>
</table>

Contact jgrigsby@wef.org for discounted multiple issue rates.
Get an early start on your WEFTEC promotions with an ad in the official WEFTEC Conference Announcement.

Published in July, the WEFTEC Conference Announcement is delivered digitally to more than 75,000 recipients. The WEFTEC Conference Announcement includes the first look at the technical program, hotel and travel information, and registration details. Attendees will hold onto the announcement right up until the show, giving it an extra-long shelf life.

| Conference Announcement |  
|-------------------------|-------------------------|
| Issue Date              | TBD                     |
| Sales Closing Date      | TBD                     |
| Materials Due           | TBD                     |
DISPLAY ADVERTISING RATES FOR:
WE&T and WEFTEC Announcement

<table>
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<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
<th>30X</th>
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<tr>
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<td>$9,283</td>
<td>$8,970</td>
<td>$8,655</td>
<td>$8,342</td>
<td>$8,029</td>
<td>$7,715</td>
<td>$7,402</td>
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<tr>
<td>2/3 Page</td>
<td>$7,431</td>
<td>$7,187</td>
<td>$6,944</td>
<td>$6,702</td>
<td>$6,458</td>
<td>$6,215</td>
<td>$5,973</td>
<td>$5,730</td>
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<tr>
<td>1/2 Page Island</td>
<td>$5,931</td>
<td>$5,738</td>
<td>$5,544</td>
<td>$5,351</td>
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<td>$5,287</td>
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<td>$4,916</td>
<td>$4,732</td>
<td>$4,547</td>
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<tr>
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<td>$3,129</td>
<td>$3,023</td>
<td>$2,919</td>
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</tbody>
</table>

Rates effective January 2024

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

**PREMIUM POSITIONS**
Cover 2: earned rate + $1027
Cover 3: earned rate + $723
Cover 4: earned rate + $1,405

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**TOP LEADERBOARD**
Your exclusive advertisement appears at the top of every page of the selected issue(s) of WE&T on both desktop and mobile views.
**Pricing (per year):** $23,324
**Specs:** 728 x 90 PX .jpg, .png, .gif

**PAGE LEFT OF COVER**
Your exclusive advertisement sits opposite the cover of WE&T. Please provide print ready PDF.
**Pricing (per month):** $8,949
**Ad Specs:** 7 x 10 inch PDF

**EMAIL BANNER**
Your exclusive advertisement appears in the email sent to all WE&T subscribers, announcing the new issue. This email has an average open rate of 24.2% and a total click through rate of 27.8%.
**Pricing (per month):** $3,374
**Ad Specs:** 728 x 90 PX .jpg, .png, .gif

**INTERSTITIAL AD**
Your interstitial ad is an interactive full-screen ad that appears within WE&T.
**Pricing:** $3,374
**Ad Specs:** 7 x 10 inch PDF for display. Video in .mp4 or .mov must be 100 MB or less to auto-play

**POP-UP AD**
Your exclusive advertisement will pop up over the front cover for WE&T.
**Pricing:** $9,327
**Ad Specs:** Image file for display, maximum of 8 x 8 inch .jpg, .png, .gif. Maximum file size: 180 MB

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Continue reaching your audience online
ADVERTISING SIZES

PUBLICATIONS SPECIFICATIONS & GUIDELINES FOR:
WE&T and WEFTEC

<table>
<thead>
<tr>
<th>Publication Type</th>
<th>Width</th>
<th>Height</th>
<th>Width</th>
<th>Height</th>
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<td>276</td>
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<tr>
<td>trim size</td>
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<td>10</td>
<td>178</td>
<td>254</td>
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<tr>
<td>live area</td>
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<td>114</td>
<td>254</td>
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<tr>
<td>2/3 Page</td>
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<td>7.5</td>
<td>114</td>
<td>191</td>
</tr>
<tr>
<td>island</td>
<td>7</td>
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<td>86</td>
<td>254</td>
</tr>
<tr>
<td>vertical</td>
<td>2.125</td>
<td>10</td>
<td>54</td>
<td>254</td>
</tr>
<tr>
<td>square</td>
<td>4.5</td>
<td>4.875</td>
<td>114</td>
<td>124</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.375</td>
<td>4.875</td>
<td>86</td>
<td>124</td>
</tr>
</tbody>
</table>

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

All ads must be submitted in CMYK. 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.
• Acceptable File Formats
  — PDF (preferred)
  — Press-optimized PDF/X-1a. Industry standard fonts must be embedded (no subset).
  — 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 admaterials@wef.org.
• SITX files are not accepted.

ONLINE UPLOAD

If your file is too large to email, contact Kristen Martin at kmartin@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.
DIGITAL OPPORTUNITIES
DIGITAL ADVERTISING

Each day thousands of water quality professionals stay current and in touch by turning to WEF for the latest water sector news, products, blogs, webinars, white papers, videos, awards, education, and more. Discover how our web advertising opportunities can help you reach your target audience.

**WEF.ORG**

Put your brand front and center by advertising on wef.org. Choose from wide and square banner options. Ads are mirrored throughout the site. A limit of 8 banners are sold for each of three banner positions. All banners are placed in a “pool” of banners that are accessed and displayed randomly every time a page is visited.

- **Avg. Monthly Pageviews:** 262,278
- **Avg. Monthly Unique Pageviews:** 215,988
- **wef.org**
  - 3 mos.: $4,239
  - 6 mos.: $5,318
  - 12 mos.: $8,364
  - Wide: $2,318
  - Square: $3,094

**WEFTEC.ORG**

Align your brand with the world’s most comprehensive water quality technical conference and exhibition. Banners are sold on an annual basis and will run from May to April the following year. Choose from wide and square banner options. Ads are mirrored throughout the site. A limit of 8 banners are sold for each of three banner positions. All banners are placed in a “pool” of banners that are accessed and displayed randomly every time a page is visited.

- **Avg. Monthly Pageviews:** 264,556
- **Avg. Monthly Unique Visitors:** 218,432
- **weftec.org**
  - 12 months: $6,977
  - Wide: $2,318
  - Square: $3,094

**STORMWATER.WEF.ORG**

The Stormwater Report website is WEF’s main source for delivering the latest news and information on all things stormwater. Ads are mirrored throughout the site. Discounts are available for WEF Stormwater Institute members for all WEF stormwater products.

- **Avg. Monthly Pageviews:** 8,608
- **Avg. Monthly Unique Visitors:** 3,631
- **Stormwater**
  - 1 month: $2,889
  - Side Banner: $2,889
  - Horizontal: $2,889
  - Featured Product: $562

Visit www.wef.org/Advertise
WEF’s electronic newsletters reach an engaged audience of purchasers, decision makers, influencers, and top executives, WEF newsletters reach out to every level and every niche of the water sector. WEF newsletters include banner advertising allowing advertisers to promote a brand, service, or new products – while driving traffic to their own website.

**TECHNOLOGY PLATFORM & EXCLUSIVE TECH PLATFORM**

The WEF Technology Platform is a monthly e-mail that goes to industry professionals including WEF members, WEFTEC attendees, and WE&T subscribers. Exclusive Technology Platform opportunities are available for those looking to stand out from the crowd. Talk to your Sales Rep today about our Exclusive Technology Platform schedule.

<table>
<thead>
<tr>
<th>Technology Platform</th>
<th>Stormwater Exclusive TP</th>
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<tbody>
<tr>
<td>Ave. Audience Size: 56,861</td>
<td>Ave. Audience Size: 50,000</td>
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<tr>
<td>Open Rate: 31%</td>
<td>Open Rate: 20%</td>
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<tr>
<td>Click to Open Rate: 2%</td>
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</table>

<table>
<thead>
<tr>
<th>Exclusive TP</th>
<th>Technology Platform</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>Open Rate: 35%</td>
<td>Banner $4,395</td>
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<tr>
<td>Click to Open Rate: 3%</td>
<td>Exclusive $8,254</td>
</tr>
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</table>

**STORMWATER REPORT**

The Stormwater Report is a monthly e-newsletter delivered to nearly 60,000 stormwater professionals based primarily in the U.S. For many, this is the only WEF email subscribed to. Discounts are available for WEF Stormwater Institute Members for all WEF stormwater products.

- **Audience Size:** 60,000
- **Open Rate:** 30.4%
- **Click to Open Rate:** 21.4%
- **SW Report Banner**: $2,889
**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.

**Audience Size**: 63,064  
**Open Rate**: 44%  
**Click to Open Rate**: 7%  

**Email Specs**:  
- 290 x 183 px JPG/PNG  
- URL  
- 2–4 word label,  
- 25 word descriptor

**WEFTEC Now Email** $2,896

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**WEF SMARTBRIEF**

WEF SmartBrief aggregates the water sector’s most relevant news, education, training, and business opportunities into an easy to consume daily digest. Contact Megan Kessler (mkessler@smartbrief.com) for more information.

**Audience Size**: 37,420  
**Open Rate**: 23%  
**Click Rate**: 3%

**Rates**:  
- 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
Ready to build trust, elevate your brand, and become an industry thought leader? Our electronic media offerings put your published content in the right place at the right time. Reach our engaged audience of water quality professionals and show that you’re an expert in your category and within the industry.

**SPONSORED ESHOWCASE**
An opportunity to reach a highly targeted and engaged audience of water professionals across the entire water, wastewater, and stormwater sectors with your company’s webcast content. Includes two WEF sent emails, one social media blast to 80,000 followers, webcast delivery logistics, marketing to targeted potential attendees, time line development, platform training and rehearsal time. Includes mail and email addresses of all the registered attendees after the webcast.

**Sponsored eShowcase** $9,262

**WEF WEBCASTS**
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.

**WEF Webcast** $9,262

**WORDS ON WATER PODCAST**
Words on Water is a weekly podcast from WEF 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. 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.
- 200,000+ downloads
- 900–1000 average listens per Words on Water episode.
- 78% of listeners live in the United States.
- 22% of the audience is international.

**Words On Water** $3,476

**SPONSORED WHITE PAPERS**
Publishing a Sponsored White Paper with WEF provides you with the opportunity to share your company’s best technical information while generating leads at the same time. Prominently featured in the WEF White Paper Vault, we’ll drive traffic to your white paper through a monthly email to 30,000+ contacts and return a lead report with contact information. Sponsored White Papers are an effective and cost-efficient way to establish thought leadership and promote your company’s products and services to the water sector.

**Webpage Specs:**
- White paper – PDF format
- Title of paper
- Synopsis of white paper
- Company logo
- Company description

**Email Specs:**
- Image (236px x 157px)
- White Paper description (70 words max)
- White Paper headline (6 words max)

12-month Submission $4,488
6-month Submission $3,149
WEFTEC is the largest water quality conference and exhibition in the world. With more than 20,000 registrants and 1,000 exhibitors, WEFTEC is truly the event of the year for the water and wastewater industry. Reach these buyers before, during, and after the show through WEFTEC digital advertising.

**WEFTEC PRODUCT SHOWCASE EMAIL**

The WEFTEC Product Showcase is an e-mail and web-based promotion that goes to all WEFTEC pre-registrants two weeks and one week before the show. Each entry includes company name, 4-6 word descriptor, booth number, link, and 150 x 150 pixel image. Twenty companies max per email.

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</tr>
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</table>

**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.

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

<table>
<thead>
<tr>
<th>WEFTEC eShowmail</th>
<th>Prime Dates</th>
<th>Non-Prime Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$6,552</td>
<td>$4,368</td>
</tr>
</tbody>
</table>
WEFTEC DIGITAL OPPORTUNITIES

WEFTEC LIVE IN-STUDIO VIDEO INTERVIEWS
Show off your experts and executives in these hosted interview videos. Record before the show virtually for early distribution to build excitement or visit the WEFTEC Live studio during the show to capture the momentum of the event. Host and guests spend up to 15 minutes discussing topics, issues, and trends identified in advance. Interviews are edited and posted on the WEFTEC Live platform — often within several hours of recording.

WEFTEC LIVE IN-BOOTH VIDEO INTERVIEWS
Have our film crew come to your booth on site at WEFTEC to spotlight your new products, talk with your experts, or provide an overall booth tour. Working with you, we will create a tight and effective video to help you achieve your goals.

All videos are edited and posted on the WEFTEC Live platform — often within several hours of recording. These videos also are shared via WEF’s social media accounts and featured in an email to WEFTEC attendees.

WEFTEC Live Interviews
In-Booth In-Studio
$4,013 $3,296
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.

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

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

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

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.

Standard Package 1
30K Impressions – $2,519

Standard Package 2
50K Impressions – $3,909

Standard Package 3
100K Impressions – $6,661

Standard Package 4
200K Impressions – $11,555

Banner sizes

<table>
<thead>
<tr>
<th>Web</th>
<th>Mobile</th>
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</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>320 x 100</td>
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<tr>
<td>160 x 600</td>
<td>320 x 50</td>
</tr>
<tr>
<td>728 x 90</td>
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<tr>
<td>180 x 150</td>
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</tbody>
</table>

Sizes are pixels (w x h)
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.

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Level Profile</td>
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<tr>
<td>Silver Level Profile</td>
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<tr>
<td>Bronze Level Profile</td>
<td>$1,235</td>
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<tr>
<td>Enhanced Level Profile</td>
<td>$548</td>
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</table>

Boost Your Profile With These Add-Ons

<table>
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<tr>
<th>Type</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Homepage Leaderboard Banner</td>
<td>$6,878</td>
</tr>
<tr>
<td>Exclusive Category Sponsor</td>
<td>$6,878</td>
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<tr>
<td>1st Placement in Category</td>
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</tr>
<tr>
<td>2nd Placement in Category</td>
<td>$2,071</td>
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Visit www.wef.org/Advertise
## DIGITAL ADVERTISING RATES & SPECS

<table>
<thead>
<tr>
<th></th>
<th>Duration</th>
<th>Dimensions (pixels)</th>
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<tbody>
<tr>
<td><strong>wef.org</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wide</td>
<td>1 month</td>
<td>$4,239</td>
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<td>3 months</td>
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<td>$8,364</td>
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<tr>
<td></td>
<td>12 months</td>
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<tr>
<td>Square</td>
<td></td>
<td>$2,318</td>
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<tr>
<td></td>
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<td>$3,094</td>
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<td>$4,641</td>
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<tr>
<td>Wide</td>
<td></td>
<td>–</td>
</tr>
<tr>
<td>Square</td>
<td></td>
<td>–</td>
</tr>
<tr>
<td><strong>Stormwater.wef.org</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Side banner</td>
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<td>–</td>
</tr>
<tr>
<td>Horizontal banner</td>
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<td>–</td>
</tr>
<tr>
<td>Featured product</td>
<td>$562</td>
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</table>

(dimensions: width x height)

### WEBSITE ADVERTISING SUBMISSION GUIDELINES

**PREFERRED FORMATS**

JPG, GIF, or animated GIF

Flash not supported (contact WEF for more information).

Maximum file size 150k.

**REPORTING**

Automated impressions reports will be sent by e-mail.

**SUBMISSIONS**

Contact your advertising sales representative.

Terms: Net 30 days. Invoiced in full when first posted.
### DIGITAL ADVERTISING RATES & SPECS

<table>
<thead>
<tr>
<th>Technology Platform</th>
<th>Rate</th>
</tr>
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<tbody>
<tr>
<td>Entry Submission</td>
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<td>Banner Sponsor</td>
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<tr>
<td>Exclusive TP</td>
<td>$8,254</td>
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<td>Stormwater Exclusive TP</td>
<td>$5,765</td>
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<table>
<thead>
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<th>Stormwater Report</th>
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<tbody>
<tr>
<td>Banner Ad</td>
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</tbody>
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<table>
<thead>
<tr>
<th>WEFTEC Now</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>WEFTEC Now Emails</td>
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<table>
<thead>
<tr>
<th>Smartbrief</th>
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<tbody>
<tr>
<td>Billboard</td>
<td>$1,200</td>
</tr>
<tr>
<td>News 1</td>
<td>$1,200</td>
</tr>
<tr>
<td>News 1 Video Text</td>
<td>$1,500</td>
</tr>
<tr>
<td>News 2</td>
<td>$1,075</td>
</tr>
<tr>
<td>News 2 Video Text</td>
<td>$1,350</td>
</tr>
<tr>
<td>News 3</td>
<td>$975</td>
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<tr>
<td>News3 Video Text</td>
<td>$1,200</td>
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<tr>
<td>News 4</td>
<td>$875</td>
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<tr>
<td>News 5</td>
<td>$800</td>
</tr>
<tr>
<td>Special Report</td>
<td>$7,200</td>
</tr>
</tbody>
</table>

---

### TECHNOLOGY PLATFORM

#### SUBMISSION GUIDELINES

**MATERIALS DEADLINE**
First of every month

**SPECIFICATIONS**
- Submissions should include a product/service description up to 75 words
- Product image 285 x 160 px jpg (max file size 100k)
- Banner Ad image 468 x 60 px
- Up to two (2) hyperlinks
- Product Name (Six-word limit)

#### EXCLUSIVE TPS;
- PDF 7x10 inches
- Images 660 px wide
- 1 hyperlink

**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.

### STORMWATER REPORT E-NEWS

#### SUBMISSION GUIDELINES

- 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)

### SMARTBRIEF

#### SUBMISSION GUIDELINES

Contact:
Megan Kessler
Account Director
mkessler@smartbrief.com

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Visit [www.wef.org/Advertise](http://www.wef.org/Advertise)
ELECTRONIC MEDIA RATE SUMMARY

<table>
<thead>
<tr>
<th>Service</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEF Webcast/eShowcase</td>
<td>$9,262</td>
</tr>
<tr>
<td>Words on Water</td>
<td></td>
</tr>
<tr>
<td>Words on Water</td>
<td>$3,476</td>
</tr>
<tr>
<td>Sponsored White Papers</td>
<td></td>
</tr>
<tr>
<td>12-month Submission</td>
<td>$4,488</td>
</tr>
<tr>
<td>6-month Submission</td>
<td>$3,149</td>
</tr>
</tbody>
</table>

SPONSORED WHITE PAPERS SUBMISSION GUIDELINES

Webpage Specs:
- White paper – PDF format
- Title of paper
- Synopsis of white paper
- Company logo
- Company description

Email Specs:
- Image (236px x 157px)
- Whitepaper description (70 words max)
- Whitepaper headline (6 words max)

WEFTEC Digital Opportunities Rate Summary

<table>
<thead>
<tr>
<th>Service</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEFTEC Product Showcase Email</td>
<td></td>
</tr>
<tr>
<td>Submission</td>
<td>$1,503</td>
</tr>
<tr>
<td>Top Row Placement</td>
<td>$2,214</td>
</tr>
<tr>
<td>WEFTEC eShowmail</td>
<td></td>
</tr>
<tr>
<td>Prime</td>
<td>$6,552</td>
</tr>
<tr>
<td>Non-Prime</td>
<td>$4,368</td>
</tr>
<tr>
<td>WEFTEC Live Interviews</td>
<td></td>
</tr>
<tr>
<td>In-Booth</td>
<td>$4,013</td>
</tr>
<tr>
<td>In-Studio</td>
<td>$3,296</td>
</tr>
</tbody>
</table>
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. Unpaid advertisements over 120 days past due are eligible to be sent to an outside collection agency and may impact future advertising business with WEF. WEF reserves the right to utilize an outside collection agency, restrict/transfer funds from future/current sponsorship and exhibition opportunities, and freeze future unfulfilled placements until all past due advertising invoices are no longer delinquent.

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.

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.
Publishing Contacts

WATER ENVIRONMENT FEDERATION
601 Wythe Street
Alexandria, Virginia 22314
USA

Melissa Jackson
Editor-in-Chief
mjackson@wef.org
+1-703-684-2400

Advertising Sales Contacts

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Nic Christy
nchristy@wef.org
+44 7899927926

ADVERTISING OPERATIONS MANAGER
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+1-703-684-2400

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+1-703-684-2451

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