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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aeration equipment</td>
<td>44%</td>
</tr>
<tr>
<td>Analytical testing equipment services</td>
<td>41%</td>
</tr>
<tr>
<td>Chemicals or polymers</td>
<td>43%</td>
</tr>
<tr>
<td>Disinfection chemicals or equipment</td>
<td>41%</td>
</tr>
<tr>
<td>Instruments, samplers, monitors</td>
<td>53%</td>
</tr>
<tr>
<td>Odor/VOC control</td>
<td>31%</td>
</tr>
<tr>
<td>Pipe and valves</td>
<td>53%</td>
</tr>
<tr>
<td>Professional services</td>
<td>58%</td>
</tr>
<tr>
<td>Pumps</td>
<td>59%</td>
</tr>
<tr>
<td>Screening equipment and shredders</td>
<td>36%</td>
</tr>
<tr>
<td>Sludge/biosolids equipment</td>
<td>42%</td>
</tr>
<tr>
<td>Wastewater</td>
<td>43%</td>
</tr>
</tbody>
</table>

READERS’ JOB FUNCTIONS

- Engineering and Design Staff – 30%
- Senior Management – 19%
- Operations – 17%
- Engineering, Lab, and OpsManagement – 14%
- Other – 6%
- Scientific and Research Staff – 4%
- Educator – 3%
- Purchasing/Marketing Sales – 3%
- Student – 3%
- Regulatory/Safety/Compliance – 2%

PURCHASING POWER OF READERS’ ORGANIZATIONS

- $10 million or more – 33%
- $5 million to $9.9 million – 13%
- $1 million to $4.9 million – 19%
- $500,000 to $999,999 – 8%
- $100,000 to $499,999 – 11%
- Less than $100,000 – 16%

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

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

Readership data is from 2018 WE&T Readership Survey.

Visit www.wef.org/magazine
QUALITY EDITORIAL MATTERS

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.

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.

Readership data is from 2018 WE&T Readership Survey.

Visit www.wef.org/magazine
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>January</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topics of Focus</strong></td>
<td><strong>Topics of Focus</strong></td>
</tr>
<tr>
<td>2021 State of the Sector</td>
<td>Decentralized Systems &amp; Small Community Issues</td>
</tr>
<tr>
<td>Clarification</td>
<td>Pumps &amp; Motors</td>
</tr>
<tr>
<td>Funding &amp; Financing</td>
<td>Utility Management</td>
</tr>
<tr>
<td>Nutrient Treatment &amp; Recovery</td>
<td>Water Supply &amp; Quality Monitoring</td>
</tr>
<tr>
<td><strong>Editorial:</strong> September 30, 2020</td>
<td><strong>Editorial:</strong> October 15, 2020</td>
</tr>
<tr>
<td><strong>Sales Close:</strong> November 26, 2020</td>
<td><strong>Sales Close:</strong> January 2, 2021</td>
</tr>
<tr>
<td><strong>Materials Due:</strong> December 3, 2020</td>
<td><strong>Materials Due:</strong> January 4, 2021</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topics of Focus</strong></td>
<td><strong>Topics of Focus</strong></td>
</tr>
<tr>
<td>Collection Systems</td>
<td>Microconstituents/Contaminants of Emerging Concern</td>
</tr>
<tr>
<td>Energy Conservation &amp; Generation</td>
<td>Odor &amp; Corrosion Control</td>
</tr>
<tr>
<td>Operator Health &amp; Safety</td>
<td>Operator Training</td>
</tr>
<tr>
<td>Smart Water &amp; Data Analytics</td>
<td>Residuals &amp; Biosolids</td>
</tr>
<tr>
<td><strong>Editorial:</strong> October 31, 2020</td>
<td><strong>Editorial:</strong> November 15, 2020</td>
</tr>
<tr>
<td><strong>Sales Close:</strong> January 25, 2021</td>
<td><strong>Sales Close:</strong> February 25, 2021</td>
</tr>
<tr>
<td><strong>Materials Due:</strong> February 1, 2021</td>
<td><strong>Materials Due:</strong> March 1, 2021</td>
</tr>
</tbody>
</table>

**Bonus distribution**
- Residuals and Biosolids Conf. | Columbus, Ohio | May 11-14, 2021

This calendar is subject to change without notice.

Reach your WEFTEC audience in WE&T show issues before, during, and after the biggest event of the year in the in the magazine most attendees read.

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.

Visit www.wef.org/magazine
May
Topics of Focus
Integrated Planning
New Technologies & Applications
Public Outreach & Community Relations
SCADA, PLCs & Control Systems

Editorial: December 15, 2020
Sales Close: March 25, 2021
Materials Due: April 2, 2021

Bonus distribution
• Innovations in Process Engineering Conf. | Miami | June 8-11, 2021
• ACE 2021 | San Diego | June 13-16, 2021

June
Topics of Focus
Stormwater
Biological Treatment Innovations
Membranes
Industrial Pretreatment & High-Strength Wastes

Editorial: January 15, 2021
Sales Close: April 25, 2021
Materials Due: May 1, 2021

Bonus distribution
• Stormwater Summit | Minneapolis | June 21-23, 2021
• Forum 2021 – Particles and Colloids | Fort Lauderdale | July 12-14, 2021

July
Topics of Focus
Asset Management
Thickening & Dewatering
Pipe Rehabilitation & Installation
Flow Monitoring & Measurement

Editorial: February 15, 2021
Sales Close: May 24, 2021
Materials Due: June 3, 2021

August
Topics of Focus
Odor & Corrosion Control
Aeration
Nutrient Treatment & Recovery
Disinfection & Emerging Pathogens

Editorial: March 15, 2021
Sales Close: June 25, 2021
Materials Due: July 1, 2021

Bonus distribution
• WEFTEC 2021 | Chicago | October 16-20, 2021
• ACE 2021 | San Diego | June 13-16, 2021

September
Topics of Focus
Workforce Development
Energy Conservation & Generation
Preliminary Treatment (Headworks)
Worldwide Solutions & Perspectives

Editorial: April 15, 2021
Sales Close: July 25, 2021
Materials Due: August 1, 2021

October
Topics of Focus
Tanks & Storage
Filtration
Funding & Financing
Direct & Indirect Potable Reuse

Editorial: May 15, 2021
Sales Close: August 26, 2021
Materials Due: September 2, 2021

November
Topics of Focus
Water Reuse
Pumps & Pump Stations
Disinfection & Emerging Pathogens
CSOs/SSOs

Editorial: June 15, 2021
Sales Close: September 30, 2021
Materials Due: October 3, 2021

December
Topics of Focus
Operations Challenge
Stormwater
Instrumentation
Industrial Pretreatment & High-Strength Wastes

Editorial: July 15, 2021
Sales Close: October 25, 2021
Materials Due: November 1, 2021

Visit www.wef.org/magazine

This calendar is 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>Inches</th>
<th>Millimeters</th>
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<tbody>
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<td>Height</td>
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<td>2.375</td>
</tr>
<tr>
<td></td>
<td>60.325</td>
<td>60.325</td>
</tr>
</tbody>
</table>

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 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.

<table>
<thead>
<tr>
<th></th>
<th>Conference Announcement</th>
<th>WEFTEC Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue Date</td>
<td>May</td>
<td>September/October</td>
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<tr>
<td>Ad Closing</td>
<td>April 6, 2021</td>
<td>July 13, 2021</td>
</tr>
<tr>
<td>Materials Due</td>
<td>April 13, 2021</td>
<td>July 20, 2021</td>
</tr>
</tbody>
</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>
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</tr>
</thead>
<tbody>
<tr>
<td>Issue Date</td>
<td>September/October</td>
<td></td>
</tr>
<tr>
<td>Ad Closing</td>
<td>July 13, 2021</td>
<td></td>
</tr>
<tr>
<td>Materials Due</td>
<td>July 20, 2021</td>
<td></td>
</tr>
</tbody>
</table>
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</td>
<td></td>
</tr>
<tr>
<td>bleed size</td>
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</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>island</td>
<td>4.5</td>
</tr>
<tr>
<td>horizontal</td>
<td>7</td>
</tr>
<tr>
<td>vertical</td>
<td>3.375</td>
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<td>¼ Page</td>
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<td>vertical</td>
<td>2.125</td>
</tr>
<tr>
<td>square</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.

PROOFS
All color ads, including e-mailed submissions, must be accompanied by a high-quality digital proof. Publisher is not responsible for color match from proofs that are not color accurate. Black and white ads must be accompanied by laser prints.

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

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.
WEBSITE ADVERTISING

Each day thousands of water quality professionals stay current and in touch by turning to the Water Environment Federation 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: 192,000
Avg. Monthly Unique Pageviews: 142,000

**STORMWATER.WEF.ORG**

Increase your reach and visibility among a highlight engaged audience of stormwater professionals. 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: 6,300
Avg. Monthly Unique Visitors: 4,400

**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: 45,600
Avg. Monthly Unique Visitors: 37,000

**ACCESSWATER.ORG**

Access Water, powered by WEF, is the technical content hub of the water sector. Relied upon by WEF’s 35,000 members and thousands of other water sector professionals, Access Water is home to more than 20,000 pieces of content including WEFTEC proceedings, WE&T articles, WEF books, Fact Sheets and more. Ads are mirrored throughout the site. All banners are placed in a “pool” of banners that are accessed and displayed randomly every time a page is visited.

Avg. Monthly Pageviews: 35,000
Avg. Monthly Unique Visitors: 14,600

**WEF.ORG/SKILLSBUILDER**

WEF Skills Builder is a free online learning tool that empowers water quality professionals to advance their wastewater and laboratory knowledge through skills growth. This interactive tool is a leading destination for wastewater operators and laboratory professionals. Banner space is limited. Contact your rep today.

Avg. Monthly Pageviews: 3,000
Avg. Monthly Unique Visitors: 1,600

Visit www.wef.org/advertise
NEWSLETTER ADVERTISING

Keep your brand top of mind through a WEF newsletter. Sent to 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 includes banner advertising allowing advertisers to promote a brand, service, or new product – while driving traffic to their own website.

TECHNOLOGY PLATFORM & EXCLUSIVE TECH 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 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>Platform</th>
<th>Audience Size</th>
<th>Open Rate</th>
<th>Click Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology Platform</td>
<td>54,000</td>
<td>14%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Exclusive Technology TP</td>
<td>55,000</td>
<td>16%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Stormwater Exclusive TP</td>
<td>27,000</td>
<td>19.2%</td>
<td>8.5%</td>
</tr>
</tbody>
</table>

STORMWATER REPORT

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. Discounts are available for WEF Stormwater Institute Members for all WEF stormwater products.

<table>
<thead>
<tr>
<th>Audience Size</th>
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<th>Click Rate</th>
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</thead>
<tbody>
<tr>
<td>27,000</td>
<td>19.2%</td>
<td>8.5%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Audience Size</th>
<th>Open Rate</th>
<th>Click Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>53,000</td>
<td>26%</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

WEF SMARTBRIEF

Reach more than 27,000 scientists, engineers, regulators, academics, utility managers, facility operators, and other water quality professionals through this daily email newsletter. 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.

<table>
<thead>
<tr>
<th>Audience Size</th>
<th>Open Rate</th>
<th>Click Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,500</td>
<td>23%</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

Visit www.wef.org/advertise
DIGITAL MEDIA

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.

WEBCASTS

WF 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 35,000 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.

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

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.

140,000+
Over 30,000 total downloads since launch

1000
Average listens per Words on Water episode.

80%
Of listeners live in the United States.

20%
Of the audience is international.

Visit www.wef.org/advertise

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 Library, we’ll capture and share critical information about those who download it. Along with being listed in the WEF White Paper Library, we’ll drive traffic to your white paper through a monthly email blast. WEF 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.

- Monthly email blast to 25,000 contacts. Leads will be provided monthly.
- Listing on WEF White Paper Library home page
- Listing on www.wef.org/whitepapers (title, company logo and White Paper synopsis)
- A lead generation form with basic questions including name, company name, email, and phone.
WEFTEC DIGITAL OPPORTUNITIES

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 before the show.

Each entry includes company name, 4-6 word descriptor, booth number, and link. Thirty companies max.

WEFTEC registrants’ e-mails are not made available to exhibitors for promotional use, so this is only one of a couple opportunities to get your product message delivered right to the inbox of each preregistered attendee.

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

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.

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.

Visit www.wef.org/advertise
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.

Standard Package 1
30K Impressions – $2,240

Standard Package 2
50K Impressions – $3,476

Standard Package 3
100K Impressions – $5,923

Standard Package 4
200K Impressions – $10,274

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

WEB BANNERS
THE SIZES ARE IN PIXELS, WIDTH X HEIGHT

<table>
<thead>
<tr>
<th>Size</th>
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<td>160 x 600</td>
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MOBILE BANNERS
THE SIZES ARE IN PIXELS, WIDTH X HEIGHT

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<td>320 x 50</td>
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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.wef.org/advertise
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.

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 www.wef.org/advertise
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. 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.

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.

Visit www.wef.org/advertise
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