

Water Environment Federation

# MEDIA KIT 2021



 **Water Environment  
Federation**  
the water quality people®

WATER ENVIRONMENT & TECHNOLOGY  
**WET**  
OPERATIONS & ENGINEERING

 **weftec**  
the water quality event™



# IMPROVING WATER QUALITY FOR OVER 93 YEARS

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.





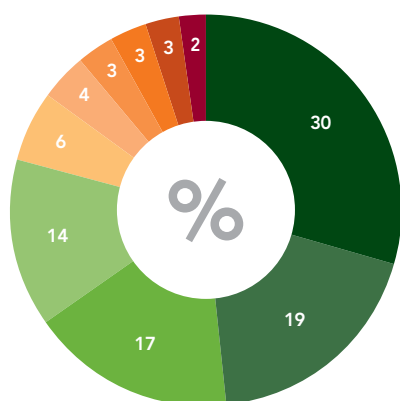
# WATER ENVIRONMENT & TECHNOLOGY (WE&T)

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

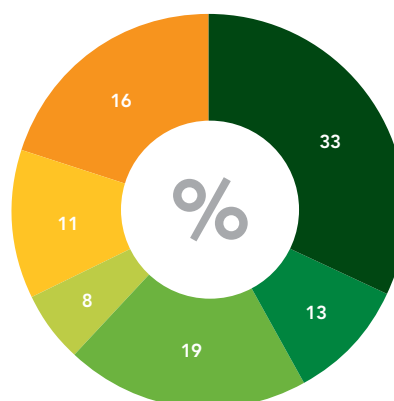
44%	Aeration equipment	53%	Pipe and valves
41%	Analytical testing equipment services	58%	Professional services
43%	Chemicals or polymers	59%	Pumps
41%	Disinfection chemicals or equipment	36%	Screening equipment and shredders
53%	Instruments, samplers, monitors	42%	Sludge/biosolids equipment
31%	Odor/VOC control	43%	Wastewater

## READERS' JOB FUNCTIONS



■	Engineering and Design Staff – 30%
■	Senior Management – 19%
■	Operations – 17%
■	Engineering, Lab, and Ops Management – 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

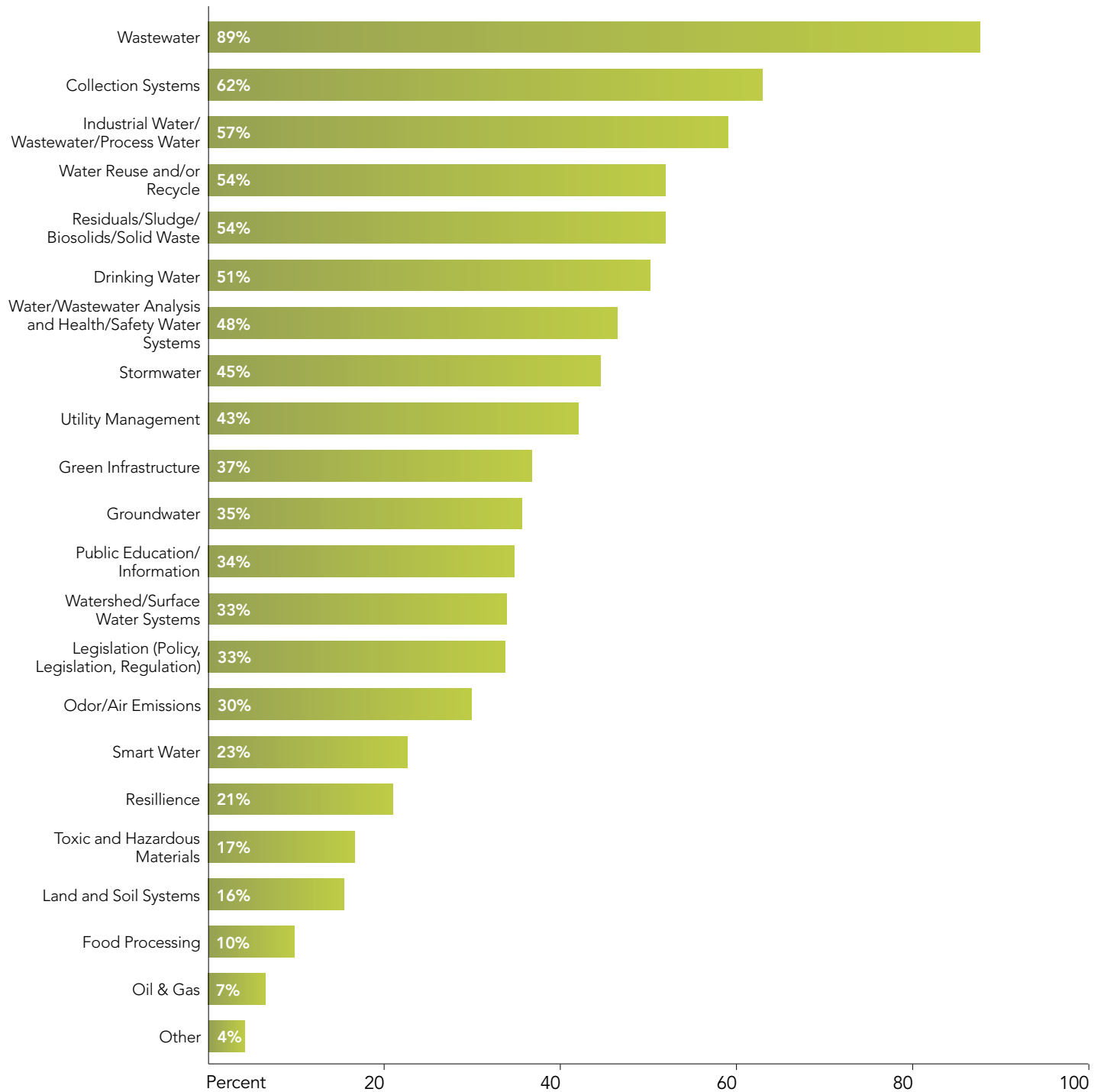


■	\$10 million or more – 33%
■	\$5 million to \$9.9 million – 13%
■	\$1 million to \$4.9 million – 19%
■	\$500,000 to \$999,999 – 8%
■	\$100,000 to \$499,999 – 11%
■	Less than \$100,000 – 16%

Readership data is from 2018 WE&T Readership Survey.



## WE&T READER INTEREST



Readership data is from 2018 WE&T Readership Survey.



## 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](mailto:magazine@wef.org).

#### BUSINESS

Recognizes employee promotions, awards, and other company news. Send information to [biznews@wef.org](mailto:biznews@wef.org).

#### PROJECTS

Provides quick synopses of who's doing what and where. Send information to [magazine@wef.org](mailto:magazine@wef.org).

#### PRODUCTS

Allows manufacturers to share descriptions of their newest products. Send information to [prods@wef.org](mailto: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.



# 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](mailto: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](http://www.wef.org/write-for-wet).

## January

### Topics of Focus

2021 State of the Sector  
Clarification  
Funding & Financing  
Nutrient Treatment & Recovery

**Editorial:** September 30, 2020  
**Sales Close:** November 26, 2020  
**Materials Due:** December 3, 2020

## February

### Topics of Focus

Decentralized Systems & Small Community Issues  
Pumps & Motors  
Utility Management  
Water Supply & Quality Monitoring

**Editorial:** October 15, 2020  
**Sales Close:** January 2, 2021  
**Materials Due:** January 4, 2021

## March

### Topics of Focus

Collection Systems  
Energy Conservation & Generation  
Operator Health & Safety  
Smart Water & Data Analytics

**Editorial:** October 31, 2020  
**Sales Close:** January 25, 2021  
**Materials Due:** February 1, 2021

## April

### Topics of Focus

Microconstituents/Contaminants of Emerging Concern  
Odor & Corrosion Control  
Operator Training  
Residuals & Biosolids

**Editorial:** November 15, 2020  
**Sales Close:** February 25, 2021  
**Materials Due:** March 1, 2021

### Bonus distribution

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

*This calendar is subject to change without notice.*



This symbol indicates these issues will include special WEFTEC content sections.

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



## 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

- AWWA/WEF Utility Management Conf. | Atlanta | August 3-6, 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

### Bonus distribution

WEFTEC 2021 | Chicago | October 16-20, 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

*This calendar is subject to change without notice.*



Visit [www.wef.org/magazine](http://www.wef.org/magazine)



# WE&T MARKETPLACE

The image shows a grid of advertisements for the WE&T Marketplace. The ads include:

- Corrosion Prevention:** "DON'T LET CORROSION BREAK YOUR FLOW" featuring Vesconite Hilube bushings.
- Smoke Testing:** "Superior SMOKE for SEWER TESTING" for Superior Smoke Fluid Systems.
- SCADA Systems:** "Data-Command SCADA" for monitoring and control.
- Custom Parts:** "Custom & OEM Bags, Belts, & Filter Panels" for various industrial applications.
- Motor Services:** "QUICKLY CONNECT & DISCONNECT MOTORS" for motor repair and replacement.
- Water Storage:** "TANKS" for water storage solutions.
- Replacement & Repair:** "REPLACEMENT • REPAIR • RECOVERING" for various pump and motor services.

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](mailto:jgrigsby@wef.org)

## SPECIFICATIONS AND RATE

Rate Per Issue	Inches		Millimeters	
	Width	Height	Width	Height
\$850	2.375	2.375	60.325	60.325

Contact [jgrigsby@wef.org](mailto:jgrigsby@wef.org) for discounted multiple issue rates.



**Issue Date:** May  
**Ad Closing:** April 6, 2021  
**Materials Due:** April 13, 2021

## 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.

	Conference Announcement	WEFTEC Program
Issue Date	May	September/October
Ad Closing	April 6, 2021	July 13, 2021
Materials Due	April 13, 2021	July 20, 2021



**Issue Date:** September/October  
**Ad Closing:** July 13, 2021  
**Materials Due:** July 20, 2021

## 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.



# WE&T AND WEFTEC PUBLICATIONS SPECIFICATIONS & GUIDELINES

(WE&T, WEFTEC PROGRAM, AND WEFTEC CONFERENCE ANNOUNCEMENT)

## DISPLAY ADVERTISING SIZES

		Inches		Millimeters	
		Width	Height	Width	Height
<b>Full Page</b>	bleed size	8.25	11.125	210	283
	trim size	8	10.875	203	276
	live area	7	10	178	254
<b>2/3 Page</b>		4.5	10	114	254
<b>1/2 Page</b>	island	4.5	7.5	114	191
	horizontal	7	4.875	178	124
	vertical	3.375	10	86	254
<b>1/3 Page</b>	vertical	2.125	10	54	254
	square	4.5	4.875	114	124
<b>1/4 Page</b>		3.375	4.875	86	124

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](mailto: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](mailto: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

### 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

### STORMWATER.WEF.ORG



Increase your reach and visibility among a highly 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

### 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



# 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.

Technology Platform	Exclusive TP	Stormwater Exclusive TP
<b>Audience Size:</b> 54,000	<b>Audience Size:</b> 55,000	<b>Audience Size:</b> 27,000
<b>Open Rate:</b> 14%	<b>Open Rate:</b> 16%	<b>Open Rate:</b> 19.2%
<b>Click Rate:</b> 4.3%	<b>Click Rate:</b> 3.3%	<b>Click Rate:</b> 8.5%

## 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.

**Audience Size:** 27,000  
**Open Rate:** 19.2%  
**Click Rate:** 8.5%

## 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.

**Audience Size:** 53,000  
**Open Rate:** 26%  
**Click Rate:** 7.1%

## 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.

**Audience Size:** 27,500  
**Open Rate:** 23%  
**Click Rate:** 4.0%



## 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

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.



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.

### 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](http://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 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](http://www.weftec.org).

## 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





# 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

300 x 250
160 x 600
728 x 90
180 x 150

#### MOBILE BANNERS

THE SIZES ARE IN PIXELS, WIDTH X HEIGHT

320 x 100
320 x 50



#### 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](http://www.wef.org/advertise)

# WEF BUYER'S GUIDE

## CONNECT THROUGH WEF.

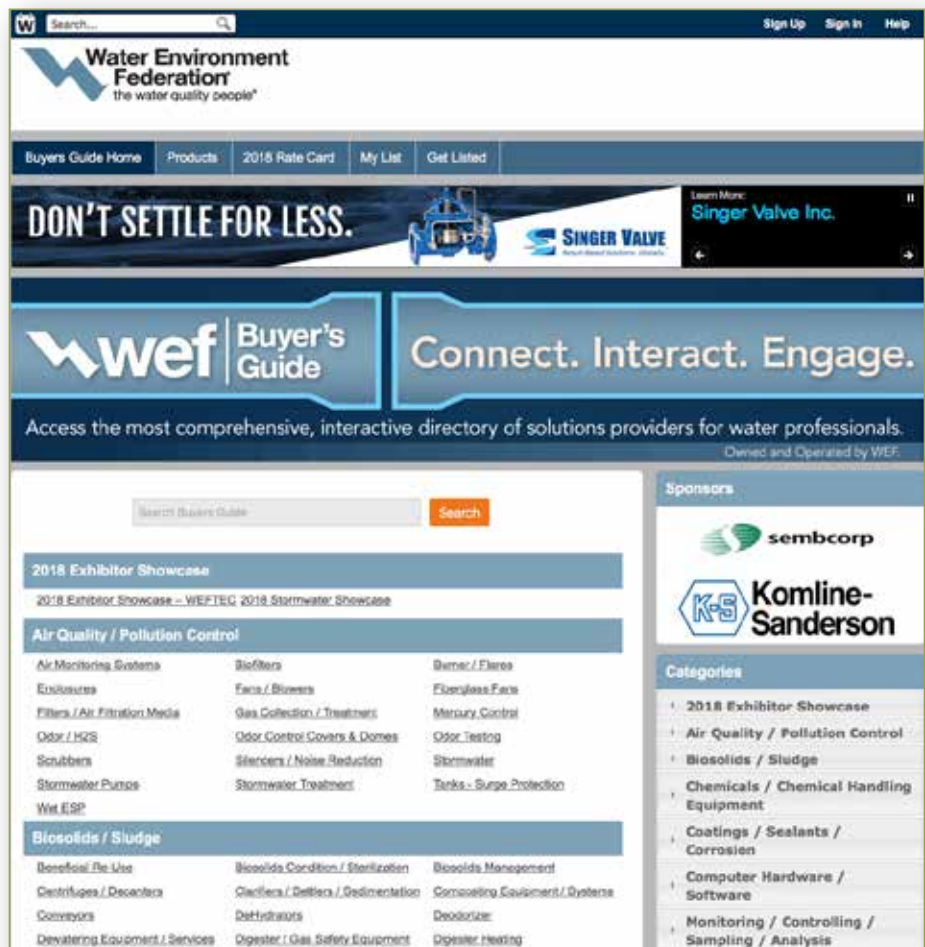
Interact with leading worldwide decision makers who rely on WEF's Buyer's Guide as their water quality resource.

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.

Gold	\$3,282
Silver	\$1,828
Bronze	\$1,098
Standard	\$487
Profile Builder	\$363
Category Placement 1st	\$1,842
Category Placement 2nd	\$1,842
Profile Header	\$363
Exclusive Category Sponsor	\$6,115

The screenshot displays the WEF Buyer's Guide website. At the top, there is a search bar and navigation links for 'Sign Up', 'Sign In', and 'Help'. The main header features the WEF logo and the tagline 'the water quality people®'. Below this, a navigation menu includes 'Buyers Guide Home', 'Products', '2018 Rate Card', 'My List', and 'Get Listed'. A prominent banner reads 'DON'T SETTLE FOR LESS.' with an image of a Singer Valve machine and a 'Learn More: Singer Valve Inc.' link. The main content area is divided into sections: '2018 Exhibitor Showcase' (with a sub-link for '2018 Exhibitor Showcase - WEFTEC 2018 Stormwater Showcase'), 'Air Quality / Pollution Control' (listing categories like Air Monitoring Systems, Biofilters, Barriers / Fences, Enclosures, Fans / Blowers, Energyless Fans, Filters / Air Filtration Media, Gas Collection / Treatment, Mercury Control, Odor / H2S, Odor Control Covers & Domes, Odor Testing, Scrubbers, Silencers / Noise Reduction, Stormwater, Stormwater Pumps, Stormwater Treatment, Tanks - Surge Protection, Wet ESP), 'Biosolids / Sludge' (listing categories like Beneficial Re-Use, Biosolids Condition / Sterilization, Biosolids Management, Centrifuges / Decalcifiers, Clarifiers / Settlers / Sedimentation, Composting Equipment / Systems, Conveyors, Dehydrators, Deodorizer, Dewatering Equipment / Services, Digester / Gas Safety Equipment, Digester Heating), 'Sponsors' (featuring Sembcorp and Komline-Sanderson), and 'Categories' (listing various water treatment and management categories).

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](mailto:jgrigsby@wef.org)



# 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.

... Policies are subject to change without notice.



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