

Water Environment Federation

2022

MEDIA KIT



 Water Environment
Federation
the water quality people®

WATER ENVIRONMENT & TECHNOLOGY
WE&T
OPERATIONS & ENGINEERING

 **weftec**
the water quality event™



Improving water quality for over 94 Years

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.



preview brochure

where the

water

community comes to connect

#Weftec21 **2021**

October 16–20 | Conference
October 18–20 | Exhibition
McCormick Place, Chicago, IL
November 16–18 | Online

In Person + Online weftec.org

weftec
the water quality event™



Quality Editorial Matters



WE&T is the water sector's leading publication, advertising in *WE&T* is a great way to enhance your company's image and stature.

As a paid-for publication, *WE&T* must have compelling content to attract readers when so many free magazines are available.

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.

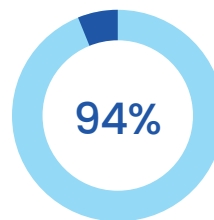
Projects

Provides quick synopses of who's doing what and where. Send information to magazine@wef.org.

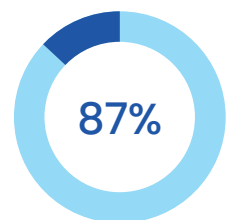
Products

Allows manufacturers to share descriptions of their newest products. Send information to prods@wef.org.

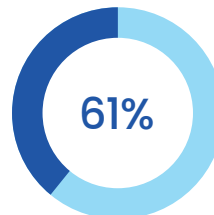
High Reader Interest



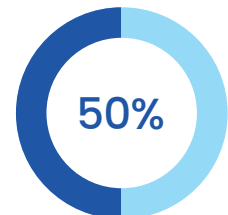
Rate *WE&T* quality as "excellent" or "good."



Are pleased with the technical level of *WE&T*



Have called an article to the attention of a colleague.



Have subscribed to *WE&T* for at least 10 years.

Readership data is from 2018 *WE&T* Readership Survey.



2022 Editorial Calendar



Advertising in Water Environment & Technology (WE&T) reaches more than 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

2022 State of the Sector
Cybersecurity
Distributed Systems
Nutrient Treatment & Recovery

Important Dates

Ad Sales: November 25, 2021
Materials due: December 1, 2021

FEBRUARY

Collection Systems
Drinking Water
Odor & Corrosion Control
Tanks & Storage

Important Dates

Ad Sales: December 15, 2021 **Materials due:** January 3, 2022

MARCH

Energy Conservation & Generation
Filtration
Industrial Pretreatment & High-Strength Wastes
Smart Water & Data Analytics

Important Dates

Ad Sales: January 27, 2022
Materials due: February 1, 2022

Bonus distribution:

- Collection Systems Conference 2022 | Detroit, MI | April 19 to 22

APRIL

Operator Training & Workforce Development
PFAS
Public Outreach & Community Relations
Residuals & Biosolids

Important Dates

Ad Sales: February 27, 2022
Manuscripts due: March 1, 2022

Bonus distribution:

- Residuals and Biosolids Conference 2022 | Columbus, OH | May 24 to 27



MAY

Continuity of Operations
Direct & Indirect Potable Reuse
Funding & Financing
Workforce Development

Important Dates
Ad Sales: March 24, 2022
Materials due: April 1, 2022

Bonus distribution:

- ACE22 | San Antonio, TX | June 12 to 15
- Innovations in Process Engineering Conference 2022 | Miami, FL | June 20 to 23

JUNE

Clarification
Pumps & Motors
Stormwater
Thickening & Dewatering

Important Dates
Ad Sales: April 28, 2022
Materials due: May 1, 2022

Bonus distribution:

- Stormwater Summit 2022 | Minneapolis, MN | June 27 to 29

JULY

Aeration
Energy Conservation & Generation
Integrated Planning
Pipe Rehabilitation & Installation

Important Dates
Ad Sales: May 26, 2022
Materials due: June 1, 2022

AUGUST

Disinfection
Drinking Water
Membranes
Utility Management

Important Dates
Ad Sales: June 23, 2022
Materials due: July 1, 2022




SEPTEMBER

Flow Monitoring & Measurement
Funding & Financing
Microconstituents
Operational Excellence and Optimization

Important Dates
Ad Sales: July 25, 2022
Materials due: August 1, 2022

Bonus distribution:
WefTEC | New Orleans, LA | October 8-12, 2022



OCTOBER

CSOs/SSOs
Odor & Corrosion Control
Safety
Smart Water & Data Analytics

Important Dates
Ad Sales: August 25, 2022
Materials due: September 1, 2022

NOVEMBER


Preliminary Treatment (Headworks)
Pumps & Motors
Small Community Issues
Water Reuse

Important Dates
Ad Sales: September 29, 2022
Materials due: October 1, 2022

DECEMBER

Nutrient Treatment & Recovery
Operations Challenge
SCADA, PLCs, & Control Systems
Stormwater

Important Dates
Ad Sales: October 27, 2022
Materials due: November 1, 2022



This calendar is subject to change without notice.



WE&T Marketplace



Marketplace

THE EASIEST WAY TO BUILD
 PRECAST CONCRETE BUILDINGS FOR WATER & WASTE APPLICATIONS
 VERSATILE • DURABLE • FAST • ECONOMICAL • SECURE

ONLINE QUOTE FORM
EASISSETBUILDINGS.COM
866.252.8210

EASI-SET BUILDINGS

WATER ENVIRONMENT & TECHNOLOGY
WE&T
 OPERATIONS & ENGINEERING

www.wef.org/magazine

REPLACEMENT • REPAIR • RECOVERING

Equipump Are you looking for obsolete Lobel® (SSP) Pump Parts? We have the solution!

• Aftermarket pump parts for most models of Lobel®, Munillo®, Lobelme®, Vogelsang®, and Borger® Pumps
 • Repair of Rotary Lobe Pumps
 • Manufacturer of the Munillo Rotary Lobe Pump (originally manufactured by Wemco since 1985)

www.equipump.com | www.munillopump.com
 800-783-5623 | fax 800-693-5623 | info@equipump.com

QUICKLY CONNECT & DISCONNECT MOTORS

SWITCH-RATED Plugs & Receptacles
 Rated up to 200A, 75hp

- ✓ Connector + Switch in 1 device
- ✓ Maximizes Arc Flash Protection
- ✓ Minimizes PPE Requirements

meltric.com
 800.433.7642

MELTRIC
 A COMPANY OF MORGAN ELECTRIC

Stop dry start problems with Vesconite Hilube bushings

- Low friction
- No swell
- Increase MTBR
- Reduce electricity
- Quick supply

CALL FOR SAMPLE

Tel: +27 11 616 11 11
 vesconite@vesconite.com
 www.vesconite.com

Is Your Company in the Next Marketplace? It Can be!

Contact Jenny Grigsby at
 jgrigsby@wef.org

Walker Process Equipment
 Premium Equipment for Water Resource Facilities.

- Clarifiers
- Digester Covers, Digester Mixing, Sludge Heating
- Rotating Biological Contactors (RBCs)
- Scum Separation and Concentration

See our website for more products
 Decades of Proven Quality and Durability
 walker-process.com

Custom & OEM Bags, Belts, & Filter Panels

American Fabric Filter Co.
 Phone: 800.367.3591
 Fax: 813.991.9700
 www.americanfabricfilter.com

A GREAT CAREER FOR A GREAT CAUSE
 Learn about careers in water

WORK FOR WATER
 workforwater.org

Brought to you by
 American Water Works Association | Water Environment Federation

wef Buyer's Guide
 Connect. Interact. Engage.

webuyersguide.wef.org

Data-Command SCADA

Monitor, control and have secure access. Data-Command SCADA offers an alternative for the small to medium sized plant. Data-Command can enhance your dated system or replace your old SCADA system with our web-based solution where you can view your data, create reports and receive alarms.

Visit data-command.com or call 330.294.4477

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

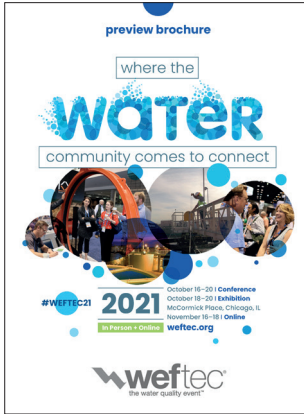
SPECIFICATIONS AND RATE

Rate Per Issue	Inches		Millimeters	
	Width	Height	Width	Height
\$875	2.375	2.375	60.325	60.325

Contact jgrigsby@wef.org for discounted multiple issue rates.



WEFTEC Conference Announcement



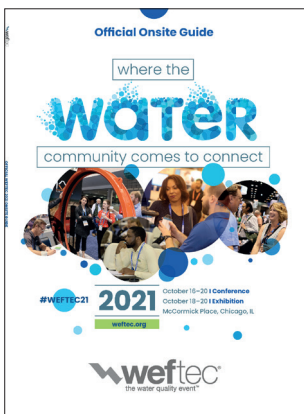
Get an early start on your WEFTEC promotions with an ad in the official WEFTEC Conference Announcement.

Published in 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	WEFTEC Program
Issue Date	July	September/October
Ad Closing	June 3, 2022	July 13, 2022
Materials Due	June 10, 2022	July 20, 2022



WEFTEC Conference Program & Exhibitors 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.





Advertising Rates



DISPLAY ADVERTISING RATES FOR:

WE&T, WEFTEC Conference Announcement, and WEFTEC Program

	Number of Insertions							
	1X	3X	6X	9X	12X	18X	24X	30X
Full Page	\$8,542	\$8,263	\$7,984	\$7,704	\$7,425	\$7,146	\$6,867	\$6,588
2/3 Page	\$6,614	\$6,397	\$6,181	\$5,965	\$5,748	\$5,532	\$5,316	\$5,100
1/2 Page Island	\$5,279	\$5,107	\$4,935	\$4,763	\$4,591	\$4,419	\$4,247	\$4,075
1/2 Page	\$5,036	\$4,871	\$4,706	\$4,541	\$4,376	\$4,212	\$4,047	\$3,882
1/3 Page	\$3,523	\$3,407	\$3,292	\$3,177	\$3,061	\$2,946	\$2,830	\$2,715
1/4 Page	\$2,879	\$2,785	\$2,691	\$2,598	\$2,504	\$2,410	\$2,316	\$2,223

Rates effective January 2022

FREQUENCY RATES

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

PREMIUM POSITIONS

- Cover 2:** earned rate + \$941
- Cover 3:** earned rate + \$663
- Cover 4:** earned rate + \$1,287

Continue reaching your audience online

TOP LEADERBOARD

Your exclusive advertisement appears on every page of the selected issue(s) of WE&T Online on both desktop and mobile views.

Pricing (per year): \$21,359

Ad Specs: 728 x 90 PX .jpg, .png, .gif

PAGE FACING THE COVER

Your exclusive advertisement sits opposite the cover of WE&T Online. Please provide print ready PDF.

Pricing (per month): \$8,196

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): \$3,090

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 Online.

Pricing: \$3,090

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 Online.

Pricing: \$8,542

Ad Specs: Image file for display, maximum of 8 x 8 inch jpg, .png, .gif. Maximum file size: 180 MB



Advertising Sizes



PUBLICATIONS SPECIFICATIONS & GUIDELINES FOR: WE&T and WEFTEC Program & Conference Announcement

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

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

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). – 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.





SPONSOR/ADVERTISE Search



Digital Opportunities



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



Website Advertising



ACCESSWATER.ORG

Access Water, powered by WEF, is the technical content hub of the water sector. Relied upon by WEF's 30,000 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.

Avg. Monthly Pageviews:

3,000

Avg. Monthly Unique Visitors:

1,600



Digital Advertising Rates

PRICING

wef.org	Duration				Dimensions (pixels)
	1 month	3 months	6 months	12 months	
Wide	–	\$3,822	\$5,114	\$7,660	598 x 250
Square	–	\$2,124	\$2,834	\$4,250	285 x 250

weftec.org					
Wide	–	–	–	\$6,390	598 x 250
Square	–	–	–	\$2,981	285 x 250

Access Water					
Leaderboard	–	–	\$4,774	\$6,390	729 x 80
Bottom	–	–	\$2,714	\$4,060	729 x 80
Rectangle	–	–	\$2,714	\$4,060	300 x 250
Small box	–	–	\$2,714	\$4,060	180 x 250

Stormwater.wef.org					
Side banner	\$2,646	–	–	–	275 x 300
Horizontal banner	\$2,646	–	–	–	980 x 120
Featured product	\$515	–	–	–	Ask your sales rep for specs

Skills Builder					
Sidebar	–	\$3,568	\$4,774	\$7,150	300 x 600

(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.

SUBMISSIONS

Contact your advertising sales representative.
Terms: Net 30 days. Invoiced in full when first posted.

REPORTING

Automated traffic reports will be sent by e-mail.
Report will include number of impressions and number of clicks.

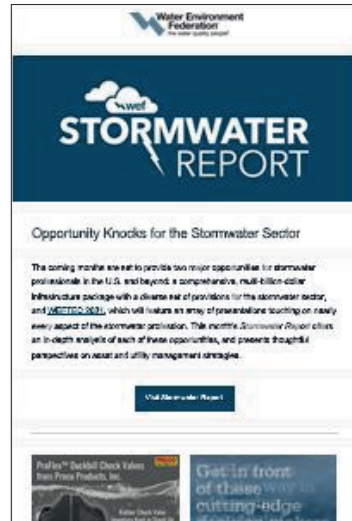




eNewsletter Advertising



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 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

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

Ave. Audience Size: 42,500
Open Rate: 23.5%
Click to Open Rate: 4.3%

Stormwater Exclusive TP

Ave. Audience Size: 30,000
Open Rate: 20%
Click to Open Rate: 4.4%

Exclusive TP

Ave. Audience Size: 40,000
Open Rate: 19.6%
Click to Open Rate: 4.5%

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: 40,000

Open Rate: 30.4%

Click to Open Rate: 21.4%





eNewsletter Advertising



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: 47,500

Open Rate: 30%

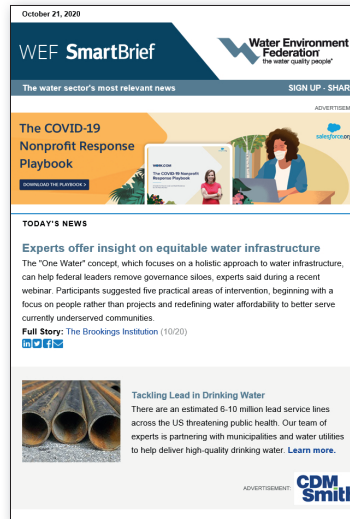
Click to Open Rate: 13%

Email Specs:

- 290 x 183 px JPG/PNG
- URL
- 2-4 word label,
- 25 word descriptor

WEFTEC Now

Email Submission \$2652



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 Advertising Rates

PRICING

Technology Platform	
Entry Submission	\$1,336
Banner Sponsor	\$4,025
Exclusive TP	\$7,559
Stormwater Exclusive TP	\$5,279

Stormwater Report	
Banner Ad	\$2,646

WEFTEC Now	
WEFTEC Now Emails	\$2,652

Smartbrief	
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
News3 Video Text	\$1,200
News 4	\$875
News 5	\$800
Special Report	\$7,200

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



Digital Media Advertising



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 20,000+ targeted potential attendees, time line development, platform training and rehearsal time. Includes mail and email addresses of all the registered attendees after the webcast.

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.

Webcasts

WEF Webcast/eShowcase \$8,482

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

Words on Water \$3,183

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)

Sponsored White Papers

12-month Submission \$4,110

6-month Submission \$2,884





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 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.

WEFTEC Product Showcase Email

Submission	\$1,376
Top Row Placement	\$2,028

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.

WEFTEC eShowmail

Prime Date	\$6,000
Non Prime Date	\$4,000



WEFTEC Digital Opportunities



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 Now Interviews

In-Booth Interview	\$3,675
Studio Interview	\$3,019

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.

Logo Specs:

Stacked logo, 300 x 300 px
Horizontal logo 300 x 200 px

WEFTEC Exhibitor Directory Logo Enhancements

Color Logo Enhancement \$1,038



Retargeting



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 – \$2,307

Standard Package 2

50K Impressions – \$3,580

Standard Package 3

100K Impressions – \$6,100

Standard Package 4

200K Impressions – \$10,582

Banner sizes	
Web	Mobile
300 x 250	320 x 100
160 x 600	320 x 50
728 x 90	
180 x 150	

Sizes are pixels (w x h)



WEF Buyers 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.



The screenshot shows the WEF Buyer's Guide website. At the top, there are navigation tabs: BUYERS GUIDE HOME, PRODUCTS, *NEW* WEBINARS, 2022 RATE CARD, MY LIST, and GET LISTED. Below this is a featured banner for 'SYSTEM SOLUTIONS FROM SCREENING, DEWATERING, DRYING TO SERVICES' by Andritz Separation Inc. The main content area is titled 'Buyers Guide Directory' and includes a search bar and a grid of category filters. The categories listed are: Air Quality / Pollution Control, Biosolids / Sludge, Chemicals / Chemical Handling Equipment, Coatings / Sealants / Corrosion, Computer Hardware / Software, and Exhibitor Showcase. Each category has a list of sub-items, such as 'Air Monitoring Systems' under Air Quality, 'Beneficial Re-Use' under Biosolids, and 'Boiler Chemicals' under Chemicals.

Type	Cost
Gold	\$3,380
Silver	\$1,882
Bronze	\$1,131
Standard	\$502
Profile Builder	\$374
Category Placement 1st	\$1,897
Category Placement 2nd	\$1,897
Profile Header	\$374
Exclusive Category Sponsor	\$6,298

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



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.

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 and Advertising Contacts



Publishing Contacts



WATER ENVIRONMENT FEDERATION

601 Wythe Street
Alexandria, Virginia 22314
USA

Steve Spicer

Editor-in-Chief
sspicer@wef.org
+1-703-684-2463

Mariah Walters Orose

Managing Editor
morose@wef.org
+1-703-684-2400,
ext. 7917

Advertising Sales Contacts



DIRECTOR OF ADVERTISING SALES

Nic Christy
nchristy@wef.org
+44 7899927926

NORTHEASTERN U.S. AND CANADA

Vickie Bobo
vbobo@wef.org
+1-470-448-3987

WESTERN U.S. AND CANADA

Suzanne Shetty
sshetty@wef.org
+1-703-407-0289

EUROPE, ASIA, AND MIDDLE EAST (EXCLUDING ITALY)

Thomas Bennett
tbennett@wef.org
+44 7730 666202

ADVERTISING OPERATIONS MANAGER

Kristen Martin
kmartin@wef.org
+1-703-684-2400

SOUTHEASTERN U.S. AND LATIN AMERICA

Cari McBride
cmcbride@wef.org
+1-703-626-7449

ITALY

Fabio Potesta
info@mediapointsrl.it
+39 010 5704948

WEF BUYER'S GUIDE

Jenny Grigsby
jgrigsby@wef.org
+1-703-684-2451

WEF STORMWATER MEDIA

Suzanne Shetty
sshetty@wef.org
+1-703-407-0289