



Water Environment Federation

# MEDIA KIT

# 2017





# IMPROVING WATER QUALITY FOR OVER 86 YEARS

The Water Environment Federation (WEF) is a not-for-profit technical and educational organization of 33,000 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.

# PRINT





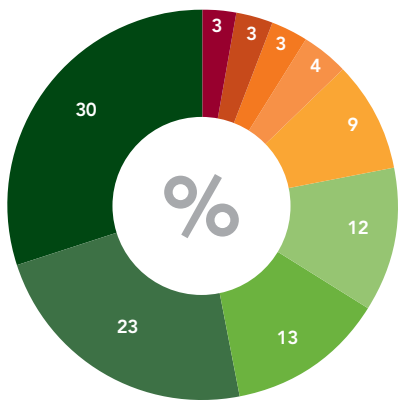
# WE&T READERSHIP INFORMATION

The 42,000 WE&T readers have billions of dollars in purchasing power, and they look to WE&T to help them make informed decisions. In fact, 83% of WE&T readers buy, specify, or recommend water treatment products.

## READERS' PURCHASING AREAS

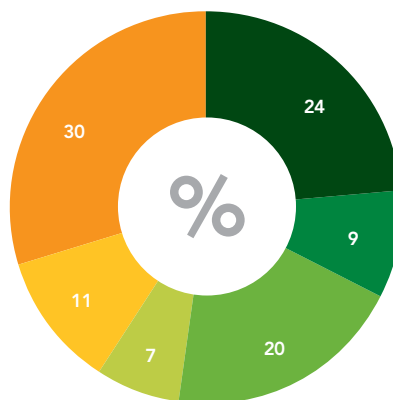
- 40% Aeration equipment
- 39% Analytical testing equipment services
- 37% Chemicals or polymers
- 38% Disinfection chemicals or equipment
- 49% Instruments, samplers, monitors
- 31% Odor/VOC control
- 50% Pumps
- 45% Pipe and valves
- 54% Professional services
- 35% Screening equipment and shredders
- 40% Sludge/biosolids equipment
- 66% Wastewater

### JOB FUNCTION BY INDUSTRY SECTOR



- Engineering and Design Staff
- Senior Management
- Engineering, Lab, and Ops Management
- Operations
- Other
- Scientific and Research Staff
- Educator
- Purchasing/Marketing Sales
- Student

### READERSHIP



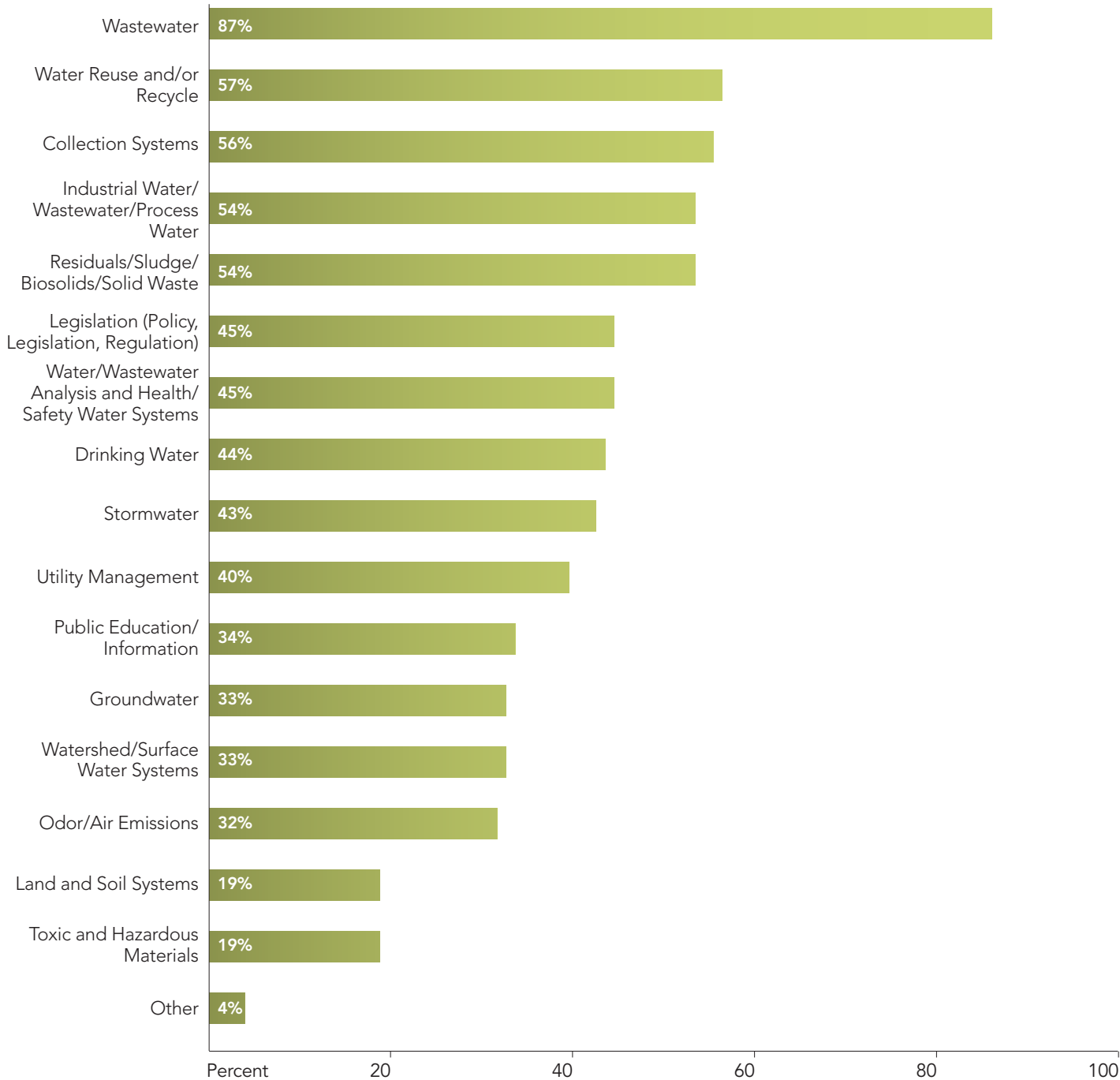
### Total purchasing power of products and services in 2015

- \$10 million or more
- \$5 million to \$9.9 million
- \$1 million to \$4.9 million
- \$500,000 to \$999,999
- \$100,000 to \$499,999
- Less than \$100,000

Readership data is from the 2015 WE&T Readership Survey. Readers permitted multiple responses so totals will exceed 100%.



# READER INTEREST



Readers permitted multiple responses; totals will exceed 100%.



## QUALITY EDITORIAL MATTERS

Because of *WE&T*'s position as the industry's prestige publication, advertising in *WE&T* is a great way to enhance your company's image and stature within the industry.

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 [jfulcher@wef.org](mailto:jfulcher@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



96% rate *WE&T* quality as "excellent" or "good."



86% are pleased with the technical level of *WE&T* articles.



63% have called an article to the attention of a colleague.



58% have subscribed to *WE&T* for at least 10 years.

Readership data is from the 2015  
WE&T Readership Survey.  
Readers permitted multiple responses  
so totals will exceed 100%.

# 2017 EDITORIAL CALENDAR

As water supplies shrink and technologies improve, the lines between wastewater, stormwater, reclaimed water, and even drinking water are beginning to blur.

*WE&T* reflects the industry and works to keep readers up-to-date on industry news and information. The 2017 editorial calendar includes a focus on the core topics of traditional wastewater management with exploration into such evolving areas as resource recovery, smart meter technology, and stormwater management.

Month	Topics	Deadlines	Bonus Distribution Locations (USA)
January	2017 State of the Industry Pumps & pump stations Public outreach Membranes  <b>Product focus: Flow monitoring &amp; measurement</b>	<b>Editorial:</b> Sept. 30, 2016	<b>WWETT</b> February 2017  <b>International Erosion Control</b> February 2017
		<b>Sales Close:</b> Nov. 28, 2016	
		<b>Materials Due:</b> Dec. 1, 2016	
February	Preliminary treatment Nutrient treatment & recovery Financial resilience and sustainability Clarification  <b>Product focus: Odor control</b>	<b>Editorial:</b> Oct. 15, 2016	
		<b>Sales Close:</b> Dec. 28, 2016	
		<b>Materials Due:</b> Jan. 2, 2017	
March	Reuse Biosolids & residuals Workforce planning Collection systems  <b>Product focus: Flow control devices</b>	<b>Editorial:</b> Oct. 31, 2016	<b>No Dig</b> April 2017
		<b>Sales Close:</b> Jan. 25, 2017	
		<b>Materials Due:</b> Feb. 1, 2017	
April	Biological treatment (tried & true and what's new) Decentralized systems Disinfection & emerging pathogens Green infrastructure  <b>Product focus: Instrumentation</b>	<b>Editorial:</b> Nov. 15, 2016	<b>Ohio Stormwater</b> May 2017  <b>River Rally</b> May 2017
		<b>Sales Close:</b> Feb. 22, 2017	
		<b>Materials Due:</b> Mar. 1, 2017	
May	Instrumentation Alternate project delivery Water supply and quality monitoring Nutrient removal & recovery  <b>Product focus: Filtration</b>	<b>Editorial:</b> Dec. 15, 2016	<b>ACE</b> June 2017
		<b>Sales Close:</b> Mar. 27, 2017	
		<b>Materials Due:</b> Apr. 3, 2017	
June	Odor & corrosion control Resilience (disasters, climate change, drought) SCADA Thickening & dewatering  <b>Product focus: Process control</b>	<b>Editorial:</b> Jan. 15, 2017	
		<b>Sales Close:</b> Apr. 24, 2017	
		<b>Materials Due:</b> May 1, 2017	



**\*Reach your WEFTEC audience in WE&T show issues – highlighted here – before, during, and after the biggest event of the year in the magazine read by more attendees than any other.**

**According to the WE&T readership survey, 86% attendees read WE&T, and 34% said they visited an exhibitor's booth as a result of seeing an ad in WE&T.**

Month	Topics	Deadlines	Bonus Distribution Locations (USA)
July	CSOs/SSOs Stormwater Energy recovery & generation Industrial pretreatment and high-strength wastes <b>Product focus:</b> Piping installation & repair	<b>Editorial:</b> Feb. 15, 2017	<b>Stormcon</b> August 2017
		<b>Sales Close:</b> May 25, 2017	
		<b>Materials Due:</b> Jun. 1, 2017	
August*	Disinfection Aeration Automation & controls Nutrient removal & recovery <b>Product focus:</b> Pumps & motors	<b>Editorial:</b> March 15, 2017	
		<b>Sales Close:</b> Jun. 28, 2017	
		<b>Materials Due:</b> Jul. 5, 2017	
September*	New technologies Health & safety Infrastructure renewal Direct & indirect potable reuse <b>Product focus:</b> WEFTEC exhibitors	<b>Editorial:</b> Apr. 15, 2017	<b>WEFTEC</b> September 2017
		<b>Sales Close:</b> Jul. 25, 2017	
		<b>Materials Due:</b> Aug. 1, 2017	
October	Odor corrosion & control Pipe & tank rehabilitation & installation Stormwater Membranes <b>Product focus:</b> Disinfection	<b>Editorial:</b> May 15, 2017	
		<b>Sales Close:</b> Aug. 25, 2017	
		<b>Materials Due:</b> Sept. 1, 2017	
November	Preliminary treatment Industrial pretreatment & high-strength wastes Energy recovery & generation Reuse <b>Product focus:</b> Tanks & storage	<b>Editorial:</b> June 15, 2017	
		<b>Sales Close:</b> Sept. 28, 2017	
		<b>Materials Due:</b> Oct. 5, 2017	
December*	Operations Challenge Aeration Funding & financing Valves & flow control <b>Product focus:</b> Headworks & screening	<b>Editorial:</b> July 15, 2017	
		<b>Sales Close:</b> Oct. 25, 2017	
		<b>Materials Due:</b> Nov. 1, 2017	

*Editorial calendar subject to change without notice.*



# WE&T YELLOW PAGES

yellow pages yellow pages yellow pages yellow pages yellow pages yellow pages

**Quality Liquid/Solid Separation Systems**  
Sewerage, Storm, Potable, Desalination & Reclamation

**SuperDrains™**  
40" x 18" x 6" DAP  
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Engineered Systems & Products for Wastewater Treatment

**BIOWORKS**  
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**FF&S**  
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**yellow pages**  
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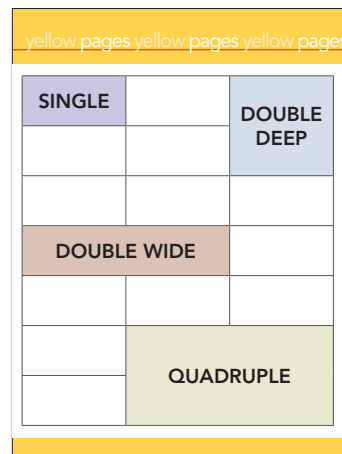
Ad Space	BAW	Color
Single	\$660	\$1170
Double Deep	\$1275	\$1650
Double-wide	\$1975	\$1650
Quadruple	\$2250	\$2650

THE #1 SOURCE FOR WATER & SEWER BIDS FROM ALL 50 STATES AND CANADA  
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• Gas Collection  
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When you're ready to buy turn to the WEF Buyer's Guide and cut through the clutter of traditional search engine results!  
[www.wefbuyersguide.com](http://www.wefbuyersguide.com)

88 WE&T AUGUST 2014 [WWW.WEF.ORG/MAGAZINE](http://WWW.WEF.ORG/MAGAZINE) AUGUST 2014 WE&T 89



The "business card" section has been upgraded to full color, dramatically enhancing its visibility and impact.

## AD SIZES

Ad Space	Inches		Millimeters	
	Width	Height	Width	Height
Single	2.375	1	60.325	25.4
Double-deep	2.375	2.375	60.325	60.325
Double-wide	4.875	1	123.825	25.4
Quadruple	4.875	2.375	123.825	60.325

## 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)



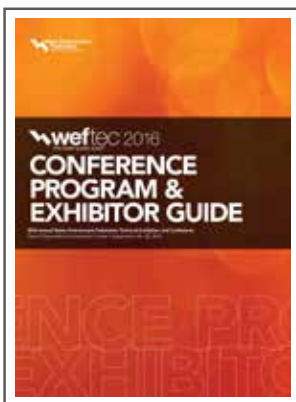
**Issue Date:** May  
**Ad Closing:** March 1, 2017  
**Materials Due:** March 8, 2017

## WEFTEC CONFERENCE ANNOUNCEMENT

GET AN EARLY START ON YOUR WEFTEC PROMOTIONS WITH AN AD IN THE OFFICIAL WEFTEC CONFERENCE ANNOUNCEMENT.

Published in May, the printed version will be mailed to over 50,000 prospective attendees, plus an additional 90,000 copies will be delivered digitally. The WEFTEC Conference Announcement includes the first look at the technical program, hotel and travel information, and registration details. Attendees will hold onto this right up until the show, giving it an extra-long shelf life. As an added bonus, the WEFTEC Announcement will be distributed at multiple shows between June and September, including AWWA's ACE Conference..

	"Conference Announcement"	"Conference Program"
Issue Date	May	September/October
Ad Closing	March 1, 2017	July 5, 2017
Materials Due	March 8, 2017	July 12, 2017



**Issue Date:** September/October  
**Ad Closing:** July 5, 2017  
**Materials Due:** July 12, 2017

## WEFTEC CONFERENCE 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 exhibit hall 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.



**AD SPACE WILL BE LIMITED, SO ORDER EARLY!**

**PRODUCT SPOTLIGHT**



Feature your product in an editorial format, with a description of up to 100 words, plus a photo.

**WEFTEC DAILY**

The *WEFTEC Daily* is a tabloid-sized daily news publication that will be printed and actively distributed each morning during the show. A completely different issue is produced and circulated on Monday, Tuesday, and Wednesday during WEFTEC.

The WEFTEC Daily will feature timely coverage of the major events of the day and 8,000–10,000 copies will be distributed at the show, on shuttle buses, and in the headquarters hotel. This is an excellent medium for promoting your special events, product demonstration schedules, prize drawings, and other promotional activities at WEFTEC.

**WEFTEC DAILY SIZES**

	Inches		Millimeters	
	Width	Height	Width	Height
Tabloid Full Page	9.5	14	241	356
Tabloid 1/2 page	7	10	178	254
Tabloid 1/4 page	4.5	7.5	114	191
Product Spotlight				

**ISSUE DATES**

Monday, Tuesday, Wednesday of WEFTEC.

**BLEED**

No bleed except gutter bleeds on 2-page spreads, no extra charge.

**Ad Closing:** August 1, 2017

**Materials Due:** August 8, 2017

**PUBLICATION SPECIFICATIONS**

**Trim Size:** 11.25" × 15"

**Printing:** Web offset, CMYK, 50# uncoated stock

**TABLOID AD SIZE COMPATIBILITY**

Tabloid ad sizes are roughly twice the size of standard magazine-sized ads. A WEFTEC Daily 1/2 page ad is equivalent to a WE&T full page ad. A WEFTEC Daily 1/4 page ad is equivalent to a WE&T 1/2 island or 1/2 horizontal ad.

*World Water* is the first choice for marketing professionals targeting the rapidly growing global water business. With more than 30 years in publication, *World Water* has earned an excellent reputation for providing key decision-makers in the global water industry with current technical information, emerging trends, and industry developments. With the quarterly Chinese edition, *World Water* offers even further reach to the ever-growing Chinese market.

Through WEF's diverse and growing publications, WEF strives to meet the demands and needs of its members, readers and advertisers, not only now but in future years. The requests for receiving our publications digitally is growing and we strive to meet these demands.

## EDITORIAL PHILOSOPHY

*World Water's* editorial pages cover a wide spectrum of topics, including water supply development from groundwater, desalination, wastewater reuse, and other alternative approaches; distribution; water, wastewater, and solids treatment; and energy production from within water, wastewater, and biosolids infrastructure. Presented in an easily assimilated style, *World Water* offers today's busy water engineer/executive an overview of what is happening in the world of water supply, distribution, and wastewater treatment.

## CIRCULATION POLICY

*World Water's* circulation is requested, controlled, or subscribed and is comprised of engineers, government and municipal officials, consultants, contractors, planners, and executives engaged in water, wastewater, and environmental engineering.<sup>1</sup>

<sup>1</sup> Publisher's own data



## REGULAR SECTIONS

- Commentary
- Global News
- Market Spotlight
- Perspectives
- Area Reviews
- Special Reports
- Innovations
- Products and Services

## CIRCULATION

Print 4,047  
Digital 19,931  
**Total 23,978**

# 2017 EDITORIAL CALENDAR

	JANUARY FEBRUARY	MARCH APRIL	MAY JUNE	JULY AUGUST	SEPTEMBER OCTOBER	NOVEMBER DECEMBER
<b>Editorial Submissions Due</b>	December 16, 2016	February 10, 2017	April 14, 2017	June 9, 2017	August 11, 2017	October 13, 2017
<b>Ad closing date</b>	January 20, 2017	March 17, 2017	May 12, 2017	July 14, 2017	September 15, 2017	November 10, 2017
<b>Ad materials due</b>	January 27, 2017	March 24, 2017	May 19, 2017	July 21, 2017	September 22, 2017	November 17, 2017

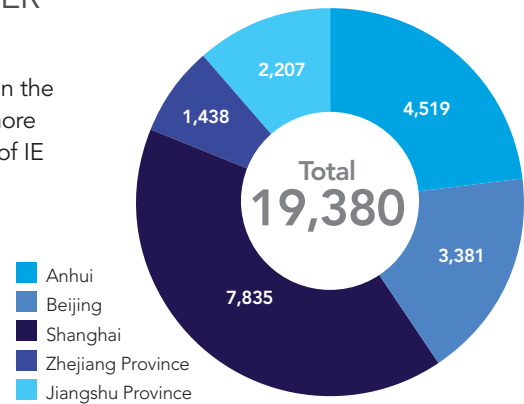
<b>Editorial Focus</b>	Advanced water treatment (desalination, water reuse)	Groundwater (exploration, drilling, remediation)	Urban water supply (distribution, metering, water loss management)	Potable water treatment (membranes, filtration, disinfection)	Water supply strategies (conservation, desalination, rainwater harvesting, stormwater, water reuse)	Rural water supply and sanitation (boreholes, pumps, tanks)
<b>Features</b>	<ul style="list-style-type: none"> <li>■ Urban water and wastewater management (collection, treatment reuse, decentralized systems)</li> <li>■ Aeration</li> </ul>	<ul style="list-style-type: none"> <li>■ Plant automation and control</li> <li>■ Energy recovery</li> <li>■ Utility management</li> <li>■ Smart Water Networks</li> </ul>	<ul style="list-style-type: none"> <li>■ Potable water treatment (filtration disinfection)</li> <li>■ Conservation</li> <li>■ GIS mapping and modeling</li> <li>■ Telemetry</li> </ul>	<ul style="list-style-type: none"> <li>■ Industrial water supply and effluent treatment</li> <li>■ Nutrient removal</li> <li>■ Headworks, screening</li> </ul>	<ul style="list-style-type: none"> <li>■ Flow measurement</li> <li>■ Energy efficiency</li> <li>■ Lab sampling and analysis</li> <li>■ Finance</li> </ul>	<ul style="list-style-type: none"> <li>■ Irrigation</li> <li>■ Drainage and flood control</li> <li>■ Water quality assessment</li> </ul>
<b>Special Section</b>	Global water report	Resource recovery: Energy, nutrients, water	Mine water treatment	WEFTEC preview	Decentralized systems	WEFTEC highlights
<b>Technology Update</b>	Membranes/MBRs	Odor and corrosion control	Pumps & motors	Pipeline installation, maintenance, rehabilitation	Metering (AMR) & monitoring	Tanks & storage
<b>Area Review</b>	Asia/Pacific Rim	Europe	Latin America	North America	Asia	North Africa/Middle East
<b>Bonus Distribution</b>	<b>Water Philippines</b> March 2017	<b>ACE</b> USA June 2017 <b>OZWATER</b> Australia May 2017		<b>WEFTEC</b> USA September 2017	<b>Aquatech Amsterdam</b> November 2017	<b>IWS Abu Dhabi</b> January 2018

Editorial calendar subject to change without notice.

A UNIQUE OPPORTUNITY TO PRESENT YOUR MESSAGE TO THE PROFESSIONAL CHINESE WATER AND WASTEWATER COMMUNITY.

Published quarterly, the main focus of the Chinese edition is to inform and enlighten the Chinese community of the world's activities in our industry as well as exploring in more detail Asian and Chinese regional issues. *World Water* is also the official magazine of IE Expo 2017, with over 5,000 copies being distributed at the event.

CHINESE EDITION  
GEOGRAPHIC CIRCULATION



## 2017 EDITORIAL CALENDAR

	SPRING	SUMMER	AUTUMN	WINTER
<b>Editorial Submissions Deadline</b>	January 20, 2017	May 19, 2017	September 8, 2017	November 24, 2017
<b>Ad Sales Deadline</b>	March 3, 2017	June 23, 2017	October 20, 2017	January 5, 2018
<b>Ad Copy Deadline</b>	March 10, 2017	June 30, 2017	October 27, 2017	January 12, 2018

<b>Editorial Focus</b>	<ul style="list-style-type: none"> <li>■ Municipal water supply (chemical, membrane, UV disinfection, management, transmission and distribution – tanks, pumps, valves, pipelines and metering (AMR), water loss management)</li> </ul>	<ul style="list-style-type: none"> <li>■ Wastewater collection</li> <li>■ Treatment</li> <li>■ Reuse</li> </ul>	<ul style="list-style-type: none"> <li>■ Water supply strategies (desalination, rainwater harvesting; water storage)</li> <li>■ Headworks, screening</li> </ul>	<ul style="list-style-type: none"> <li>■ Industrial water supply and wastewater treatment, recycling</li> </ul>
<b>Features</b>	<ul style="list-style-type: none"> <li>■ Plant automation and control</li> <li>■ Energy management</li> <li>■ Computer modeling, GIS, telemetry</li> </ul>	<ul style="list-style-type: none"> <li>■ Decentralized treatment systems</li> <li>■ Energy efficiency</li> <li>■ Sludge treatment</li> </ul>	<ul style="list-style-type: none"> <li>■ Stormwater solutions</li> <li>■ Lab sampling and analysis</li> <li>■ Nutrient removal</li> </ul>	<ul style="list-style-type: none"> <li>■ Flow measurement</li> <li>■ Instrumentation</li> <li>■ Irrigation</li> <li>■ Drainage and flood control</li> </ul>
<b>Special section</b>	Global water report	Water reuse	Resource Recovery	Stormwater management
<b>Technology Update</b>	<ul style="list-style-type: none"> <li>■ Membranes/MBR</li> </ul>	<ul style="list-style-type: none"> <li>■ Pumps and motors</li> </ul>	<ul style="list-style-type: none"> <li>■ Pipeline installation</li> <li>■ Maintenance</li> <li>■ Rehabilitation</li> </ul>	<ul style="list-style-type: none"> <li>■ Sludge management</li> <li>■ Energy recovery, biogas</li> </ul>
<b>Area Review</b>	Asia/Pacific	Latin America	North Africa/Middle East	Europe
<b>Bonus Distribution</b>	<b>Water Philippines</b> March 2017 <b>OZWATER</b> Australia May 2017 <b>ACE</b> USA June 2017	<b>Water Reuse Symposium</b> USA September 2017	<b>WEFTEC</b> USA September 2017	<b>IWS Abu Dhabi</b> January 2018

Increasing pressure on the world's water resources is driving the demand for desalination and water reuse – two sectors experiencing dynamic growth within the global water industry. Municipalities and industries in many countries are investing in new water supply strategies to cope with water scarcity. Investment in advanced water reuse is expected to grow by nearly 20% in the next 5 years.

Launched in 2010, this quarterly magazine, *World Water: Water Reuse & Desalination*, produced in collaboration with WaterReuse Association (USA) provides high-quality, in-depth editorial coverage of water supply solutions within this specific sector.

The editorial content reflects the global outlook, knowledge, and technical expertise gained through WEF membership, conferences, and association alliances throughout the world. Topics covered in *World Water: Water Reuse & Desalination* will include industrial, greywater, and potable reuse; energy use and recovery; aquifer storage and recharge; advanced disinfection; microconstituents; inland, brackish, and seawater desalination; brine management; and more.

## 2017 EDITORIAL CALENDAR

	SPRING	SUMMER	AUTUMN	WINTER
<b>Editorial Submissions Deadline</b>	January 3, 2017	April 7, 2017	July 7, 2017	September 8, 2017
<b>Ad Sales Deadline</b>	February 3, 2017	May 5, 2017	August 11, 2017	October 13, 2017
<b>Ad Copy Deadline</b>	February 10, 2017	May 12, 2017	August 18, 2017	October 20, 2017

<b>Editorial Focus</b>	Industrial reuse	Challenges of seawater and brackish groundwater desalination	Decentralized water reuse	Advances in desalination technology
<b>Features</b>	<ul style="list-style-type: none"> <li>■ Success stories in reuse – agricultural, industrial, municipal</li> <li>■ Aquifer storage and recovery</li> <li>■ Online, real-time monitoring</li> </ul>	<ul style="list-style-type: none"> <li>■ Produced water treatment for reuse</li> <li>■ Economics of water reuse</li> </ul>	<ul style="list-style-type: none"> <li>■ Public acceptance</li> <li>■ Water reuse for food &amp; beverage industry</li> </ul>	<ul style="list-style-type: none"> <li>■ Pretreatment: thermal and membrane</li> <li>■ Planning for future water supplies</li> <li>■ Reuse for cooling water systems</li> </ul>
<b>Special section</b>	<ul style="list-style-type: none"> <li>■ Desalination trends</li> </ul>	<ul style="list-style-type: none"> <li>■ Potable water reuse: Indirect and direct</li> </ul>	<ul style="list-style-type: none"> <li>■ Environmental concerns of desalination &amp; water reuse</li> <li>■ Concentrate and brine management</li> </ul>	<ul style="list-style-type: none"> <li>■ Direct potable reuse: Success stories from municipal utilities</li> </ul>
<b>Technology Update</b>	Membranes, MBRs	Advanced disinfection	Advanced oxidation processes (AOP)	Analytical instrumentation and methods
<b>Bonus Distribution</b>	<b>Water Philippines</b> March 2017 <b>OZWATER</b> Australia May 2017 <b>ACE</b> USA June 2017	<b>WaterReuse Symposium</b> USA September 2017	<b>WEFTEC</b> USA September 2017	<b>IWS Abu Dhabi</b> January 2018

### CIRCULATION

Print: 4,290

Digital: 19,791

**Total: 24,081**

Aging collection and treatment systems and higher precipitation levels are driving government and industry leaders to expand and upgrade stormwater systems to protect the quality of water resources.

*World Water: Stormwater Management* covers this emerging global market, focusing on current solutions that will help manage runoff and stormwater flows on municipal, industrial, and commercial lands. Topics will include low-impact development, green infrastructure, collection and conveyance, drainage systems,

erosion and sediment control, water quality monitoring, treatment equipment, and sustainable stormwater harvesting and reuse. With an emphasis on practical problem-solving, *World Water: Stormwater Management* also will offer water professionals the opportunity to learn about promising research and development initiatives.

## 2017 EDITORIAL CALENDAR

	SPRING	SUMMER	AUTUMN	WINTER
<b>Editorial Submission</b>	January 20, 2017	April 28, 2017	July 21, 2017	October 20, 2017
<b>Ad Sales Deadline</b>	February 17, 2017	May 26, 2017	August 18, 2017	November 17, 2017
<b>Ad Copy</b>	February 24, 2017	June 2, 2017	August 25, 2017	November 24, 2017

<b>Editorial Focus</b>	Watersheds	Innovation	Stormwater Governance	Stormwater Controls
<b>Features</b>	<ul style="list-style-type: none"> <li>■ Groundwater</li> <li>■ Water quality trading</li> <li>■ Natural infrastructure, conservation &amp; restoration</li> <li>■ Modeling &amp; monitoring</li> <li>■ Integrated water resources management</li> <li>■ Flood protection</li> </ul>	<ul style="list-style-type: none"> <li>■ Emerging &amp; future trends</li> <li>■ Innovation clusters</li> <li>■ Innovative programs &amp; financing approaches</li> <li>■ Smart cities</li> <li>■ Data-driven decision making</li> <li>■ Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>■ Training &amp; workforce</li> <li>■ Maintenance</li> <li>■ Economics &amp; financing issues</li> <li>■ Public engagement</li> <li>■ Policy, regulations, permitting</li> </ul>	<ul style="list-style-type: none"> <li>■ Green infrastructure</li> <li>■ Sector-specific solutions (including agriculture, transportation, industry construction, etc.)</li> <li>■ Source &amp; nonstructural controls</li> <li>■ Erosion &amp; sediment controls</li> <li>■ Wet weather solutions (including CSO, SSOs, high-rate treatment, etc.)</li> </ul>
<b>Special Section</b>	Climate change resiliency	Advanced research	Asset management	Technology verification
<b>Technology Update</b>	<ul style="list-style-type: none"> <li>■ Pervious surfaces</li> <li>■ Modular bioretention systems</li> <li>■ Water quality filters, media, &amp; treatments</li> <li>■ Retention &amp; detention (including ponds, tanks, chambers, etc.)</li> <li>■ Flow control devices</li> </ul>	<ul style="list-style-type: none"> <li>■ Sensors</li> <li>■ Real-time controls</li> <li>■ GIS solutions</li> <li>■ Startup technologies and services</li> </ul>	<ul style="list-style-type: none"> <li>■ Culverts &amp; trenches</li> <li>■ Catch basins &amp; vaults</li> <li>■ Inlet &amp; outfall devices</li> <li>■ Stormwater pipes &amp; pumps</li> <li>■ Separators and traps</li> </ul>	<ul style="list-style-type: none"> <li>■ Hard armor &amp; retaining Walls</li> <li>■ Seed &amp; soil amendments</li> <li>■ Blankets, mats, fences, &amp; logs</li> <li>■ Geosynthetics</li> </ul>
<b>Bonus Distribution</b>	<b>Water Philippines</b> March 2017 <b>OZWATER</b> Australia May 2017 <b>ACE</b> USA June 2017	<b>StormCon</b> USA August 2017 <b>Water Reuse Symposium</b> USA September 2017	<b>WEFTEC</b> USA September 2017	<b>IWS Abu Dhabi</b> Manila January 2018

### CIRCULATION

24,453

Please contact your sales representative for further details.







# 2017 SPECIFICATIONS & GUIDELINES

## DISPLAY ADVERTISING SIZES *(World Water, World Water Stormwater & World Water Reuse and Desalination)*

		Inches		Millimeters	
		Width	Height	Width	Height
<b>Full Page</b>	bleed size	8.46	11.93	215	303
	trim size	8.27	11.69	210	297
	live area	7.4	10.83	188	275
<b>⅓ Page</b>		4.88	10.24	124	260
<b>½ Page</b>	island	5.51	7.48	140	190
	horizontal	7.4	5.2	188	132
	vertical	3.62	10.25	92	260
<b>⅓ Page</b>	vertical	2.18	10.25	55.5	260
	square	5.51	5.12	140	130
<b>¼ Page</b>		3.62	5.2	92	132

### ORIGINATION

Artwork must be originated in Mac versions of the following programmes: QuarkXpress, Adobe InDesign, Macromedia Freehand, Adobe Illustrator, or Adobe Photoshop. Artwork originated in Microsoft Word, PowerPoint, or Publisher CANNOT be accepted.

### QUALITY STANDARD

Press-optimized PDF files distilled using Acrobat 4+ with highest quality compression can be accepted via e-mail. Full Adobe Type 1 industry standard fonts must be embedded (no sub-set). Do not use system fonts. Resolution must be either 2540 or 2400 if incorporating copy dot scans. A hard color copy must accompany the advertisement. Any fonts supplied will only be used for output purposes. Pictures placed in documents must be in CMYK format, saved as a TIF or Photoshop EPS format. We strongly advise against files saved in JPG. Crop marks must be supplied outside the bleed area.

**Transmission:** CD-ROM

**E-mail to:** nchristy@wef.org

### NAMING PROTOCOL

All e-mails must be given a file name indicating the magazine/client/issue.

Please send all advertising copy to:

WEF, 46 Lexington

40 City Road, London EC1Y 2AN UK



# 2017 SPECIFICATIONS & GUIDELINES

**DISPLAY ADVERTISING SIZES** (WE&T, WEFTEC Conference Program, and WEFTEC Conference Announcement)

		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>½ Page</b>		4.5	10	114	254
<b>½ Page*</b>	island	4.5	7.5	114	191
	horizontal*	7	4.875	178	124
	vertical*	3.375	10	86	254
<b>⅓ Page</b>	vertical	2.125	10	54	254
	square	4.5	4.875	114	124
<b>¼ Page</b>		3.375	4.875	86	124

\*Shaded sizes above are the available options for the WEFTEC Conference Announcement.

## ARTWORK SUBMISSION GUIDELINES

### Submission Instructions

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 coloraccurate. Black and white ads must be accompanied by laser prints.

#### 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.

#### 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 [njackson@wef.org](mailto:njackson@wef.org).
- SITX files are not accepted.

#### ONLINE UPLOAD

If your file is too large to email, contact Nicole Jackson at [njackson@wef.org](mailto:njackson@wef.org) to request a link to WEF's Online Upload System.

# 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.





# WEFTEC DIGITAL OPPORTUNITIES

## WEFTEC PRODUCT SHOWCASE E-MAIL

The WEFTEC Product Showcase is an e-mail and web-based promotion that goes to all WEFTEC pre-registrants two weeks before the show. The e-mail can include up to 30 different product photos hyperlinked to an advertiser's website. WEFTEC registrants' e-mails are not made available to exhibitors for promotional use, so this will be the only opportunity in 2017 to get your product message delivered right to the in-box of each preregistered attendee.

## WEFTEC EXHIBITOR OUTREACH

Exhibitor Outreach\* 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.

Contact your sales rep today to discuss further details.

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

## 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 Conference Program, September *WE&T*, in the WEFTEC Mobile App, and on [www.weftec.org](http://www.weftec.org).

## WEFTEC ONLINE REGISTRATION WEB BANNER

Connect with all WEFTEC registrants that pre-register, by locking in your banner on the registration website.

Contact your sales rep today to discuss further details.

# WWW.WEFTEC.ORG ADVERTISING

The WEFTEC website features wide and square banner ads. Banners are sold on an annual basis and will run from May to April the following year.

Banners on [www.weftec.org](http://www.weftec.org) are mirrored throughout the site, so the same banners appear on literally hundreds of pages. A limit of 15 banners are sold for each of two banner positions, and these are all placed in a “pool” of banners that are accessed and displayed randomly every time a page is visited.



Sample of [www.WEF.org](http://www.WEF.org) showing ad locations

## BANNER ADVERTISING RATES (ALL PRICES ARE NET)

	Dimensions	
	Width	Height
Wide	598 px	250 px
Square	285 px	250 px

### Homepage & Mobile Location

Earned rate + 20%

## PREFERRED FORMATS

JPG, GIF, or animated GIF  
Flash not fully supported  
(contact WEF for more information).  
Maximum file size 150k.

## REPORTING

Automated traffic reports will be sent by e-mail on the first of each month. Report will include number of impressions and number of clicks.

## SUBMISSIONS

Contact your advertising sales representative.

## TERMS

Net 30 days. Invoiced in full when first posted.



Check out  
our new  
exciting  
website



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

# WWW.WEF.ORG ADVERTISING

WEF's website, [www.wef.org](http://www.wef.org), generates averages 215,700 visits per month, with over 94,000 unique visitors. WEF offers banner ads in two sizes, "Wide" and "Square."

Banners on [www.wef.org](http://www.wef.org) are mirrored throughout the site, so the same banners appear on literally hundreds of pages. A limit of 15 banners are sold for each of two banner positions, and these are all placed in a "pool" of banners that are accessed and displayed randomly every time a page is visited.



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Terms: Net 30 days.

Invoiced in full when first posted.

Check out  
our new  
exciting  
website

# WEF TECHNOLOGY PLATFORM

## SHOWCASE YOUR COMPANY'S LEADING-EDGE PRODUCTS AND SERVICES VIA THE WEF TECHNOLOGY PLATFORM.

The WEF Technology Platform is an e-mail that goes to industry professionals including WEF members, WEFTEC attendees, and *WE&T*, *World Water*, *World Water: Water Reuse and Desalination*, and *World Water: Stormwater Management* subscribers.

### HOW IT WORKS

The e-mail blast will be limited to 20 companies, and will include a small product photo, company name, product name, hyperlink, and up to 75 word description.

### SCHEDULE

The regular WEF Technology Platform will be distributed once a month, on a corresponding Tuesday.

Talk to your Sales Rep today about our Exclusive Technology Platform schedule.

### 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.

### ENTRY TYPE

Entry Submission  
Banner Sponsor  
Exclusive

### DEADLINE FOR MATERIALS SUBMISSION

First of every month

### SPECIFICATIONS

- Submissions should include a product/service description up to 75 words
- Product image 150 × 100 px jpg (max file size 100k)
- Up to two (2) hyperlinks
- If you are sponsoring a banner, please submit a 468 × 60 px jpg (max file size 100k)



Sample of e-mail layout

### Average Statistics on our messages:

	Sent	Open Rate
Tech Platform	80,000	14%
Exclusive TP	70,000	19%



# WEF WATER LOG E-NEWSLETTER

REACH MORE THAN 80,000 WATER QUALITY INDUSTRY PROFESSIONALS WITH THE WEF WATER LOG E-NEWSLETTER.

WEF Water Log is an e-mail newsletter published biweekly and sent to more than 80,000 Water Environment Federation members and customers.

WEF Water Log's sponsors will receive a skyscraper banner ad.

## SCHEDULE

Biweekly, Tuesdays. Schedule subject to change.

## MATERIALS

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

## SUBMISSION

Contact your WEF advertising sales representative.



### Live-Stream the WEFTEC Opening General Session



Can't make it to the Opening General Session on Monday, Sept. 29? We've got you covered. The Opening General Session, "Embracing Change in a Disruptive Age," featuring Luke Williams will be streamed live at 8:30 am CST. You also can access Great Water Cities: Paths to Livability,

Prosperity, and Resilience at 10:30 am CST. Don't miss out on these motivational and engaging events. Access the live streams on the WEFTEC homepage.

### WEFTEC Global Center Connects You to the World of Water



On Sept. 29, the Honorable Ken Hyatt, Deputy Under Secretary for International Trade, will inaugurate the WEFTEC Global Center and welcome 18 trade delegations organized

by the U.S. Department of Commerce. The Global Center program contains 2 days of global interest topics including resource recovery, energy and water, export success stories, and technology trends. Highlighted countries and regions include the Middle East, Mexico, China, Germany, the United Kingdom, and South Korea.

### The Future of Nutrients



At WEFTEC 2014, WEF will release the *Nutrient Roadmap Primer*, a short introduction to a longer book providing a path forward for the sector on nutrient removal and recovery. The roadmap challenges water resource recovery facilities to have a net zero impact with regard to nutrient discharge by 2040. The document is

Follow Us: [f](#) [t](#) [in](#) [v](#)

### Read More

*WEF Highlights:* "Traveling to the Big Easy for WEFTEC 2014? Learn All You Need To Know Here"

*WEF Blog:* "Students and Young Professionals: Grow Your Career at WEFTEC!"

*WEF Highlights:* "Dig-In To Leave a Stormwater Solution in New Orleans During WEFTEC® 2014"

*WEF Blog:* "WEFTEC @2014 Features Highest Quality Technical Program"

### Water Technology Innovation Blueprint Series

The U.S. Environmental Protection Agency (EPA) and WEF are convening working sessions throughout WEFTEC to address key questions about how WEF and its members can foster water sustainability and provide input to support the EPA's Water Technology Innovation Blueprint. This event provides attendees early and ongoing input on these important topics. Can't make it to the sessions? Visit the Water Technology Innovation Blueprint Series webpage

Free Download!

*The Engineer's Mini-Guide To Blower Technology Selection*

How to select: Turbos Hybrids PD Blowers



Best in water

# STORMWATER REPORT ADVERTISING OPPORTUNITIES

SHOWCASE YOUR COMPANY'S PRODUCTS AND SERVICES IN WEF'S STORMWATER OUTLETS



## Stormwater Report E-Newsletter

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.

**Audience Size:** 28,000+

**Average Open Rate:** 23%

**Click Rate:** 22%

- 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: 125 × 330 JPEG



## Stormwater Report Website

<http://stormwater.wef.org>

The stormwater website is WEF's main source for delivering the latest news and information on all things stormwater. It receives approximately 4,000 visits a month, with 16% being international visitors.

### BANNER AD SPECIFICATIONS

- Banner ad will appear on every page of the website.
- Available in 1-month durations – from the 1st day of the month to the last day of the month purchased.
- Materials due on the 25th of the month preceding purchased month.
- Size and format: 275 × 300 JPEG

# WEBCAST SPONSORSHIP OPPORTUNITIES



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 33,000 individual members and 75 affiliated Member Associations worldwide, WEF webcast sponsors can increase their brand awareness while expanding their network in the international water industry.

## WEF WEBCASTS COVER

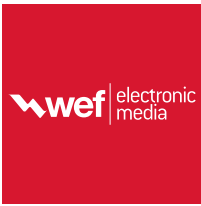
a variety of topic areas, including:

- Air Quality and Odor Control
- Collection Systems
- Disinfection
- Lab Practices
- Municipal
- Plant Operations and Maintenance
- Residuals and Biosolids
- Safety and Security
- Stormwater
- Utility Management
- Watershed

## EXCLUSIVE SPONSOR RECEIVES:

- Exclusive sponsorship of a webcast of choice
- Primary contact information for registered sites
- Opportunity to present to attendees (5 to 8 minutes at conclusion of webcast)
- Sponsor recognition in promotional marketing
- Sponsor recognition via WEF social media outlets (i.e. Facebook, Twitter, LinkedIn)
- Sponsor recognition in live and archived webcasts
- Acknowledgement on event website (logo)
- Logo placement in presentation (live and archived)

WEF audience includes 33,000 individual members + 75 affiliated Member Associations.



# WEF BUYER'S GUIDE



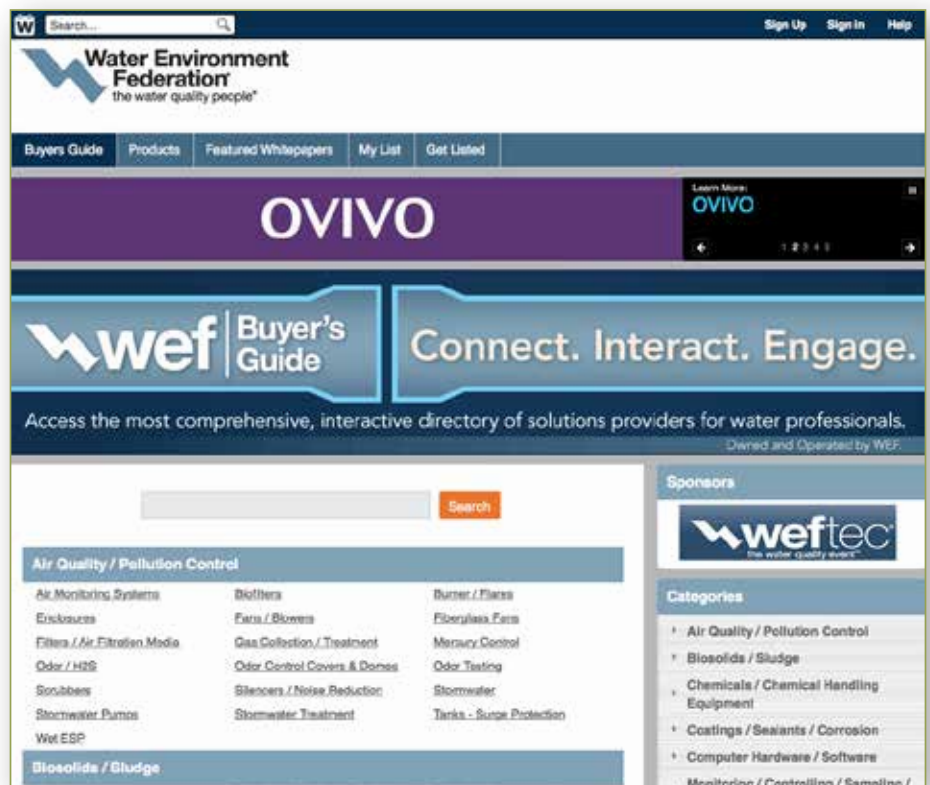
ACCESS THE MOST COMPREHENSIVE AND INTERACTIVE DIRECTORY OF SOLUTIONS PROVIDERS FOR WATER PROFESSIONALS

The Water Environment Federation—the organizer of WEFTEC—has launched the new WEF Buyer's Guide. Owned and operated by WEF, the Buyer's Guide provides a comprehensive, interactive gateway to products, solutions, and services for the water industry.

- Stream product and brand videos directly from your Buyer's Guide profile.
- Customize your profile with branded display graphics.
- Include white papers, case studies, press releases, and other documents.
- Maximize SEO with blog or press feed tools.
- Share your social media channels and recent posts in your profile.
- Manage your profile with access to add, change, and upload your own content.
- Access analytics to measure your success.

**TALK TO JENNY GRIGSBY ABOUT:**

Gold
Silver
Bronze
Standard
Profile Builder
Cat Placement 1st
Cat Placement 2nd
Cat Placement 1st Page Result
Prof Header
Exclusive Cat Sponsor



Explore the new WEF Buyer's Guide at <http://wefbuyersguide.wef.org>

Contact WEF Account Executive Jenny Grigsby at 703.684.2451 or [jgrigsby@wef.org](mailto:jgrigsby@wef.org) for more information.



# 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.

### 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 ad closing date. Cancellations within 5 business days after ad closing date will be charged at 25% of black and white space rate. Cancellations more than 5 business days after ad closing date will be charged 50% of space rate. No cancellations can be made beyond 10 business days after ad closing date. 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.



# PUBLISHING CONTACTS



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