

Water Environment Federation

MEDIA KIT

2020



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

WATER ENVIRONMENT & TECHNOLOGY
WET
OPERATIONS & ENGINEERING

world
water
The Official International Publication of WEF®

worldwater
stormwater
MANAGEMENT

 **weftec**
the water quality event™



IMPROVING WATER QUALITY FOR OVER 92 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.

PRINT

world water

Volume 42 / Issue 1
January / February 2019

Water Reuse
Economic sector review, Page 12

Circular Economy
ZERO BRINE pilot underway, Page 16

Water & Sanitation
Applicable mechanisms, Page 39

Training
Crucial safety, Page 41



Advanced Water Treatment
Dynamic growth in 2019


Water Environment Federation 

wef 28 stormwater 36 sanitation 46 infrastructure 50 Smart Water

WATER ENVIRONMENT & TECHNOLOGY
WET
OPERATIONS & ENGINEERING

July 2019

DIGITAL PUTTING WATER DATA TO WORK
ATMOSPHERE



weftec
The water quality expert

2020
SPONSORSHIP OPPORTUNITIES



wef 36 water quality 42 drinking water 48 wastewater 54 water environment

WATER ENVIRONMENT & TECHNOLOGY
WET
OPERATIONS & ENGINEERING

May 2019

UNCOVERING DATA COLLECTION SYSTEMS INSIGHTS



14 Infrastructure Planning | 18 Smart Cities
Designing for the future | Dynamic control

22 Water Harvesting
A local analysis

32 Stormwater Solutions
Innovations

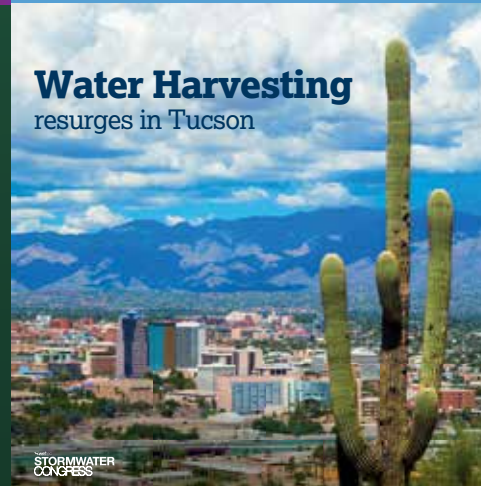
Volume 7 / Issue 2
October 2019

wef Stormwater Institute

worldwater
stormwater
MANAGEMENT

The Official Publication of the WEF Stormwater Institute

Water Harvesting
resurges in Tucson



STORMWATER CONGRESS



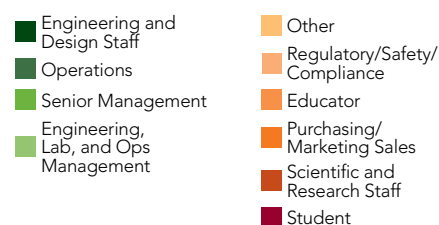
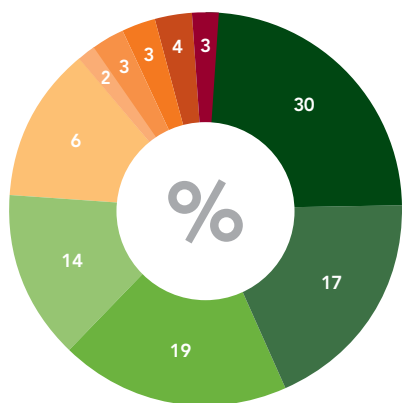
WATER ENVIRONMENT & TECHNOLOGY (WE&T)

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*.

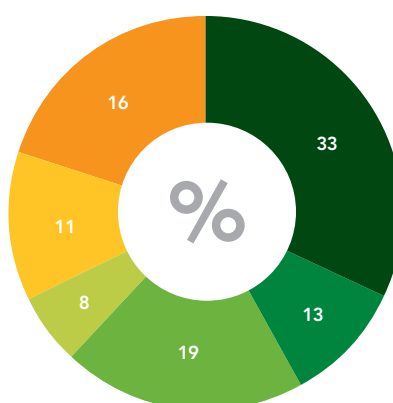
READERS' PURCHASING AREAS

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

JOB FUNCTION BY INDUSTRY SECTOR



READERSHIP



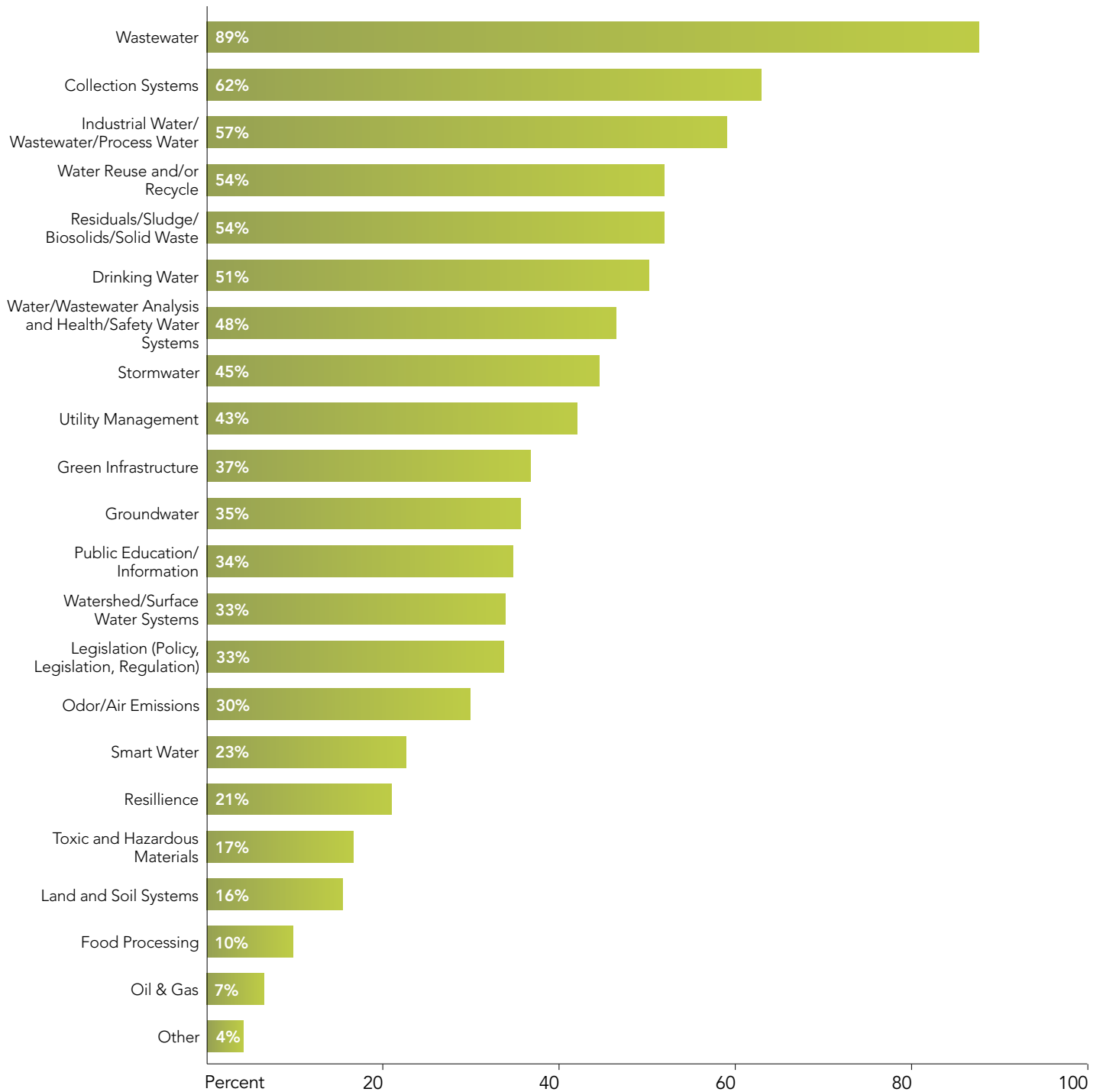
Total purchasing power of products and services in 2018



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

Because of *WE&T*'s position as the water sector's prestige publication, 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 jfulcher@wef.org.

BUSINESS

Recognizes employee promotions, awards, and other company news. Send information to biznews@wef.org.

PROJECTS

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

PRODUCTS

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

HIGH READER INTEREST



94% rate *WE&T* quality as "excellent" or "good."



87% are pleased with the technical level of *WE&T* articles.



61% have called an article to the attention of a colleague.



50% have subscribed to *WE&T* for at least 10 years.

Readership data is from 2018
WE&T Readership Survey.



2020 EDITORIAL CALENDAR

WE&T tells your stories every month. This calendar shows when we plan to cover the water sector's most timely topics. Want to share a story about something not listed? Contact us. We consider submissions on any water-related topic.

Send abstract, outline, or completed manuscript to magazine@wef.org. All submissions must include phone number and e-mail address of the corresponding author. For more information, see www.wef.org/write-for-wet.

Month	Topics	Deadlines	Bonus Distribution Locations
January	2020 State of the Industry Funding & financing Reuse Industrial pretreatment and high-strength wastes	Editorial: Sept. 30, 2019	WWETT (Feb 18-20)
		Sales Close: Nov. 26, 2019	
		Materials Due: Dec. 3, 2019	IECA (Feb 24-26)
February	Workforce planning Stormwater Infrastructure renewal Smart water	Editorial: Oct. 15, 2019	Utility Management Conference (Feb 25-28)
		Sales Close: Jan. 2, 2020	Stormwater Conference (March 15-18)
		Materials Due: Jan. 4, 2020	
March	Residuals & biosolids Odor & corrosion control Energy conservation & generation Nutrient treatment & recovery	Editorial: Oct. 31, 2019	Odors Conference (March 15-18)
		Sales Close: Jan. 25, 2020	RBC (March 31-April 3)
		Materials Due: Feb. 1, 2020	No Dig (April 6-8)
April	CSOs/SSOs Disinfection Tanks & storage Preliminary treatment (headworks)	Editorial: Nov. 15, 2019	Ohio Stormwater (May 7-8)
		Sales Close: Feb. 25, 2020	
		Materials Due: March 1, 2020	
May	Collection systems Water supply & quality monitoring Industrial pretreatment and high-strength wastes Operator health & safety	Editorial: Dec. 15, 2019	Collections (June 2-6)
		Sales Close: March 25, 2020	ACE (June 14-17)
		Materials Due: April 2, 2020	
June	Financial resilience & sustainability Membranes Decentralized systems Instrumentation	Editorial: Jan. 15, 2020	
		Sales Close: April 25, 2020	
		Materials Due: May 1, 2020	



***Reach your WEFTEC audience in WE&T show issues – highlighted below – 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% of 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
July	Biological treatment Filtration Pumps & pump stations Stormwater	Editorial: Feb. 15, 2020	
		Sales Close: May 24, 2020	
		Materials Due: June 3, 2020	
August*	Public Outreach Clarification Nutrient removal & recovery Aeration	Editorial: March 15, 2020	Transformative Issues: Communications
		Sales Close: June 25, 2020	
		Materials Due: July 1, 2020	
September*	New technologies Utility management Operator training Instrumentation	Editorial: April 15, 2020	WEFTEC 2020 StormCon
		Sales Close: July 25, 2020	
		Materials Due: Aug. 1, 2020	
October	Preliminary treatment (headworks) Flow monitoring & measurement Energy recovery & generation Pipe rehabilitation & installation	Editorial: May 15, 2020	
		Sales Close: Aug. 26, 2020	
		Materials Due: Sept. 2, 2020	
November	Direct & indirect potable reuse Pumps & motors Disinfection & emerging pathogens Odor & corrosion control	Editorial: June 15, 2020	
		Sales Close: Sept. 30, 2020	
		Materials Due: Oct. 3, 2020	
December*	Operations Challenge Stormwater Thickening & dewatering SCADA	Editorial: July 15, 2020	
		Sales Close: Oct. 25, 2020	
		Materials Due: Nov. 1, 2020	

Editorial calendar subject to change without notice.

➔ Visit www.wef.org/magazine

WE&T MARKETPLACE

The screenshot displays the WE&T Marketplace website interface. At the top left, there is a 'MARKETPLACE' header with a '7 Items' indicator. Below this, several advertisements are arranged in a grid:

- Top Left:** 'DON'T LET CORROSION BREAK YOUR FLOW' advertisement for Vesconite Hilube bushings, featuring images of the product and a 'CALL FOR QUOTE' button.
- Top Middle:** 'Superior SMOKE for SEWER TESTING' advertisement for Superior Smoke Fluid Systems, showing a person using the product.
- Top Right:** 'Data-Command SCADA' advertisement for Data-Command, featuring a person at a computer monitor.
- Middle Left:** 'Stop dry start problems with Vesconite Hilube bushings' advertisement, listing benefits like low friction and no sweat.
- Middle Middle:** 'QUICKLY CONNECT & DISCONNECT MOTORS' advertisement for Meltric, showing a person working with a motor.
- Middle Right:** 'Need Temporary Wastewater Filtration?' advertisement for AquaDart, featuring a large water storage tank.
- Bottom Left:** 'REPLACEMENT • REPAIR • RECOVERING' advertisement for Equi Pump, listing services for various pump models.
- Bottom Right:** 'SIMPLY THE BEST IN WATER STORAGE' advertisement for AquaDart, showing a large water storage tank.

The website footer includes the WE&T logo and contact information.

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
\$850	2.375	2.375	60.325	60.325

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



Issue Date: May
Ad Closing: April 6, 2020
Materials Due: April 13, 2020

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 more than 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 Conference Announcement* will be distributed at multiple conferences and events between June and September, including AWWA's ACE Conference.

	Conference Announcement	WEFTEC Program
Issue Date	May	September/October
Ad Closing	April 6, 2020	July 13, 2020
Materials Due	April 13, 2020	July 20, 2020



Issue Date: September/October
Ad Closing: July 13, 2020
Materials Due: July 20, 2020

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.



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.

- In preparation and on-site, this resource will provide an excellent medium for promoting your special events, product demonstration schedules, prize drawings, and other promotional activities at WEFTEC.
- For the rest of the year, WEFTEC Now serves as an enduring record of past conferences, WEFTEC news, and your participation.



LIST OF OPTIONS/CHOICES:

- email advertisement
- sponsored post

Email list of about 40,000 with an average open rate of 26%

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

The screenshot displays the Weftec NOW website layout. At the top is the 'weftec now' logo. Below it are several featured articles:

- OPERATIONS CHALLENGE WINNERS:** A photo of a competition with the text 'CONQUER' and a 'SEE ALL RESULTS' button.
- AURORA MOTORS:** A graphic with the text 'DIGITAL INTELLIGENCE FOR PUMP APPLICATIONS' and a 'MEET AURORA MOTORS' button.
- THREE TO RECEIVE OPERATOR INGENUITY AWARDS:** A gear icon with a water drop and the text 'Cover the sink, everyday fixes that will walk away winners this year at Session 535, Booth 3129 at 9:30 am.' with a 'RECOGNIZING LEVER INNOVATIONS' button.
- WEDNESDAY'S FIELD GUIDE:** A compass icon with the text 'Facing wastewater issues, plotting the future of stormwater, and finding infrastructure funding.' with a 'SEE THE FULL LIST' button.
- WIGGINTON RECEIVES PAUL L. BUSH AWARD:** A photo of Krista Rube Wigginton with the text 'Yesterday, Krista Rube Wigginton, assistant professor in the Department of Civil and Environmental Engineering at the University of Michigan, received the 2018 Royal L. Bush Award.' with a 'LEARN ABOUT WIGGINTON'S RESEARCH' button.
- ACCESS BITE-SIZED TECHNICAL RESOURCES ALL YEAR:** The OWWL logo and text 'ON-DEMAND WASTEWATER LIBRARY' with the text 'WEF constantly publishes fact sheets, technical reports, and roadmaps with the help of WEF's technical committees.' and a 'WEF MEMBER GET FULL ACCESS' button.

At the bottom, there is a footer with contact information: 'Water Environment Federation | 851 Water Road, Alexandria, VA 22304' and 'www.wef.org'. It also includes social media icons for Facebook, LinkedIn, and Twitter, and a copyright notice: '© 2018 WEF. All rights reserved. This message was created for you by WEF. If you are unable to see certain images, your preference may be the cause.'

Bi-monthly *World Water* magazine is the first choice for marketing professionals targeting the rapidly growing global water business. With more than 42 years in publication, *World Water* has earned an excellent reputation for providing key decision-makers in the global water sector with current technical information, emerging trends, and sector developments.

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, water harvesting, 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.



REGULAR SECTIONS

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

CIRCULATION

Print - 5,856
 Digital - 41,825
Total - 47,681

- March/April – July/August – November/December issues will include a Special Section on Water Reuse and Desalination.
- Each issue featuring the new Water Reuse and Desalination section will have a bonus distribution of 21,775.
- The special sections will be identified by being printed on blue-shaded paper stock.
- Each Water Reuse & Desalination section will feature a minimum of 6 articles relevant to this important topic.
- Special advertising placements are available within the Water Reuse and Desalination sections.

2020 EDITORIAL CALENDAR

	JANUARY FEBRUARY	MARCH APRIL	MAY JUNE	JULY AUGUST	SEPTEMBER OCTOBER	NOVEMBER DECEMBER
Editorial Submissions Due	December 13, 2019	February 14, 2020	April 10, 2020	June 5, 2020	August 7, 2020	October 9, 2020
Ad closing date	January 17, 2020	March 13, 2020	May 15, 2020	July 10, 2020	September 11, 2020	November 6, 2020
Ad materials due	January 24, 2020	March 20, 2020	May 22, 2020	July 17, 2020	September 18, 2020	November 15, 2020

Editorial Focus	Advanced water treatment, including desalination, water reuse	One Water Source Diversity	Urban water supply, distribution, monitoring, disinfection, leakage control	Potable water: disinfection, emerging pathogens	Water supply alternatives: conservation, desalination, water reuse, water harvesting	Utilities of the World
Features	<ul style="list-style-type: none"> ■ Urban water and wastewater management ■ Design-build ■ Utility management 	<ul style="list-style-type: none"> ■ Automation and control ■ Energy recovery ■ Collection systems ■ Smart water networks 	<ul style="list-style-type: none"> ■ Filtration ■ Conservation ■ GIS mapping, modeling ■ Telemetry 	<ul style="list-style-type: none"> ■ Industrial treatment ■ Nutrient removal ■ Preliminary treatment (headworks) ■ Aeration 	<ul style="list-style-type: none"> ■ Flow measurement ■ Energy conservation & generation ■ Lab sampling and analysis ■ Finance 	<ul style="list-style-type: none"> ■ Irrigation ■ Flood control ■ Industrial pretreatment ■ Mine water treatment
Water Reuse & Desalination Topics		<ul style="list-style-type: none"> ■ Municipal/ industrial reuse ■ Economics of water reuse ■ Research update ■ Public acceptance 		<ul style="list-style-type: none"> ■ Decentralized reuse ■ Aquifer recharge ■ Water reuse in food & beverage, oil & gas 		<ul style="list-style-type: none"> ■ Potable reuse ■ Advanced disinfection ■ Brine management ■ Reuse applications in power industry (cooling water)
Special Section	Global Water Report	Resource Recovery	Resilience	WEFTEC Preview Desalination	Decentralized Treatment	WEFTEC Highlights
Technology Update	Membranes/MBRs	Odor and corrosion control	Pumps & motors	Pipelines	Metering (AMR) & monitoring	Tanks & storage
Area Review	Asia/Pacific Rim	Europe	Latin America	North America	South Asia	North Africa/Middle East
Bonus Distribution--	Asia Water, KL April 2020	ACE USA June 2020 IFAT Munich May 2020		WEFTEC USA September 2020 Aquatech Mexico Mexico City Sep 2020 Water Reuse Symposium USA Sep 2020		

Editorial calendar subject to change without notice.

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.

The quarterly *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.

2020 EDITORIAL CALENDAR

	SPRING	SUMMER	AUTUMN	WINTER
Editorial Submission	January 17, 2020	May 8, 2020	July 17, 2020	October 16, 2020
Ad Sales Deadline	February 14, 2020	June 5, 2020	August 14, 2020	November 13, 2020
Ad Copy	February 21, 2020	June 12, 2020	August 21, 2020	November 20, 2020
Editorial Focus	Watersheds	Asset management	Stormwater Governance	Stormwater Controls
Features	<ul style="list-style-type: none"> ■ Groundwater ■ Water quality trading ■ Natural infrastructure, conservation & restoration ■ Modeling & monitoring ■ Intelligent water systems ■ Flood protection 	<ul style="list-style-type: none"> ■ Emerging & future trends ■ Innovation clusters ■ Innovative programs & financing approaches ■ Smart cities ■ Data-driven decision making ■ Funding and financing 	<ul style="list-style-type: none"> ■ Training & workforce ■ Maintenance ■ Economics and social issues ■ Public engagement ■ Policy, regulations, permitting ■ Funding and financing 	<ul style="list-style-type: none"> ■ Green infrastructure ■ Sector-specific solutions: (agriculture, highways, airports, industry construction) ■ Source & nonstructural controls ■ Erosion & sediment controls ■ Wet weather solutions: (CSO, SSOs, high-rate treatment)
Special Section	Resiliency	Water Harvesting	WEF Stormwater Congress	Urban stormwater programs
Technology Update	<ul style="list-style-type: none"> ■ Pervious surfaces ■ Modular bioretention systems ■ Water quality filters, media, & treatments ■ Retention & detention (including ponds, tanks, chambers, etc.) ■ Flow control devices 	<ul style="list-style-type: none"> ■ Sensors ■ Real-time controls ■ GIS solutions ■ Startup technologies and services ■ Elicit discharge detection ■ Drones 	<ul style="list-style-type: none"> ■ Culverts & trenches ■ Catch basins & vaults ■ Inlet & outfall devices ■ Stormwater pipes & pumps ■ Separators and traps 	<ul style="list-style-type: none"> ■ Hard armor & retaining Walls ■ Seed & soil amendments ■ Blankets, mats, fences, & logs ■ Geosynthetics
Bonus Distribution	Asia Water Malaysia March 2020 IFAT Munich May 2020 The Water Research Foundation Conference USA May 2020 ACE USA June 2020	Stormcon USA August 2020 WaterReuse Symposium USA September 2020 Aquatech Mexico Mexico 2020	WEFTEC 2020 USA September 2020 VietWater Vietnam November 2020	

CIRCULATION

Print - 4,615

Digital - 31,339

Total - 35,954

PRICING

2020 ADVERTISING RATES

DISPLAY ADVERTISING RATES FOR TIER 1 PUBLICATIONS:

(WE&T, WEFTEC Conference Announcement, WEFTEC Program, and World Water)

	Number of Insertions							
	1X	3X	6X	9X	12X	18X	24X	30X
Full Page	\$8,051	\$7,647	\$7,245	\$6,841	\$6,762	\$6,681	\$6,600	\$6,210
2/3 Page	\$6,234	\$5,924	\$5,610	\$5,300	\$5,236	\$5,174	\$5,111	\$4,808
1/2 Page Island	\$4,976	\$4,725	\$4,478	\$4,229	\$4,179	\$4,129	\$4,078	\$3,838
1/2 Page	\$4,747	\$4,508	\$4,272	\$4,035	\$3,987	\$3,940	\$3,742	\$3,662
1/3 Page	\$3,320	\$3,152	\$2,988	\$2,820	\$2,788	\$2,754	\$2,618	\$2,560
1/4 Page	\$2,714	\$2,579	\$2,443	\$2,308	\$2,281	\$2,254	\$2,140	\$2,095

Rates effective January 2020

DISPLAY ADVERTISING RATES FOR TIER 2 PUBLICATIONS:

(World Water: Stormwater)

Discounts are available for WEF members for all WEF stormwater products.

	Number of Insertions							
	1X	3X	6X	9X	12X	18X	24X	30X
Full Page	\$6,576	\$6,248	\$5,919	\$5,590	\$5,524	\$5,455	\$5,393	\$5,327
2/3 Page	\$5,122	\$4,867	\$4,610	\$4,355	\$4,302	\$4,252	\$4,201	\$4,150
1/2 Page Island	\$4,211	\$4,000	\$3,613	\$3,578	\$3,537	\$3,495	\$3,453	\$3,411
1/2 Page	\$4,018	\$3,817	\$3,448	\$3,414	\$3,375	\$3,334	\$3,295	\$3,254
1/3 Page	\$2,972	\$2,824	\$2,677	\$2,527	\$2,497	\$2,468	\$2,438	\$2,408
1/4 Page	\$2,486	\$2,361	\$2,237	\$2,112	\$2,088	\$2,062	\$2,037	\$2,013

Rates effective January 2020

FREQUENCY RATES

This ad rate is determined based on the number of display ad insertions placed in *WE&T*, *World Water*, *World Water: Stormwater Management*, 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 + \$914

Cover 3: earned rate + \$644

Cover 4: earned rate + \$1,250

CONTINUE REACHING YOUR AUDIENCE ONLINE

Digital landing page: Your advertisement or video displays for 12 months while *WE&T* Online downloads.

Pricing (per year):

Tier 1: \$20,133

Tier 2: \$11,922

Page facing the Cover: Your advertisement sits opposite the cover of *WE&T* Online. Please provide print ready PDF.

Pricing (per month):

Tier 1: \$7,725

Tier 2: \$2,732



WE&T AND WEFTEC PUBLICATIONS SPECIFICATIONS & GUIDELINES

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

DISPLAY ADVERTISING SIZES

		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
½ Page		4.5	10	114	254
½ Page	island	4.5	7.5	114	191
	horizontal	7	4.875	178	124
	vertical	3.375	10	86	254
⅓ Page	vertical	2.125	10	54	254
	square	4.5	4.875	114	124
¼ Page		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 pburley@wef.org.
- SITX files are not accepted.

ONLINE UPLOAD

If your file is too large to email, contact Paul Burley at pburley@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.



WORLD WATER SUITE SPECIFICATIONS & GUIDELINES

(WORLD WATER AND WORLD WATER: STORMWATER MANAGEMENT)

DISPLAY ADVERTISING SIZES

		Inches		Millimeters	
		Width	Height	Width	Height
Full Page	bleed size	8.46	11.93	215	303
	trim size	8.27	11.69	210	297
	live area	7.4	10.83	188	275
2/3 Page		4.88	10.24	124	260
1/2 Page	island	5.51	7.48	140	190
	horizontal	7.4	5.2	188	132
	vertical	3.62	10.25	92	260
1/3 Page	vertical	2.18	10.25	55.5	260
	square	5.51	5.12	140	130
1/4 Page		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

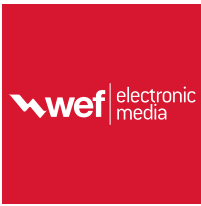
All e-mails must be given a file name indicating the magazine/client/issue.



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.





WWW.WEF.ORG ADVERTISING

WEF’s website, www.wef.org, generates an average of 180,000 page views per month, with more than 23,000 unique visitors each month. WEF offers wide and square banner ads.

Banners on 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 three 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 home page showing ad locations

BANNER ADVERTISING RATES (ALL PRICES ARE NET)

	Duration			Dimensions	
	3 months	6 months	12 months	Width	Height
Wide	\$3,603	\$4,820	\$7,220	598 px	250 px
Square	\$2,002	\$2,671	\$4,006	285 px	250 px

Homepage & Mobile Location
Earned rate + 20%

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 on the first of each month. Report will include number of impressions and number of clicks.

WEF SMARTBRIEF

Organization: Water Environment Federation

Circulation/frequency: 25,700/Daily

Description: Provides the water sector's most relevant news

Audience: Water Quality Professionals

PRICING

BILLBOARD: \$1,200

NEWS 1: \$1,200

NEWS 1 VIDEO-TEXT: \$1,500

NEWS 2: \$1,075

NEWS 2 VIDEO- TEXT: \$1,350

NEWS 3: \$975

NEWS 3 VIDEO-TEXT: \$1,200

NEWS 4: \$875

NEWS 5: \$800

SPECIAL REPORT: \$7,200

DEDICATED SEND: \$12,000

SPOTLIGHT: \$12,000

BEST OF: \$12,000

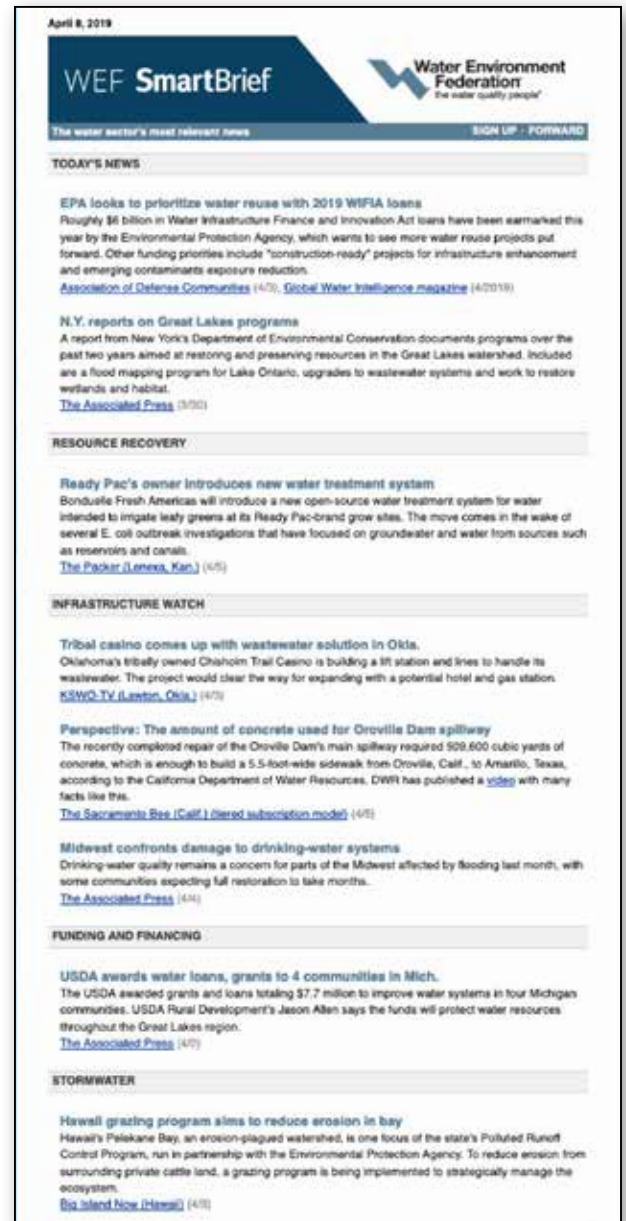
FEATURED CONTENT: \$1,200

CONTACT

Megan Kessler

Account Director

messler@smartbrief.com



April 8, 2019

WEF SmartBrief Water Environment Federation
The water quality people®

The water sector's most relevant news SIGN UP - FORWARD

TODAY'S NEWS

EPA looks to prioritize water reuse with 2019 WIFIA loans
Roughly \$6 billion in Water Infrastructure Finance and Innovation Act loans have been earmarked this year by the Environmental Protection Agency, which wants to see more water reuse projects put forward. Other funding priorities include "construction-ready" projects for infrastructure enhancement and emerging contaminants exposure reduction.
[Association of Defense Communities \(4/7\)](#), [Global Water Intelligence magazine \(4/2019\)](#)

N.Y. reports on Great Lakes programs
A report from New York's Department of Environmental Conservation documents programs over the past two years aimed at restoring and preserving resources in the Great Lakes watershed. Included are a flood mapping program for Lake Ontario, upgrades to wastewater systems and work to restore wetlands and habitat.
[The Associated Press \(3/20\)](#)

RESOURCE RECOVERY

Ready Pac's owner introduces new water treatment system
Bondusle Fresh Americas will introduce a new open-source water treatment system for water intended to irrigate leafy greens at its Ready Pac-brand grow sites. The move comes in the wake of several E. coli outbreak investigations that have focused on groundwater and water from sources such as reservoirs and canals.
[The Packer \(Lenexa, Kan.\) \(4/5\)](#)

INFRASTRUCTURE WATCH

Tribal casino comes up with wastewater solution in Okla.
Oklahoma's tribally owned Chaholm Trail Casino is building a lift station and lines to handle its wastewater. The project would clear the way for expanding with a potential hotel and gas station.
[KSHO-TV \(Lawton, Okla.\) \(4/7\)](#)

Perspective: The amount of concrete used for Oroville Dam spillway
The recently completed repair of the Oroville Dam's main spillway required 509,600 cubic yards of concrete, which is enough to build a 5.5-foot-wide sidewalk from Oroville, Calif., to Amarillo, Texas, according to the California Department of Water Resources. DWR has published a [video](#) with many facts like this.
[The Sacramento Bee \(Calif.\) tiered subscription model \(4/5\)](#)

Midwest confronts damage to drinking-water systems
Drinking-water quality remains a concern for parts of the Midwest affected by flooding last month, with some communities expecting fall restoration to take months.
[The Associated Press \(4/4\)](#)

FUNDING AND FINANCING

USDA awards water loans, grants to 4 communities in Mich.
The USDA awarded grants and loans totaling \$7.7 million to improve water systems in four Michigan communities. USDA Rural Development's Jason Allen says the funds will protect water resources throughout the Great Lakes region.
[The Associated Press \(4/7\)](#)

STORMWATER

Hawaii grazing program aims to reduce erosion in bay
Hawaii's Pelekane Bay, an erosion-plagued watershed, is one focus of the state's Polluted Runoff Control Program, run in partnership with the Environmental Protection Agency. To reduce erosion from surrounding private cattle land, a grazing program is being implemented to strategically manage the ecosystem.
[Big Island Now \(Hawaii\) \(4/5\)](#)

WEF TECHNOLOGY 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*, *World Water*, 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.

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.

PRICE

Entry Submission	\$1,259
Banner Sponsor	\$3,794
Exclusive	\$7,125

DEADLINE FOR MATERIALS SUBMISSION

First of every month

SPECIFICATIONS

- Submissions should include a product/service description up to 75 words
- Product image 200 × 170 px jpg (max file size 100k)
- Up to two (2) hyperlinks
- Product Name (Six word limit)



Sample of e-mail layout

Average Statistics on our messages:

	Sent	Open Rate
Tech Platform	54,000	12%
Exclusive TP	55,000	15%

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: 27,000+

Average Open Rate: 14%

Click Rate: 7.3%

- 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)
- Rate: \$2,494 (net)
- Discounts are available for SW Institute Members for all WEF stormwater products.



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 7,000 pageviews a month, with 20% being international visitors.

BANNER AD SPECIFICATIONS

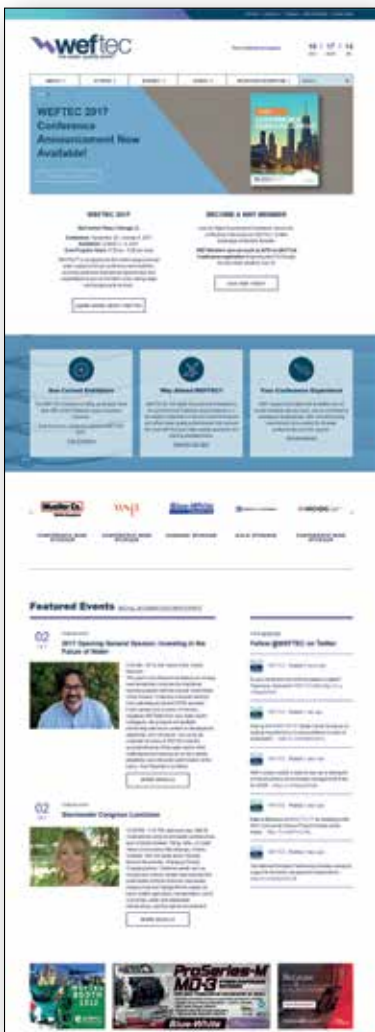
- Banner ad will appear on every page of the website.
- Available in 1-month durations – from the 1st day of the month to the last day of the month purchased.
- Materials due on the 25th of the month preceding purchased month.
- Size and format: 275 x 300 (jpeg or png)
- Rate: \$2,494 (net)
- Discounts are available for Stormwater Institute members for all WEF stormwater products.

 Visit www.wef.org/advertise

WWW.WEFTEC.ORG ADVERTISING

The WEFTEC website features wide and square banner ads. This site averages more than 91,600 page views per month. Banners are sold on an annual basis and will run from May to April the following year.

Banners on 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 three 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.weftec.org showing ad locations

BANNER ADVERTISING RATES (ALL PRICES ARE NET)

	Duration	Dimensions	
	12 months	Width	Height
Wide	\$6,023	598 px	250 px
Square	\$2,810	285 px	250 px

Homepage & Mobile Location

Earned rate + 20%

PREFERRED FORMATS

JPG, GIF, or animated GIF
Flash not 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.



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 2020 to get your product message delivered right to the inbox of each pre-registered attendee.

Price: \$1,297

Top Row Placement Price: \$1,969

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.

Price:

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 *WEFTEC Program*, September *WE&T*, in the WEFTEC Mobile App, and on www.weftec.org.

Price: \$979

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.

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 34,000 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.

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

WEF audience includes 34,000 individual members + 75 affiliated Member Associations.

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

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)

Price: \$8,235



WEF BUYER'S GUIDE

CONNECT THROUGH WEF.

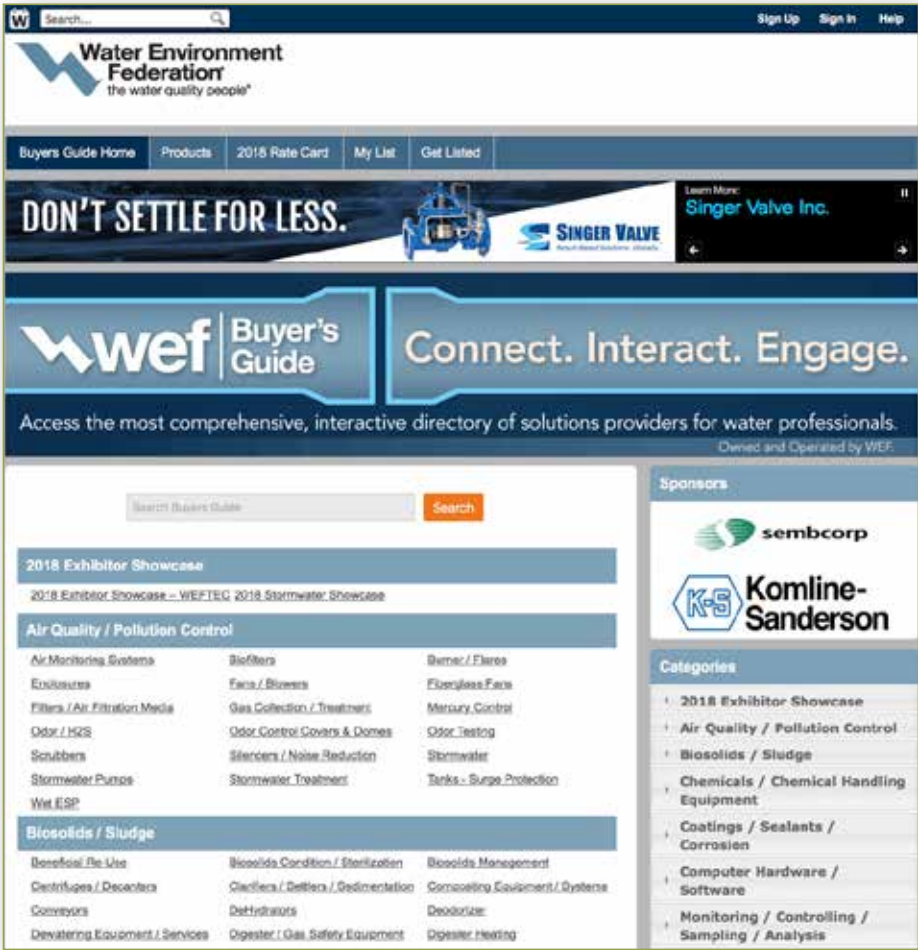
Interact with leading worldwide decision makers who rely on WEF's Buyer's Guide as their water quality resource.

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:

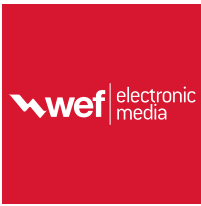
- Customize your profile with your branded display graphics.
- Manage your profile. Add, change, and upload your content.
- Stream product and brand videos directly from your profile.
- Maximize search engine optimization with blog and press feed tools.
- Integrate your social media channels directly on your profile.
- Share your story through white papers, case studies, and press releases.

Gold	\$3,186
Silver	\$1,775
Bronze	\$1066,
Standard	\$473
Profile Builder	\$352
Category Placement 1st	\$1,788
Category Placement 2nd	\$1,788
Profile Header	\$352
Exclusive Category Sponsor	\$5,937



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



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 – \$2,175.00

Standard Package 2
50K Impressions – \$3,375.00

Standard Package 3
100K Impressions – \$5,750.00

Standard Package 4
200K Impressions – \$9,975.00

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

Get Closer to Your Potential Customers!

Contact a WEF Advertising representative to develop a campaign unique to your brand's needs.



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.weftec.org

ADVERTISE ON THE WORDS ON WATER PODCAST



Words on Water is a weekly podcast from the Water Environment Federation 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.

30,000+

Over 30,000 total downloads since launch in September 2017.

500

average listens per Words on Water episode.

85%

of listeners live in the United States.

13%

of the audience is international.

Who should advertise?

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.

Why should you advertise?

The Words on Water podcast is a unique way to promote your company on a digital platform that is growing in popularity.

How much will it cost?

Our packages are flexible. We'd be happy to discuss your advertising needs and formulate a solution that meets your needs and budget.

What type of ads are available?

15-second audio ads are delivered at the introduction and exit of the episode. Advertisers will also be recognized within each episode description on wordsonwaterwef.com and iTunes.

Advertisers will also receive recognition in the following places:



Twitter
28,200



Facebook
10,200



LinkedIn
14,530



Instagram
1,675



Podcast
500



WEF SmartBrief
25,000

CONTACT US

Email: nchristy@wef.org Phone: +44 7899 927926



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 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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