



Media Kit 2010

Serving the Industry Since 1959

Water Conditioning & Purification Magazine

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Media Kit Highlights

Quite simply, there is only one publication serving the dealers, distributors, manufacturers and suppliers of the water treatment industry—and that publication is *WC&P*. Celebrating 50 years serving the POU/POE marketplace, only this magazine has provided the science, technology and news vital to the success of water treatment professionals across the country and around the globe. From the Fortune 500 to the newest inventors and their products, generations of readers have found it in our pages first, ever since Jerome Peterson's inaugural issue. Companies may have come and gone, technologies and regulations have evolved—but our readers stay on top of it all, thanks to *WC&P*.

Buyer's Guide

The most comprehensive directory of its kind, the *WC&P Buyer's Guide* features hundreds upon hundreds of listings—manufacturers, distributors and suppliers of water treatment equipment and services, associations and related organizations. The Guide is arranged by product category as well as brand and trade names. Basic company listings are free of charge. The Buyer's Guide mails annually in April.

Technical Review Committee

Established in 1996, the *WC&P* Technical Review Committee is an integral part of the editorial process, helping to ensure the consistent high quality and merit of the magazine. Committee members, each an industry expert, review articles for technical accuracy and relevancy to our readers and the industry.

Convention and Trade Show Distribution

Current issues of *WC&P* are distributed at major water quality conferences and trade shows around the world—meaning your advertisement is seen by a greater number of people.

These events include:

- American Supply Association/ISH
- American Water Works Association
- ANPDAPAC/LABWA Convention
- Aquatech Amsterdam
- Aquatech India
- Aquatech China
- Eastern WQA
- Enviro Pro Mexico
- Everything About Water (India 2010)
- Florida WQA
- International Activated Carbon Conference
- International Bottled Water Association
- National Ground Water Association
- Pacific WQA
- Texas WQA
- Water Environmental Federation Technologies
- World Aquatic Health Conference®
- WQA/Aquatech USA

Schedule subject to change without notice

Departments and Columns

Ask the Expert

This department is dedicated to answering readers' questions regarding water treatment and purification. No question is too hard, no problem insurmountable. Send your queries to the Executive Editor.

People

Announce that new promotion in People, the monthly department dedicated to news and information concerning up-and-comers in the industry. Send us information on your industry appointments, new hires, award winners and company promotions.

Dealer Dynamics

Find out how to best maximize your business and bottom line with trade shows, direct mail, TV, radio, yellow pages and newspaper advertising, telemarketing and the Internet. A compendium of ways to improve your business through technological innovation.

Flowing Issues

An overview of key present and future issues affecting the POU/POE treatment industry written by various contributors. Items covered will include state and federal legislative and regulatory issues, new trends and innovations in the water treatment industry and new treatments and techniques that may be gaining in popularity and necessity.

The Basics of Water Chemistry

A monthly column on water chemistry intended to provide basic instruction and understanding of water and water treatment. As water treatment is simply the removal, manipulation or conversion of chemical contaminants in water, this should prove essential to anyone wanting to learn new or deeper industry concepts.

Dealer Profile

Meet successful dealers and discover how they started, how they've succeeded and where they're headed.

Executive / Industry Insight

A one-on-one interview with a member of the water industry's top management, designed to give *WC&P* readers a unique vantage point from a successful individual (s) in the industry.

Water Matters

The latest in product certification and industry standards from NSF International and guest columnists.

On Tap

Deadly outbreaks of waterborne pathogens; new virus detection methods—what does this have to do with the water treatment dealer? Plenty. On Tap informs dealers of late-breaking microbiological issues and, more importantly, what they can mean to their business.

Information and Features

Global Spotlight

Every month, all the news of the water industry. From individual company changes—mergers, acquisitions and the like—to United Nations potable water initiatives and everything in between. Your participation makes this compendium the industry's best source for all that is new and noteworthy, across the nation and around the world.

- Company expansions and relocations
- Certifications and honors
- Company news and announcements
- Import/export information
- Market trends and survey data
- Government and regulatory information
- New technologies
- Global and local water treatment news
- Business opportunities—US, EU and more
- Trade show and exhibition information
- News affecting the water treatment industry
- Details on foreign markets
- Trade associations' activities and endeavors

Upcoming Events

Literally hundreds of trade shows take place each year—stay informed with Upcoming Events, your at-a-glance resource for trade shows, seminars, meetings and symposiums for the water treatment industry. If you access the website, you'll be linked directly to event sites.

What's New

Spotlight your new product in *WC&P*'s four-color What's New section. This monthly department features—free of charge—the latest innovations and products from manufacturers in the water treatment industry. Photos are always welcome; listings are on a space available basis.



Marketing and Special Showcases

Marketing Showcase

Marketing Showcase is an innovative and inexpensive way for advertisers to gain exposure. Featured in every issue, Marketing Showcase advertisers are grouped into a special section, giving their 1/6 page ad maximum focus.

- Only \$300/month; 13-month minimum contract
- 1/6 page, black & white (2¼" x 4¾")
- Non-commissionable
- Marketing Showcase ads are listed in the Directory of Advertisers



Special Showcases

Three times a year, *WC&P* devotes a special section to help companies promote their products and innovations. These four-color, quarter-page ads give advertisers a cost-effective means of promoting specific products and services to thousands of prospects. Showcase issues include:

- Winter Showcase in February
- Summer Showcase in July
- Fall Showcase in October

The cost for each four-color, quarter-page Showcase ad is \$450 when accompanied by a minimum of a quarter-page advertisement in the regular section of the same issue. Call the Advertising Department for more details. There is no charge for ad design. Advertise in all three Showcases and enjoy a discounted rate of \$1,200 when paid in advance.



2010 Editorial Calendar

January

Membrane Separation / Filtration / Small Systems
Extras; WCP show attendance or distribution: • NSPF and NESPA

February

Pre-Show Guide / Ion Exchange / New Technology
Extras; WCP show attendance or distribution: • Winter Showcase • WQA Aquatech USA

March

Show Guide / Softening / Regulatory and Legislative
Extras; WCP show attendance or distribution: • WQA Aquatech USA

April

Commercial / Industrial / Competitive Advantage
Extras; WCP show attendance or distribution: • World Filtration Congress

Buyer's Guide

Our 13th issue.

The most comprehensive guide of its kind in the POU / POE water treatment industry.

May

Ultraviolet / Laboratories and Analytical / Small Systems
Extras; WCP show attendance or distribution: Aquatech China

June

Carbon / *WC&P* Top 50 / New Technology
Extras; WCP show attendance or distribution: • Florida WQA • ACE 09 • AWWA

July

Reverse Osmosis / Water Reuse and Harvesting / Regulatory and Legislative
Extras; WCP show attendance or distribution: • Summer Showcase • Texas WQA

August

Ozone / Pools and Spas / Competitive Advantage
Extras; WCP show attendance or distribution: • ANPDAPAC • Association of Water Technologies

September

Bottled Water / Vending and Coolers / Small Systems
Extras; WCP show attendance or distribution: • Eastern WQA • Colorado WQA

October

International / Sanitation / New Technology
Extras; WCP show attendance or distribution: • Fall Showcase • Enviro Pro Mexico • Pacific WQA • International Activated Carbon Conference • World Aquatic Health Conference®

November

Desalination / Municipal Systems and Wastewater / Regulatory and Legislative
Extras; WCP show attendance or distribution: • National Ground Water Association Show

December

Groundwater / Arsenic / Competitive Advantage
Extras; WCP show attendance or distribution: • National Ground Water Association Show • Arizona WQA

Schedule subject to change without notice. Space reservation deadline is the first of each month for the following month's issue. Please call in advance for us to customize a deadline for your ad materials.

Submission Guidelines

News Release or Product Announcement

New products (What's New), personnel (People), news (Global Spotlight) and event (Upcoming Events) announcements may be submitted in Word or PDF format to Managing Editor Denise Roberts via email (droberts@wconline.com). Submissions should be forwarded at least four weeks in advance of desired utilization due to publication scheduling.

Each announcement should be at least 150 words in length to allow for editing and layout. Digital image requirements are a minimum resolution of 300 dpi, preferably in JPG, TIFF, EPS or PDF format; color images are preferred. Digital images submitted with Global Spotlight releases will be used as space allows.

For best results, include website and email contact information with all event and product announcements. *WC&P* readers routinely check these for more information. If an event venue or date changes, send updated information or your important event could be missed, possibly resulting in lost business opportunities.

Verbal utilization guarantees will not be provided due to submission volume and because materials may be held for future use. When releases are published, submitters will receive at least two sets of tear sheets (single sheets) for their records.

Value-Added Publication Services

Reprints

WC&P articles and advertisements make great training and promotional tools. Reproduced in an attractive, individualized format, reprints can be customized to your specific needs. Please contact the Graphics Manager for options and pricing information.

Subscriber List Rental

Our BPA-audited subscriber list is available for rent on a one-time basis through a bonded mailing house. The list can be sorted by industry category, state or ZIP code and may be customized with a specific key line. List rental charges: \$125 per 1,000 names for advertisers and \$250 per 1,000 names for non-advertisers, with a minimum order of 1,000 names. *WC&P* does not offer a commission to list brokers. Please contact the Publisher for more information.

WC&P Challenge

Don't know how effective your advertising is? We do! Reader service numbers are as out of date as buggy whips. Let us show you what *WC&P International* is really doing for your company—take the ultimate challenge! Show us your sales records after your ad runs—for 30, 60, even 90 days. We'll tell you which of those sales are *WC&P* subscribers—no funky postcards, no illegible handwriting, no doubts. You'll know precisely what we do—that *WC&P* advertising is the most successful in the business. And we're willing to prove it.

Ad Preparation Service

WC&P offers a full range of quality design services to assist in the creation of display advertising. Some restrictions apply. For more information, please contact the Advertising Department.

Free Introductory Subscriptions

Free subscription cards are available for advertisers to give away, imprinted with the compliments of your company. Contact the Circulation Department for details.

Trade Show Promotional Boards

WC&P provides advertisers who exhibit at key industry trade shows with an easel board display of their advertisement. These complimentary boards can be placed in your booth to further promote your products and generate sales.

Submission Guidelines

Technical or Whitepaper Articles

We prefer articles of 1,500-3,000 words. However, longer works are routinely accepted, as they can run in installments, or with an introductory part in print and the remainder on our website. If your technology or application is best explained in a larger treatise, by all means do so.

The more graphics, the better, particularly for technical/white papers. Charts, test data, photos, schematics and graphs—more is decidedly better. Image files should be at least 300 ppi, preferably larger, in JPG format. If you have another file format, please contact our Creative and Graphics Department at (520) 323-6144 to see if they can work with or convert your materials.

In the interests of objectivity, we remove corporate, trade and product names in the body of the articles we run. *WC&P* presents science, case histories and first person testimonials and opinions, not advertorials.

At the end of each article, we run an 'About the author' box which includes a brief biography and full contact information for the bylined individual(s) and an 'About the company' and/or 'About the technology' box identifying all the proprietary products and technologies that were discussed in the article. This includes full sales contact information so that interested readers may reach out to the authors and their companies without delay.

WC&P readers are, for the most part, residential water treatment specialists, dealers, suppliers and manufacturers. Most have some commercial and industrial clients as well, but such are the minority of their business.

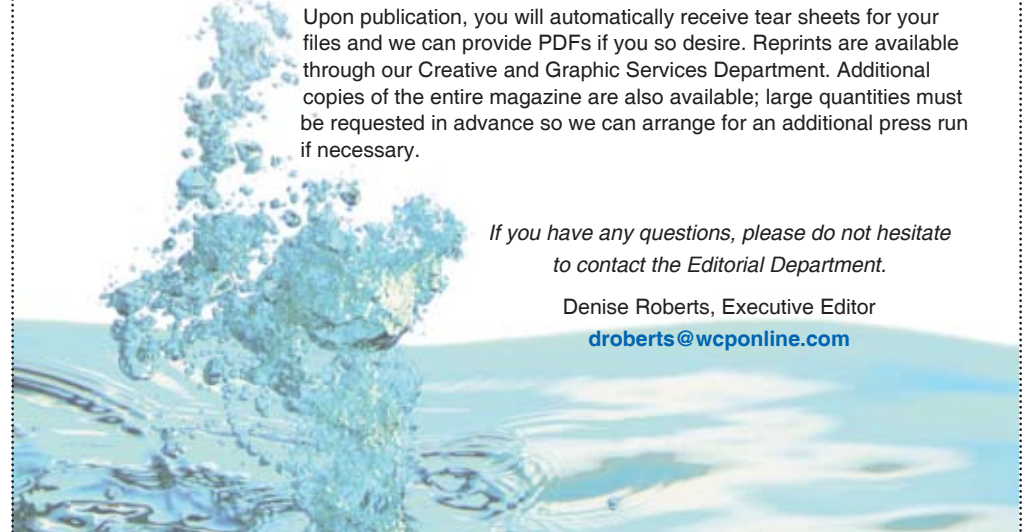
Upon submission, articles are edited for grammar and style, then sent to our Technical Review Committee, a panel of industry experts who vet each and every submission. If we change anything—anything at all—we forward the article back to you for final approval. There are no surprises, ever. Along with your final sign off, we require a signed author's agreement to guarantee the exclusivity of the article within our trade category.

We realize you may be coordinating marketing efforts with the appearance of your article. Therefore, we make every effort to run it timely; however, space is always at a premium. Should we run out of room, we will bump your article to a later issue. You will be notified immediately when that occurs.

Upon publication, you will automatically receive tear sheets for your files and we can provide PDFs if you so desire. Reprints are available through our Creative and Graphic Services Department. Additional copies of the entire magazine are also available; large quantities must be requested in advance so we can arrange for an additional press run if necessary.

If you have any questions, please do not hesitate to contact the Editorial Department.

Denise Roberts, Executive Editor
droberts@wconline.com



Publication Advertising

Inserts

Each page (front and back) of an insert is billed at the earned frequency black and white page rate multiplied by the number of insert pages. Inserts have special mechanical requirements. Those tipped in the magazine will be charged an additional fee of \$60 per thousand (non-commissionable). *WC&P* also offers the opportunity to mail your company catalog or brochure to our subscribers. Contact the Publisher for more information.

Bind-in Postcards

Contact the Publisher for mechanical requirements, space availability and costs.

Classified Advertising

Classified advertising is billed at a rate of \$1.95 per word with a \$78 minimum charge, payment due in advance. Add \$5 for a blind box number, add \$20 for listing on our website. Classified display advertising is billed at \$80 per column inch.

Frequency, Short Rate and Rebate

The frequency rate is based upon the total number of insertions within any 12-month period. Advertisers will be short-rated if, within a 12-month period from the date of their first insertion, they do not fulfill the number of insertions upon which their projected billings were based. Advertisers will be rebated if, within a 12-month period from the date of their first insertion, they run additional insertions that qualify them for a higher frequency rate. Advertisers who do not fulfill their contract will be billed at a one-time rate for advertisements previously billed at contract rate.

Credit and Discount Policies

Our normal terms are two percent within 10 days (except on discounted ads), net 30 days. The two percent discount payment is allowed only if checks are dated within 10 days of the invoice date and received by the Publisher within 15 days of the invoice date. State sales tax will be added where required. Recognized agencies are given a 15 percent commission on space, color, bleed and special position charges. Marketing Showcase, artwork, typesetting, composition, camera work, etc., are not commissionable.

Discounts/commissions are null and void if invoice is not paid within 45 days. The publisher reserves the right to require prepayment prior to accepting an insertion order. Agencies are responsible for payment of advertising.

Advertising Policy

Advertisers and their agencies assume liability for all advertising content (including text, representation and illustration) and assume responsibility for any claims arising therein against the Publisher. The Publisher reserves the right to reject any advertising not in keeping with the publication's standards.

Contract Conditions

The Publisher will not be bound by any conditions or requirements appearing on insertion orders, copy or contracts that conflict with the provisions of the current year's *Water Conditioning & Purification Magazine Media Kit*.

All advertisements are published with the understanding that the material complies with all US Postal regulations and other applicable federal and state laws. The advertiser and its agency guarantee that they are authorized to publish the contents of the advertisement and that all statements within are true. The Publisher makes no judgments as to claims of products or services advertised.

The Publisher reserves the right to hold the advertiser and/or its advertising agency liable for all monies that are due and payable to the Publisher, including invoiced

amounts and collection and legal fees should they become necessary. The advertiser and/or agency agree to pay all such fees on demand. The Publisher reserves the right to limit the space available in any issue.

The Publisher cannot assume responsibility for errors or omissions in copy changes. The liability of the Publisher for any error, delay or omission for which it may be held legally responsible shall not, in any event, exceed the cost of the advertising space and, in no event, shall the Publisher be liable for any loss of income, profit or other damages.

Positioning of ads is at the discretion of the Publisher unless the advertiser has agreed to pay a premium for a specified placement. Advertising rates are subject to change, although contracts remain in force as agreed upon for the life of those contracts.

Doing Business in Latin America Just Got Easier...

Call about advertising opportunities in our Latin American magazine, published in Spanish with selected articles in Portuguese. This is the only region-wide authoritative source of information on the business, technology and application of water treatment throughout Latin America.

Agua Latinoamérica offers excellent advertising opportunities in all areas of water treatment: beverage and water bottlers; manufacturers; pharmaceutical operations; electronics and microelectronics; laboratories, testing and research; health, hospitals and dental care; dialysis; electric power generation; desalination; paper mills and processors; printers, photographers and lithographers; restaurant, hotel and resort industry; agriculture and aquaculture; municipal and small utilities, as well as countless other industries.

Submission Guidelines

Technical article and news release submission guidelines are the same for *Aqua Latinoamérica* as they are for *WC&P*. Items can be submitted in English or Spanish/Portuguese, with respective translation provided.

Package deals are available
www.agualatinoamerica.com



Advertising Rates

Display Advertising

	1x	3x	6x	9x	13x
Full	\$ 3,250	2,850	2,600	2,450	2,250
2/3	\$ 2,300	2,100	1,900	1,800	1,550
1/2 island	\$ 1,950	1,800	1,650	1,500	1,400
1/2	\$ 1,800	1,650	1,500	1,400	1,225
1/3	\$ 1,350	1,250	1,150	1,050	950
1/4	\$ 1,100	1,000	925	850	775
1/6	\$ 850	750	700	650	600

Color Rates

Two-color per page: \$ 400 Four-color per page: \$ 800 Four-color spread: \$ 1,350

Special Position

Covers: Inside Front Cover, Page 3, Inside Back Cover, Back Cover and Center Spread are contracted on a first-come-first-served basis. Additional 10-percent upcharge.

Note: Under certain circumstances, additional color charges may apply.

Marketing Showcase

1/6 page black and white (13x): \$ 3,900

Thirteen-month minimum contract. Non-commissionable (two ad changes permitted during contract). Marketing Showcase ads are listed in the Directory of Advertisers.

Mechanical Specifications

- Magazine trim size: 8-1/4 x 10-7/8 in (21 x 27.6 cm).
- Live area must be at least 1/4 inch (0.64 cm) from trim; however, 3/8 in (0.96 cm) to 1/2 inch (1.3 cm) is recommended.
- Two-page spread: Build as two single facing pages
- Printed on 50 lb., #4 grade gloss sheet; cover is 80 lb., #3 gloss text.
- Printed to SWOP standards.
- Halftone and color ads: 133-150 line screen.
- Magazine is saddle-stitched.

Ad File Submissions

- PDF (print-ready or press optimized); JPG (300 ppi); TIF (300 ppi) or EPS. Please DO NOT send native files.
- Please email files whenever possible. Files that are too large to email may be uploaded to our FTP site or send us a link to your site. Contact us for details.

Contact *WC&P* to reserve placement today.

Kurt Peterson: (520) 323-6144; kcpeterson@wcponline.com



<p>FULL PAGE BLEED</p> <p>8³/₄ x 11³/₈ in 22.2 x 28.9 cm</p>	<p>FULL PAGE</p> <p>7¹/₄ x 10 in 18.4 x 25.4 cm</p>	<p>2/3 PAGE</p> <p>4³/₄ x 10 in 12.1 x 25.4 cm</p> <p>VERTICAL 1/3 PAGE</p> <p>2¹/₄ x 10 5.7 x 25.4</p>	<p>ISLAND</p> <p>1/2 PAGE</p> <p>4³/₄ x 7¹/₂ in 12.1 x 19.1 cm</p>	<p>1/4 Page</p> <p>3¹/₂ x 4³/₄ in 8.9 x 12.1 cm</p> <p>VERTICAL 1/2 PAGE</p> <p>3¹/₂ x 10 in 8.9 x 25.4 cm</p>	<p>1/6</p> <p>2¹/₄ x 4³/₄ 5.7 x 12.1</p> <p>1/3 PAGE SQUARE</p> <p>4³/₄ x 4³/₄ in 12.1 x 12.1 cm</p> <p>HORIZONTAL 1/2 PAGE</p> <p>7¹/₄ x 4³/₄ in 18.4 x 12.1 cm</p>
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Online Advertising

WC&P is the premier and longest serving publication for water treatment professionals. We continue to be an innovative communications company, offering several new and upgraded information tools online—and that means more marketing opportunities to the industry than ever before.

WC&P Website

Sponsor Banner. Position the message at the top of one of the most popular web pages in the water treatment industry. Exclusive by the month or all year long.

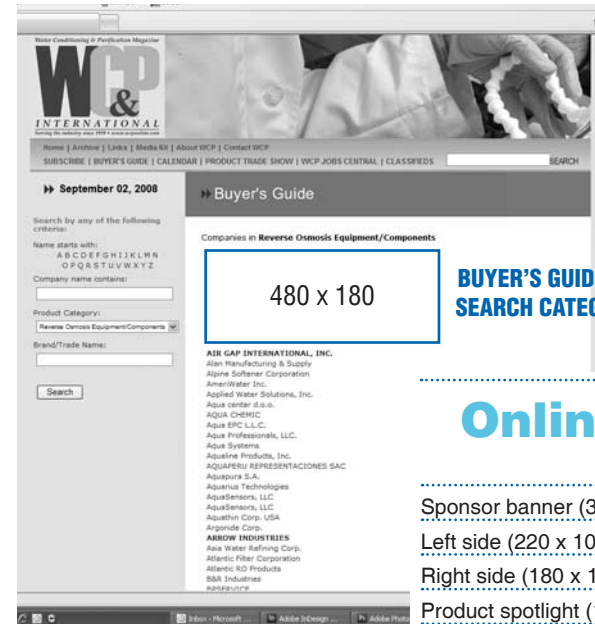
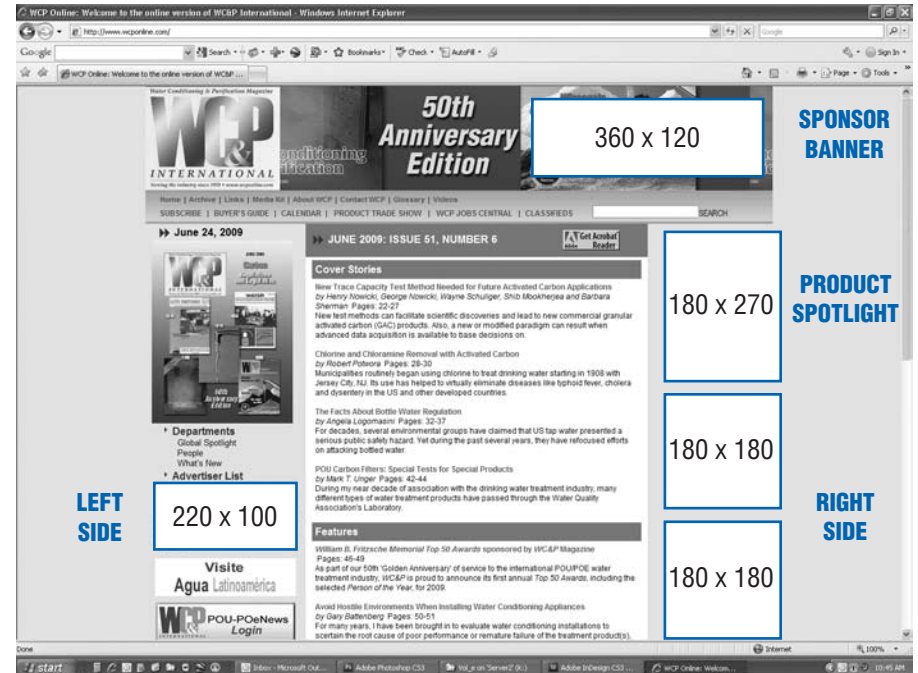
Left Side. Great exposure in a larger format ad. More room for image and message to bring browsers to company websites.

Right Side. Constant impressions in a larger format button. Ads rotate with each renewal or visit, so each will be seen regularly at the top of the stack as well as in all other positions, keeping viewer interest high.

Product Spotlight. Just the right spot to create some buzz! Headline photo and text in a prominent top-of-column location. Reserve the spot all year—and rotate several catalog items to make them the hottest movers in the product line.

Buyer's Guide Page Sponsor. Get in front of thousands of visitors each month with an ad at the top of one of the most visited pages on the *WC&P* site. Consult a *WC&P* representative regarding sponsorship of specific product categories.

Search Category Sponsor. Have an ad show up every time a visitor searches for reverse osmosis or filter housings or iron, etc. Now is your chance. Pick specific words/phrases/categories and when readers view the archived list in that subject, the first thing they'll see is your company's banner ad message. We offer an exclusivity lock—no sharing the spotlight with competitors.



Online Ad Rates

	One year
Sponsor banner (360 x 120)*	\$ 5,000
Left side (220 x 100)**	\$ 2,500
Right side (180 x 180)**	\$ 3,750
Product spotlight (180 x 270)**	\$ 4,250
Buyers Guide page sponsor (480 x 180)**	\$ 2,000
Search category sponsor (480 x 180)**	\$ 2,000

* Rotating ad, limited to two advertisers

** Rotating ad, unlimited advertisers

Volume contract rates are available

WC&P POU-POeNews

Sponsor Rectangle. Prominently placed at the top-right of up to 24 editions scheduled for broadcast in 2010 to WC&P's premier opt-in subscriber list.

Product Video. Product and promotional videos, installation and training videos, webinars, testing services, video news releases (VNRs) and informational podcast capabilities are available. Text ad and link placement is displayed second from the top of the highlighted box in column.

Product Spotlight. New products are a perennial WC&P reader favorite, in print and online. Now place Product Spotlight ads in WC&P POU-POeNews editions. Elect top, third or successive positions. Top position will appear in right hand column, directly under any featured news video; if no video runs that issue, Product Spotlights will run at the top of the column.

Headline Banner. Banner or text ad placed amid headlines. Terrific exposure, guaranteed to be seen by all readers scanning the POU-POeNews. Select top or mid position.

Transition Ad. A short-duration (one second) sponsor rectangle ad (not a pop-up) that displays after a reader clicks on a headline while the full news item is loading. Hugely popular value, since the ad is 'served' every time any news story is read—major story or minor, all month or all year. Consider the impact of your logo here!

WC&P Custom Email Broadcasts (eLert). Send a custom email to a targeted list of best prospects, selected from WC&P's print magazine and POU-POeNewsletter subscribers. The perfect vehicle for fast response and precise timing, to introduce and promote new products, send out important company news and invite dealers and distributors to special events. WC&P will broadcast the message on the time and date selected—and will have results in 10 days or less, even though some email campaigns generate response beyond that timeframe.

Submission Guidelines POU-POeNews

Application case studies, new product information, event and breaking news announcements, book reviews, legal and legislative updates and industrial analysis can be submitted in Word or PDF format to Executive Editor Denise Roberts via email (droberts@wcponline.com). Materials will also be archived for future reference. Submissions should be forwarded at least four weeks in advance of desired utilization due to publication scheduling.

News-based surveys will also be taken on the site each month. Information and input will be solicited and results will be reported on current issues and trends.

Technical and expert questions can also be submitted, with answers posted for peer education.

Materials

Product Spotlight materials: JPG photo, your teaser text and the link-to URL.

Custom email broadcast materials: Prepare and send HTML files; or prepare a rough layout of message in Word and send logos and photos as separate, high-resolution JPG attachments.

Electronic Promotion Ad. Podcast information can be forwarded in edited WAV, AIFF, MPEG, MP3 or Au files, with videocast information submitted in WMV, MOV and SWF digital formats and a 180 x 180 video still shot. Materials can also be archived for future reference and promotion.

POU-POeNews Ad Rates

	Per issue
Sponsor rectangle (200 x 80)	\$ 500
Product video	\$ 450
Product spotlight: top (180 x 180)	\$ 450
Product spotlight: 2nd (180 x 180)	\$ 400
Headline banner: top (360 x 60)	\$ 300
Headline banner: other (360 x 60)	\$ 250
eLert (640 x 480)	\$ 1,500
Transition ad / month (640 x 480 min.)	\$ 1,000

Volume contract rates are available

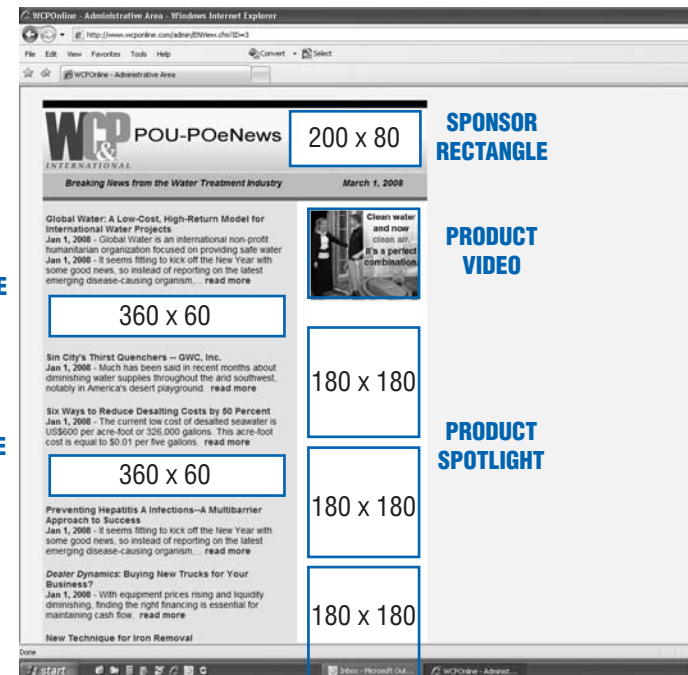
HEADLINE
BANNER
(TOP)

HEADLINE
BANNER
(OTHER)

SPONSOR
RECTANGLE

PRODUCT
VIDEO

PRODUCT
SPOTLIGHT



Contact WC&P to reserve placement today.

Kurt Peterson: (520) 323-6144; kcpeterson@wcponline.com