

Media Kit 2012



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**Serving
the Industry
Since 1959**

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 *Water Conditioning and Purification International (WC&P)*. Serving the POU/POE marketplace for more than 50 years, 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 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 relevance 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 Water Works Association's ACE '12
- Aquatech Amsterdam
- Aquatech India
- Aquatech China
- Arizona WQA
- Colorado WQA
- Eastern WQA
- Everything About Water India
- Florida WQA
- International Activated Carbon Conference
- InterBev / International Bottled Water Association
- National Ground Water Association
- NSPF
- Pacific WQA
- Texas WQA
- Water Environmental Federation (WEFTEC)
- World Aquatic Health Conference®
- WQA Aquatech USA

Schedule subject to change without notice

Departments and Columns

Dealer Dynamics / Creative Marketing

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.

Dealer Profile

Meet successful dealers and discover how they started, how they've succeeded and where they're headed. Every region has their own water issues; our profiles let you know how they are handled and provide ideas for other dealers to try.

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.

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.

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.



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.

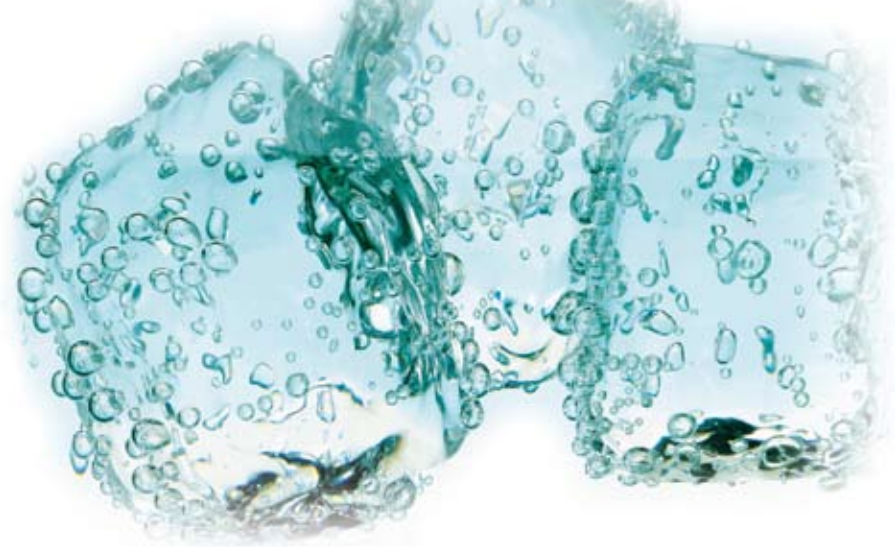
- Company expansions and relocations
- Certifications and honors
- Company news and announcements
- Import/export information
- Market trends and survey data
- Government and regulatory information
- New technologies
- Global and local water treatment news
- Business opportunities—US, EU and more
- Trade 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.



2012 Editorial Calendar

Editorial focus

Show distribution

January

Membrane Separation / Filtration..... NESPA

February

Pre-Show Guide / Ion Exchange WQA Aquatech USA; Everything About Water India
Winter Showcase issue

March

Show Guide / Softening WQA Aquatech

April

Commercial / Industrial World Filtration Congress; Aquatech India

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..... Aquatech China

June

Carbon / Small Systems..... Florida WQA; ACE '12

July

Reverse Osmosis / Water Reuse and Harvesting..... Texas WQA
Summer Showcase issue

August

Ozone / Pools and Spas

September

Coolers / Water Vending / Bottled Water..... Pacific WQA; Colorado WQA; WAHC; InterBev/IBWA; WEFTEC '12

October

International / Sanitation..... International Activated Carbon Conference
Fall Showcase issue

November

Desalination / Wastewater National Ground Water Association; Eastern WQA

December

Groundwater / Arsenic 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 Executive Editor Denise Roberts via email (droberts@wconline.com). Submissions should be forwarded at least four weeks in advance of desired placement due to publication scheduling.

Each announcement should be a minimum of 150 words 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

PDFs

WC&P articles and advertisements make great training and promotional tools. Print-quality and web-ready PDFs are available with the completion of a reprint request.

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! In today's economy, advertising is essential for company growth. 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. Online reader service reports are available upon request.

International

A digital version of *WC&P* is now available to international subscribers. Domestic subscribers may also request the international version. Please contact the Circulation Department.

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 the booth to further promote products and generate sales.

Submission Guidelines

Technical or Whitepaper Articles

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. Submissions should be focused on these markets.

We prefer articles of 1,500-3,000 words. 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 the technology or application is best explained in a larger treatise, by all means do so. In the interests of objectivity, do not include corporate, trade and product names in the body of the articles. *WC&P* presents science, new technologies and case histories, not advertorials.

More graphics are 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. For other file formats, please contact our Creative and Graphics Department at (520) 323-6144 to see if they can work with or convert those materials.

At the end of each article, 'About the author' should include a brief biography and full contact information for the bylined individual(s). 'About the company' and/or 'About the technology' identifies companies, proprietary products and technologies that may have been discussed in the article. Include full sales contact information so that interested readers may reach out to the author(s) and companies without delay.

Upon submission, technical articles are edited for grammar and to *WC&P*'s style. After initial editing, they are sent to the Technical Review Committee, a panel of industry experts who vet each and every submission. If/when changes are made, authors have final approval, except for minor changes that may occur in the final proofing process that will not affect the article's tone or context. In addition to author approval, we require a signed author's agreement to guarantee the exclusivity of the article within our trade category.

We realize many may be coordinating marketing efforts with the appearance of their article. We make every effort to run it timely; however, space is always at a premium. Should space become a problem, articles may be bumped to a later issue and the author(s) will immediately be notified.

Upon publication, authors or their designated representative will automatically receive tear sheets, and we can provide PDFs if so desired. Reprints are available through our Creative and Graphic Services Department. Additional copies of the entire magazine are also available; large quantities, however, must be requested in advance so an additional press run can be arranged 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 on our Latin American website, 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

Agua Latinoamérica



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 4³/₄ x 10 in 12.1 x 25.4 cm</p> <p>VERTICAL 1/3 PAGE 2¹/₄ x 10 5.7 x 25.4</p>	<p>ISLAND 1/2 PAGE 4³/₄ x 7¹/₂ in 12.1 x 19.1 cm</p>	<p>1/4 Page 3¹/₂ x 4³/₄ in 8.9 x 12.1 cm</p> <p>VERTICAL 1/2 PAGE 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 4³/₄ x 4³/₄ in 12.1 x 12.1 cm</p> <p>HORIZONTAL 1/2 PAGE 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.

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 SUBSCRIBE | BUYER'S GUIDE | CALENDAR | PRODUCT TRADE SHOW | HISTORY PROJECT | CLASSIFIEDS

September 01, 2011 | AUGUST 2011: ISSUE 53, NUMBER 8

WWIF Store
 The Wishing Well International Foundation store is now open. Help fund projects and receive something for your efforts!
 Click here for more information.

Cover Stories
 Ozone 101
 by Dawn Dawson Pages: 24-28
 Waterborne diseases are estimated to cause 2.2 million deaths each year, according to the World Health Organization (WHO). These deaths are attributable to waterborne pathogens due to inadequate treatment in public water treatment and sanitation systems.

Departments
 Global Spotlight
 People
 What's New
 Advertiser List

Features
 Case Study: The Greenest Waterpark in the World?
 by David R. Knighton, MD and Vance Pieger, BS Pages: 30-33
 Barry Thompson from the Metropolis Resort in Eau Claire, WI, helped design the resort's Chass Waterpark to be energy efficient, conserve water and to utilize other smart, green technologies.

Simple Engineer Solutions: Minimizing Fatalities in Residential Pools and Spas
 by Susan Rivera, Ph.D., CPO Pages: 34-35
 In May, the US Consumer Product Safety Commission (CPSC), the government agency responsible for enforcing the Federal Pool and Spa Safety Act, released its pool or spa submersion statistics. For 2008 through 2010, an estimated annual average of 1,100 children under 15 years of age were treated in US hospital emergency departments for injuries associated with pool or spa submersions.

Water in the Changing Urban Environment: The "Water-Energy Nexus Challenge"
 by Leon Amerbach Pages: 42-44
 For the fourth consecutive year, the International Desalination Association (IDA) supported the Water Leaders Summit at Singapore International Water Week.

Visit
 Agua Latinoamérica
 Removes iron, manganese, arsenic, radium and hydrogen

360 x 120 SPONSOR BANNER

180 x 270 PRODUCT SPOTLIGHT

180 x 180 RIGHT SIDE

220 x 100 LEFT SIDE

180 x 180 RIGHT SIDE

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 SUBSCRIBE | BUYER'S GUIDE | CALENDAR | PRODUCT TRADE SHOW | WCP JOBS CENTRAL | CLASSIFIEDS

August 11, 2010

Buyer's Guide

This new and improved Buyer's Guide is worldwide and combines WCP and Agua Latinoamerica listings for global resourcing at your fingertips. If you are a manufacturer, supplier or distributor and would like to be listed in our online Buyer's Guide, please [sign up here](#).

Not yet a subscriber? Please [click here](#) to sign up for a free subscription to Water Conditioning & Purification Magazine.

All Buyers Guide companies

480 x 180 BUYER'S GUIDE OR SEARCH CATEGORY

POU-POeNews Login

Accu-Tek, Inc.
 Ace Chemical & Equipment Co.
 ACHE Engineering Products, Inc.
 Acqualine
 ACS Industries LP, Separations & Mass Transf
 Activated Carbon Services, Inc.
 Acu-Trol, Inc.
 Adde Water Systems, Inc.
 AdEdge Technologies, Inc.
 ADI International Inc.
 Advance Chemicals, Ltd.
 Advance Plastic Corp.
 Advanced Electronic Products, Inc.
 Advanced Water Engineering, Inc.
 Advantage Engineering, Inc.
 Advantage, Inc.
 Aeration Industries International, Inc.
 Aeres Industries, Inc.
 AERONEX Systems, Inc.

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Departments
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EXPERIENCE IN ULTRAVIOLET WATER SUPPLY
 Visit
 Agua Latinoamérica
 Removes iron, manganese, arsenic, radium and hydrogen

IDE Technologies
 THE BEST IN WATER TREATMENT
 DESALINATION COMPANY OF THE YEAR

Wishing Well International Foundation

Online Ad Rates

(Volume contract rates are available)	One year
Sponsor banner (360 x 120)*	\$ 5,000
Left side (220 x 100)**	\$ 3,000
Right side (180 x 180)**	\$ 4,000
Product spotlight (180 x 270)**	\$ 4,500
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

WC&P POU-POeNews

Sponsor Rectangle. Prominently placed at the top-right of up to 24 editions scheduled for broadcast in 2011 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

Videos, application case studies, new product information, event and breaking news announcements, legal and legislative updates, training announcements and much more are favorite features. Ask the Expert, dedicated to answering readers' water treatment questions in a timely manner, examines a wide range of issues in this venue. No question is too hard, no problem insurmountable. Newsletters are sent out on or about the 1st and 15th of each month.

Materials will also be archived for future reference. Submissions are needed at least two weeks in advance of desired placement due to scheduling requirements. Submit materials and queries to Executive Editor Denise Roberts via email (droberts@wconline.com).

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. Videocast information should be submitted in WMV, MOV and SWF digital formats with 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

The screenshot shows the WC&P POU-POeNews website interface. Several ad placement areas are highlighted with red boxes and labels:

- SPONSOR RECTANGLE:** A 200 x 80 box is located in the top right corner of the main content area.
- PRODUCT VIDEO:** A box is placed over a video player area on the right side of the page.
- HEADLINE BANNER (TOP):** A 360 x 60 box is placed over the top headline of a news article.
- HEADLINE BANNER (OTHER):** A 360 x 60 box is placed over a headline in the lower section of the page.
- PRODUCT SPOTLIGHT:** Two 180 x 180 boxes are placed over product spotlight areas on the right side of the page.

Contact WC&P to reserve placement today.
Kurt Peterson: (520) 323-6144; kcpeterson@wconline.com