



## Online Marketing Solutions



[www.eponline.com](http://www.eponline.com)



[www.wwn-online.com](http://www.wwn-online.com)

### eponline.com and wwn-online.com

Increase your exposure without compromising your budget. Select from a variety of online opportunities:

- Banner and Button Advertising
- Exclusive Product Category Sponsorships
- Hot Topic Sponsorships
- E-Newsletter Lead Generation

### e-newsletters

The *Environmental Protection* and *Water & Wastewater News* e-newsletters each mail twice a week and are the perfect spots to showcase your products. Clean and easy to navigate, these e-newsletters are the ones industrial and municipal water professionals read for industry news. In addition, they're the only newsletters that generate leads in our market. Custom e-newsletters are also available—perfect for building relationships with current customers, generating new leads and/or nurturing leads recently generated.

### Turnkey Webinars

Tap into our expertise and expansive market reach and drive valuable leads with a custom Webinar. The unique forum allows you to deliver information and engage participants in a timely, cost-effective manner. Sponsorship includes:

- Registration development and collection
- Comprehensive event promotion
- Targeted e-blasts
- E-newsletter promotion
- 30-day link on eponline.com or wwn-online.com
- Custom-designed user interface
- Optional real-time polling and Q&A during presentation
- Audio delivery and presentation coordination
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

### Web sites

#### Home Page Banners

728x90 Leaderboard – 4 sponsors	\$650 net/month
160x600 Skyscraper – 4 sponsors	\$550 net/month
468x60 banner – 4 sponsors (middle and bottom)	\$300 net/month
Featured Product	\$500 net/month
Includes New Product, 150x150 image, 60-80 word description	

#### Run of Site Banners

728x90 Leaderboard – 4 sponsors	\$500 net/sponsorship
160x600 Skyscraper – 4 sponsors	\$450 net/sponsorship
160x120 Button Left – 3 positions (including home page)	\$500 net/month
336x280 Embedded Ad – 4 sponsors	\$400 net/month
Sponsored Textlinks	\$250 net/month

#### Special Sections

Exclusive Product Category Sponsorship	\$300 net/month
Includes linkable "Sponsored by" on main page, 468x60 at top of Category page, and first product listing, 150x150 image and linkable URL	
Topic Sponsorships (468x60 at top of Topic page)	\$350 net/month
Case Studies/White Paper Hosting	\$500 for 6 months
Includes PDF, 120x120 logo, 40-word description	

Webinars Call for rates

### e-newsletters

468x60 banner top	\$625
468x60 banner bottom	\$450
160x600 right skyscraper	\$1000
Sponsor positions	\$810
(150x150 image + 30-40 words)	
Product positions	\$810
(150x150 image + 30-40 words)	

**Please contact Holly Harris**

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Online Rates

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