



# Online Marketing Solutions



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

## eponline.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
- Content Syndication (White Papers, Podcasts, Case Studies)

## e-newsletters

The *Environmental Protection* e-newsletter mails twice a week to 47,000\* subscribers, and the *Water & Wastewater News* e-newsletter mails once a week to 44,000\* subscribers. These newsletters are the perfect place to showcase your products and generate leads. Clean and easy to navigate, they are the ones environmental professionals read for industry news. 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
- 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 access
- Custom minimum lead guarantee

*\*Publisher's Own Data*

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### New for 2010

Hot Topic Sponsorship Roadblock (all banners and Feature Product) \$1,500 net/month

Home Page Sponsorship Roadblock (all banners and Feature Product) \$1,500 net/day

Home Page Info Center \$3,500 net/month

### Home Page Banners

728x90 Leaderboard – 4 sponsors \$685 net/month

160x600 Skyscraper – 4 sponsors \$580 net/month

468x60 banner – 4 sponsors (middle and bottom) \$315 net/month

Featured Product (150x150 image, 60-80 word description) \$525 net/month

### Run of Site Banners

728x90 Leaderboard – 4 sponsors \$525 net/sponsorship

160x600 Skyscraper – 4 sponsors \$475 net/sponsorship

160x120 Button Left – 3 positions (including home page) \$525 net/month

336x280 Embedded Ad – 4 sponsors \$420 net/month

Dog Ear or Scrolling Marquee - 1 month \$1,575/month

Dog Ear or Scrolling Marquee - 6 months or more \$1,260/month

Sponsored Textlinks \$265 net/month

### Special Sections

Hot Topic Sponsorships (468x60 at top of Hot Topic page) \$370 net/month

Case Studies/White Paper Hosting \$525 for 6 months

Podcast Hosting \$790 for 3 months

Video Hosting (includes PDF, 120x120 logo, 40-word description) \$1,050 net/month

Webinar \$12,000

## e-newsletters

### Environmental Protection and Water & Wastewater News

468x60 banner top \$655/issue

468x60 banner bottom \$475/issue

160x600 right skyscraper \$1050/issue

Sponsor positions \$850/issue

(150x150 image + 30-40 words)

Product positions \$810/issue

(150x150 image + 30-40 words)

### For more information please contact

**Rick Neigher, Online Sales Director**

818-597-9029 • [rneigher@1105media.com](mailto:rneigher@1105media.com)

**Barbara Blake, Integrated Media Consultant**

West Coast, South Central

972-687-6718 • [bblake@1105media.com](mailto:bblake@1105media.com)

**Randy Easton, Integrated Media Consultant**

Mid-Atlantic

678-401-5543 • [reaston@1105media.com](mailto:reaston@1105media.com)

**Matt Hart, Integrated Media Consultant**

Northeast, Southeast

678-982-6764 • [mhart@1105media.com](mailto:mhart@1105media.com)

*Rates effective 2-17-10*