



Online Marketing Solutions



www.wwn-online.com

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-newsletter

The *Water & Wastewater News* e-newsletter mails twice a week to 45,000* subscribers and is the perfect spot to showcase your products. Clean and easy to navigate, this e-newsletter is the one industrial and municipal water professionals read for industry news. In addition, it's the only newsletter that generates 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 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 access

**Publisher's Own Data*

wwn-online.com

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	\$10,000

e-newsletter

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

Please contact Holly Harris

for more information

Phone - 972.563.0140

Fax - 972.563.0180

hharris@1105media.com

Online Rates

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