

Integrated Marketing Solutions

Superior Resources...Premium Results

Water & Wastewater News offers a complete marketing program to help your market share grow. We offer innovative, targeted and cutting-edge services designed to maximize your advertising effectiveness. Our value-added services are designed to help you increase product awareness, identify prospects and maintain a competitive edge in the marketplace.

www-online.com

Increase your exposure without compromising your budget with www.wwn-online.com. Select from a variety of online opportunities:

- Banner and Button Advertising
- New Product Sponsorship
- Online Buyer's Guide
- Exclusive Category Sponsorships
- Online Reader Service



Custom Online Newsletters

The *Water & Wastewater News* e-newsletter mails twice a week 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](http://www.wwn-online.com)
- Custom-designed user interface
- Audio delivery and presentation coordination
- Optional real-time polling and Q&A during presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

Custom Microsites

Co-branded by *Water & Wastewater News* and your company, custom microsites provide in-depth information about products and solutions to help prospects make purchase decisions. Decision makers remain engaged in important content without redirection while you leverage your existing marketing assets—white papers, case studies, collateral material, videos, Webinars, PowerPoint presentations, etc.—or content we create for you. Visitors complete a registration form to download the content, and that information is provided to you as a high-quality sales lead. The program includes an audience development program to drive visitors to your microsite.

Integrated Marketing Solutions

Online Industry Directory

www.wwndirectory.com

The *Water & Wastewater News* Online Industry Directory is the most comprehensive online resource for engineers, plant managers and municipal government agencies. The Industry Directory is the water and wastewater industry's online yellow pages, consisting of categories such as analyzers, emergency shutoff, monitors, oil/water separators, gas detectors, drinking water testing, flumes, flowmeters, sludge processing, pumps, skimmers and disinfectant equipment. For more information or to place a listing, call MediaBrains at 1-866-627-2467.

List Rentals

The *Water & Wastewater News* subscriber mailing lists are available for rental. To view our datacards, please visit www.meritdirect.com/1105. For more information, please contact MeritDirect, Attn: Elizabeth Jackson, 847-492-1350, ext. 18, ejackson@meritdirect.com.

Customized Research

Water & Wastewater News helps you learn more about your customers with a variety of customized research, including benchmark, share of market, share of mind and plan to purchase studies.

Preferred Positions

With a minimum 6-time contract, *Water & Wastewater News* will offer guaranteed positioning. Included are covers 2, 3 and 4; opposite Table of Contents, opposite editorial page or any other position you feel would offer an advantage. Preferred positions typically carry up to a 25% premium, but we will offer them at a minimal additional cost to the advertiser.

Ad Readership Study

Once a year, *Water & Wastewater News* offers advertisers the opportunity to participate in an Ad Readership Study conducted by Baxter Research. It's a perfect way to measure how well your ad communicates with buyers by comparing it to the competition and measuring ad recall.

Sponsorship Opportunities

Showcase your company by sponsoring our Buyer's Guide or another popular issue that will be saved and referred to throughout the year.

Catalog Units

Water & Wastewater News will reprint pages from your catalog in our magazine. Select to run two, four or more pages from your brochure or product literature and provide more than 45,000* industry professionals access to your complete product line at a discounted rate. We will also post your catalog on our Web site for more exposure.

Trade Show Support

Get more for your investment in the shows you attend. *Water & Wastewater News* has assembled comprehensive programs that will enhance your presence and booth traffic at conventions. From belly bands to split covers and show guides to show dailies, we will make your next trade show more effective than ever.

*BPA Statement, June 2007

Editorial Calendar 2008

Issue	January	February	March
Ad Deadline	November 26, 2007	December 27, 2007	January 24, 2008
Material Deadline	November 29, 2007	January 3, 2008	January 29, 2008
Special Report	Year in Review/Forecast		
Features	Water reuse Watershed planning	Trenchless technology Groundwater reclamation	Facility security Industrial treatment
Innovations	Pumps/seals	Laboratory equipment/ instrumentation	Leak detectors
Case Studies	Pipes	Water treatment	Filtration equipment
Issue	April	May	June
Ad Deadline	February 25, 2008	March 25, 2008	April 24, 2008
Material Deadline	February 28, 2008	March 28, 2008	April 29, 2008
Special Report			Roundtable
Features	Nutrient removal Desalination	Disinfection Odor control	Laboratory issues Corporate profiles
Innovations	Sludge equipment	Pipes	Stormwater
Case Studies	Tanks	Valves	Meters/meter reading equipment
Show Coverage			AWWA ACE08, Atlanta, June 8-12
Issue	July	August	September
Ad Deadline	May 28, 2008	June 25, 2008	July 28, 2008
Material Deadline	June 2, 2008	June 30, 2008	July 31, 2008
Special Report	Plants of the Year		Salary Survey
Features	Membrane technology Baxter Research	Emerging contaminants	Management issues
Innovations	Flowmeters/meters	Filtration	Wastewater equipment
Case Studies	Wastewater treatment	Pumps/seals	Process control equipment
Show Coverage			WEFTEC, Chicago, October 18-22 (Pre-show)
Issue	October	November	December
Ad Deadline	August 26, 2008	September 25, 2008	October 24, 2008
Material Deadline	August 29, 2008	September 30, 2008	October 29, 2008
Special Report			Legislative update
Features	Software update Biosolids management	Buyer's Guide	Stormwater Facility design/upgrades
Innovations	Computer equipment	Detectors/monitors	Samplers/analyzers
Case Studies	Sampling/analyzing	Computers/hardware/software	Detectors/monitors/ recorders
Show Coverage	WEFTEC, Chicago, October 18-22		

Special Reports/Editorial Opportunities

Year in Review/Forecast

We'll kick off 2008 by reflecting on the past year in the industry and looking ahead to upcoming industry trends. Start your year off right by promoting your newest product or service in the January issue.

Annual Roundtable Issue

Just in time for AWWA ACE08, our June issue will feature a well-rounded analysis of where things stand and where they're heading in the water and wastewater industry. We'll distribute bonus copies at the show, so be sure your ad appears in this issue.

Annual Plants of the Year Issue

In July we'll salute the top facilities that have been recognized by government regulators, trade associations or other types of professional groups. This popular issue provides an excellent place to market your product.

Annual Salary Survey

Don't miss our annual salary survey in the September issue. This report provides up-to-date information about water and wastewater professionals' salaries and is one of our most popular features of the year. Industry professionals will keep this issue...and see your ad when they refer back to it.

Annual Buyer's Guide

Look for our annual Buyer's Guide in November. This essential year-round reference features over 700 companies. With a multi-page insert or a bold expanded listing, you will stand out from other suppliers in your section, resulting in increased visibility and more calls from buyers.

Legislative Update

As we head into 2009, you'll want to keep abreast of important legislative news...and so will your customers. Remind them of your product or service with an ad in our must-read December issue.

See the Editorial Calendar for more information.

Plants of the Year
-water resources |



The Power of People

Even using all the technology available, plant staff make the quality difference

Plants of the Year

Compiled by J.K. Wilson

Plants of the Year is a special feature of the magazine that recognizes the top water and wastewater treatment plants in the industry. The 2007 Plants of the Year winners were announced at the AWWA ACE07 conference in Las Vegas, NV. The winners were selected by a panel of industry professionals, including representatives from the U.S. Environmental Protection Agency, the American Water Works Association, and the National Water Research Institute. The winners were: **2007 Plants of the Year** winners include: **1st Place**: **City of San Diego**, San Diego, CA; **2nd Place**: **City of Los Angeles**, Los Angeles, CA; **3rd Place**: **City of New York**, New York, NY; **4th Place**: **City of Chicago**, Chicago, IL; **5th Place**: **City of Dallas**, Dallas, TX; **6th Place**: **City of Houston**, Houston, TX; **7th Place**: **City of Phoenix**, Phoenix, AZ; **8th Place**: **City of San Antonio**, San Antonio, TX; **9th Place**: **City of San Jose**, San Jose, CA; **10th Place**: **City of San Francisco**, San Francisco, CA.

Water Quality is a special feature of the magazine that provides information on the latest water quality issues. The 2007 Water Quality winners were announced at the AWWA ACE07 conference in Las Vegas, NV. The winners were selected by a panel of industry professionals, including representatives from the U.S. Environmental Protection Agency, the American Water Works Association, and the National Water Research Institute. The winners were: **2007 Water Quality** winners include: **1st Place**: **City of San Diego**, San Diego, CA; **2nd Place**: **City of Los Angeles**, Los Angeles, CA; **3rd Place**: **City of New York**, New York, NY; **4th Place**: **City of Chicago**, Chicago, IL; **5th Place**: **City of Dallas**, Dallas, TX; **6th Place**: **City of Houston**, Houston, TX; **7th Place**: **City of Phoenix**, Phoenix, AZ; **8th Place**: **City of San Antonio**, San Antonio, TX; **9th Place**: **City of San Jose**, San Jose, CA; **10th Place**: **City of San Francisco**, San Francisco, CA.

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Special Report
-salary survey |

The Salary Album

Survey respondents give candid feedback on their water quality field experience

By J.K. Wilson
jwilson@wwn.com

More than 500 people responded to the 2007 Salary Survey, providing a candid look at the water and wastewater industry's compensation landscape. The survey, which is the largest of its kind, provides a comprehensive look at the industry's salary structure, including the number of respondents in each geographic region and the number of respondents in each functional area. The survey also provides a detailed breakdown of the industry's salary structure, including the number of respondents in each functional area and the number of respondents in each geographic region. The survey also provides a detailed breakdown of the industry's salary structure, including the number of respondents in each functional area and the number of respondents in each geographic region.

Do you like what you do? The survey also provides a detailed breakdown of the industry's salary structure, including the number of respondents in each functional area and the number of respondents in each geographic region. The survey also provides a detailed breakdown of the industry's salary structure, including the number of respondents in each functional area and the number of respondents in each geographic region.

A picture is worth...



2008 Rates

Effective January 2008

Black & White	1x	3x	6x	9x	12x	18x
Tab Spread	\$11,981	\$11,492	\$11,196	\$10,650	\$10,104	\$9,589
Junior Spread	\$9,890	\$9,417	\$8,960	\$8,512	\$8,091	\$7,675
Tab Page	\$6,235	\$6,183	\$5,964	\$5,912	\$5,616	\$5,330
Junior Page	\$5,231	\$5,117	\$4,950	\$4,711	\$4,477	\$4,254
2/3 page	\$4,233	\$4,009	\$3,806	\$3,619	\$3,432	\$3,266
1/2 page	\$3,338	\$3,167	\$3,006	\$2,855	\$2,714	\$2,590
1/3 page	\$2,309	\$2,194	\$2,085	\$1,986	\$1,882	\$1,794
1/4 page	\$1,862	\$1,700	\$1,674	\$1,607	\$1,524	\$1,446
1/6 page	\$1,212	\$1,191	\$1,160	\$1,082	\$1,024	\$972

Custom Printing

(i.e., BRC, Inserts, Ride-Alongs)
Please contact publisher for pricing.

Color Charges

	Page	Spread	1/2 Page
Four-Color process	\$1,420	\$2,543	\$1,191

Cover & Premium Position

Charges	
Inside Front	20% premium
Inside Back	15% premium
Back Cover	25% premium
Center Spread	25% premium
Gatefold Ads	20% premium
Special Position	10% premium

Web site — www.wwn-online.com

Home Page Banners

728x90 Leaderboard – 4 sponsors	\$600 net/month
160x600 Skyscraper – 4 sponsors	\$780 net/month
468x60 banner – 4 sponsors (middle and bottom)	\$300 net/month
New Product Section Sponsorship (6 maximum) Includes New Product 100x100 image, 60-80 word description	\$500 net/month

Run of Site Banners

728x90 Leaderboard – 6 sponsors	\$500 net/sponsorship
160x600 Skyscraper – 4 sponsors	\$650 net/sponsorship
160x120 Button Left-hand Column – 3 positions	\$500 net/month
336x280 Embedded Ad – 4 sponsors	\$800 net/month

e-newsletter

468x60 banner top	\$625
468x60 banner bottom	\$450
60x600 right skyscraper	\$1400
Sponsor positions 1, 2 & 3 (120x60 image + 30-40 words)	\$810
Product position (120x60 image + 30-40 words)	\$810
Featured e-Card	\$735

Advertising Agreement and Insertion Regulations

The publisher holds the agency and the advertiser jointly and severally responsible for all space costs and mechanical services charges. Any insertion of the advertising made by an agency represents acceptance by the agency and the advertiser of all terms and conditions set forth in the rate card applicable to the issue in which insertion(s) is to be published.

Any combination of ads of varying sizes placed in 1105 Media, Inc. publications during a 12-month period may earn frequency discounts. Advertising will be billed at the one-time rate until other frequency is earned or unless a written contract is established with the publisher. Rates will be guaranteed by the publisher for the duration of the contract. All advertisers will receive 60 days notice of new rates.

A contract may only be canceled by the advertiser or publisher with 30 days written notice. If a contract is canceled before the specified frequency is fulfilled, the advertiser will be short-rated for previous insertions at rates in effect at the time of cancellation.

Advertising contracts and insertion orders will be confirmed in writing by the publisher. The advertiser (or its agency if it is acting for the client) will be responsible for notifying the publisher of any error in the information on the confirmation form. If an advertiser has signed a contract that specifies the issue ads are to run in and the size of the ads, a confirmation will automatically be sent to the advertiser (or agency) as a reminder of what the publisher understands the instructions to be. If no instructions to the contrary are received, the ad will be run accordingly and the advertiser/agency will be responsible for payment.

Cancellations (as well as changes in insertion orders) will not be accepted after the closing date. Cancellations must be made in writing and none is considered accepted until confirmed in writing by the publisher.

Billing, Rebates, Short Rates and Commissions

Advertising will be billed at the one-time rate until such time as other frequency is earned or unless a contract is established in writing with the publisher. Each page of a spread or insert is charged at individual unit rates and each unit is credited toward frequency discounts.

Commissions are extended to recognized agencies. The publisher must receive confirmation of the agency appointment from the account. Any billing direct to the advertiser will be for the gross amount due. In-house agencies must be designated to the publisher in advance and must perform the function of a full service agency to be eligible for commissions (i.e., they must provide press-ready materials).

Commissions of 15% of the gross billing for space, color and guaranteed position charges are granted only on accounts that are paid within 30 days of the invoice date. Mechanical charges, professional notices, business cards and classified advertising are not commissionable.

All invoice payment terms are 2% 10, net 30 days. Invoices 90 days past due are subject to charge back of all agency discounts previously received. There is a 1.5% per month interest charge due on all past due accounts. Payments received will be credited to the oldest outstanding balance.

Advertising is accepted from agencies on the basis that the agency is acting on behalf of the advertiser as its official representative. The publisher reserves the right to hold the advertiser directly responsible for any and all expenses incurred on the advertiser's behalf by its representative. This includes all space, color, position, and mechanical charges.

Rebates to reflect earned frequency discounts will be made 12 months following the first insertion.

If the rate specified and billed for each order during the 12 month period is not earned, each insertion will be short-rated at current rates. Short-rating is not commissionable.

Payment Terms

1. By placing an order, advertiser and agency agree to the terms and provisions of the current advertising rate card. Publisher will not be bound by conditions, printed or otherwise, appearing on contracts, order, billing or copy instructions, including position requests, which conflict with the current rate card unless specifically agreed to by publisher in writing.

2. Contract must be completed within one year from date of first insertion. If more or less insertions are used than specified in the contract, charges will be adjusted in accordance with established rates.

3. All advertisements that are accepted and incorporated into publisher's completed product are inserted on the representation that the advertiser and agency are properly authorized to publish the entire contents and subject matter thereof. The advertiser and agency indemnify and save publisher harmless from and against any loss or expense arising out of publishing that advertisement, including, but without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof.

4. The advertiser's index is prepared by the publisher as an extra service to the advertiser over and above the space order. The publisher assumes no liability for errors or omissions in key numbers, reader service numbers or advertiser's index.

5. The publisher's liability for any error will not exceed the charge for the advertisement in question. Publisher is not liable for delays in delivery and/or non-delivery by reason of events beyond publisher's control.

Media Shipping

9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311

Display Ad Sizes

Advertising Specs

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

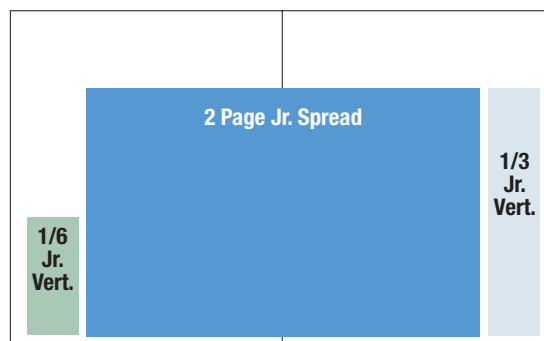
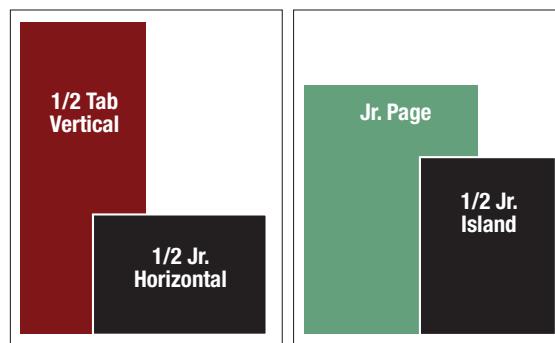
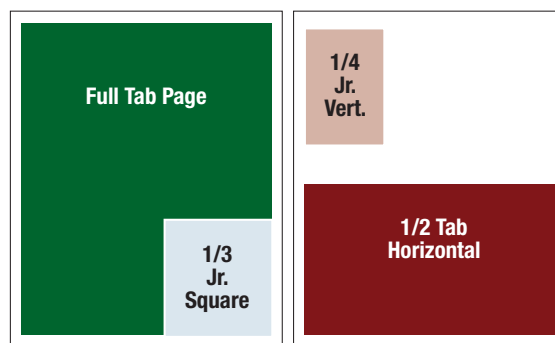
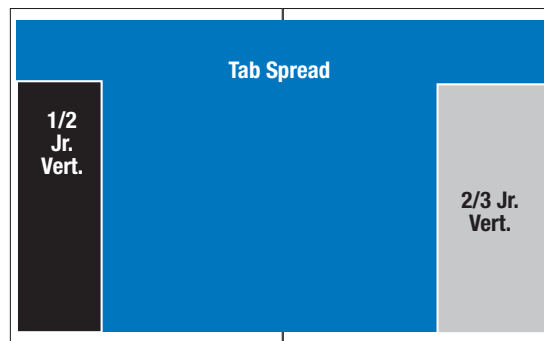
All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.

TRIM SIZE: 10 7/8" x 13 1/2"

BLEED SIZE: 11 1/8" x 13 3/4"

TABLOID PAGE	BLEED SIZE	LIVE SIZE
■ Tab Spread	22 1/4" x 13 3/4"	21 3/4" x 12 1/2"
■ Full Tab Page	11 1/8" x 13 3/4"	10" x 12 1/2"
■ 1/2 Tab Horizontal	n/a	10" x 6"
■ 1/2 Tab Vertical	n/a	5" x 12 1/2"

JUNIOR PAGE	LIVE SIZE
■ 2 Page Junior Spread	n/a 15 1/4" x 10"
■ Junior Page	n/a 7" x 10"
■ 2/3 Junior Vertical	n/a 4 1/2" x 10"
■ 1/2 Junior Island	n/a 4 1/2" x 7"
■ 1/2 Junior Vertical	n/a 3 3/8" x 10"
■ 1/2 Junior Horizontal	n/a 7" x 4 7/8"
■ 1/3 Junior Vertical	n/a 2 1/8" x 9 3/4"
■ 1/3 Junior Square	n/a 4 3/8" x 4 3/4"
■ 1/4 Junior Vertical	n/a 3 1/4" x 4 3/4"
■ 1/6 Junior Vertical	n/a 2 1/8" x 4 3/4"



Digital Ad Requirements

Advertising Specs

Media Shipping:

Digital files should be provided on the following media: Macintosh formatted 100MB or 250MB Zip or CD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

Send Materials To:

Water & Wastewater News

Attn: Jennifer Shepard, Production Coordinator
1105 Media, Inc.
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Tel 818-734-1520 x112
Fax 818-734-1528
Email: wwnadproduction@1105media.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.

File Format:

We support files generated by Adobe Acrobat using the 1105Media Print Driver and 1105Media Job Option Settings for Distiller, with specifications as listed below. Download printer driver & distiller settings from our Web site at: <http://www.101com.com/services/DigitalAdRes.aspx>

In order to generate printable PDFs, it is important that the native file (QuarkXPress, Adobe InDesign or Pagemaker) is prepared accordingly.

Preparing native files for printable PDFs:

- Multiple pages need to be submitted as single page files
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Embed all fonts
- Rules should be .25 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%

Preparing a PDF file (preferred format):

- Use 1105Media PPD Print Driver
- Use 1105Media Job Option Settings for Distiller
- Set crop marks with a 12 point offset
- PDF file needs to be 1 inch larger than trim size of magazine and include crop marks

Preparing an EPS file (optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

Proofs:

Provide two digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.). Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

IMPORTANT NOTE: If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

FTP File and Upload Information:

Name your files with the magazine name, issue date and project name. All uploads should be followed by either a confirmation phone call or email message to your Production Coordinator to verify the file has been sent. It is important that the uploaded file is placed in the designated directory for expedient access.

Host: <ftp://ads.1105media.com/>

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/Water_Wastewater_News/

Digital Advertising Resources:

1105 Media Inc. Media Kits and Ad Specifications
<http://www.101com.com/services/DigitalAdRes.aspx>
Digital Distribution of Advertising for Publications (DDAP)
<http://www.ddap.org>
Specifications Web Offset Publications (SWOP)
<http://www.swop.org>
<http://www.swop.org/certification.html>
Adobe Acrobat
<http://www.adobe.com/products/acrobat/main.html>

September 2007

Dear Advertiser,

Last year at this time, you may have received a media planner for *Water & Wastewater Products*, a publication that frankly, was sometimes mistaken for a catalog.

In June 2007, the publication went monthly and evolved into the cleaner-looking news and news analysis magazine, *Water & Wastewater News*. We surveyed subscribers and responded with what they asked for—reports on industry trends, successes, and case studies; staff- and expert-written articles; legal, risk, and performance-related columns, and of course, products. We threw in some humor for good measure.

Since changing the frequency to monthly, we've received considerable feedback on the look and content. We'll continue to use this feedback to enhance the focus of *Water & Wastewater News*.

You should know that when you read *Water & Wastewater News*, you are in good company. According to our research, 71 percent of the top 100 Fortune 500 companies subscribe to our publication.

You should also know that we'll be launching a more integrated print, online and e-news media program to enhance the resources available to you and other water quality professionals in the field.

Water & Wastewater News is the source that water professionals turn to. Let us help you plan a media program that assures market coverage of your products and services. Please visit our Web site at www.wwn-online.com to explore your advertising options, and feel free to contact me or your sales rep.

Sincerely,



Glen A. Stout
Group Publisher
440-740-1350
gstout@1105media.com