



Online Marketing Solutions

Water & Wastewater NEWS

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
- Content Syndication (White Papers, Podcasts, Case Studies)

e-newsletter

The *Water & Wastewater News* e-newsletter mails twice a week to 44,000* 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. AWWA and WEFTEC e-newsletters are also available, plus custom e-newsletters—perfect for building relationships with current customers, generating new leads and 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

**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 (150x150 image, 60-80 word description)	\$500 net/month

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
Dog Ear or Scrolling Marquee - 1 month	\$1,500/month
Dog Ear or Scrolling Marquee - 6 months or more	\$1,200/month
Sponsored Textlinks	\$250 net/month

Special Sections

Exclusive Product Category Sponsorship (includes linkable "Sponsored by" on main page, 468x60 at top of Category page, and first product listing, 150x150 image and linkable URL)	\$300 net/month
Sponsored Textlinks	\$250 net/month
Hot Topic Sponsorships (468x60 at top of Hot Topic page)	\$350 net/month
Case Studies/White Paper Hosting	\$500 for 6 months
Podcast Hosting	\$750 for 3 months
Video Hosting (includes PDF, 120x120 logo, 40-word description)	\$1,000 net/month
Webinar	\$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

For more information please contact

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Online Rates

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