

Providing complete environmental solutions since 1968

# POLLUTION<sup>®</sup> EQUIPMENT news

Water • Wastewater • Air • Hazardous Waste



**MEDIA PLANNER 2012**

"For professionals who are serious about the environment."

**RIMBACH**  
PUBLISHING COMPANY

[www.pollutionequipment.com](http://www.pollutionequipment.com)  
800/245-3182

# EDITORIAL CALENDAR PRINT/DIGITAL ISSUES | 2012

## PRINT/DIGITAL ISSUE

### FEBRUARY

**MAIL DATE**  
February 22, 2012  
**AD CLOSING**  
January 4, 2012  
**MATERIAL DUE**  
January 10, 2012

#### PRODUCT EMPHASIS

- Oil/Water Separators
- Gas Detection, Fixed Systems
- Secondary Containment
- VOC Abatement/Treatment
- Water Quality Instruments/  
Water Sampling Instruments
- Groundwater Services,  
Monitoring, and Sampling
- Instrument Accessories

#### SELECTION CHARTS

- Analytical Instruments
- Air Quality Monitoring and  
Sampling Instruments
- Odor Abatement/Control

#### TRADESHOW DISTRIBUTION

- PITTCON (Pittsburgh Conf on  
Analytical Chemistry & Applied  
Spectroscopy)
- WQA/Aquatech
- Globalcon
- Globe
- Design-Build Water/Wastewater  
Conference

#### ADVERTISER BONUSES FOR FEBRUARY 2012

- Free 4-color Product Emphasis Press Release that fit your product in 2012 issue.
- Your PittCon Booth Number will be stripped into your advertisement to promote additional booth traffic from our readers.
- Free article placement in an issue of your choice in 2012 with a Standard page or larger Ad placed in the February issue.

### APRIL

**MAIL DATE**  
April 20, 2012  
**AD CLOSING**  
February 28, 2012  
**MATERIAL DUE**  
March 5, 2012

#### PRODUCT EMPHASIS

- Continuous Emission  
Monitoring/Systems/Service
- Groundwater Remediation
- HazMat Management  
Storage/Disposal Services
- Flow/Level Monitoring & Control
- Solid Waste Disposal/Recycling
- Green Technologies, Biofuels,  
Alternative Energy, Waste to Energy
- Water Treatment Plant Security

#### SELECTION CHARTS

- Environmental Software;  
Compliance & Design,  
Operation Systems
- Geomembranes/Geotextiles/  
Geocomposites/Landfill Liners
- Leak Detectors
- Valves
- Oil Skimmers

#### TRADESHOW DISTRIBUTION

- American Waterworks Annual Conf.  
and Expo (AWWA)
- Waste Expo
- ACHEMA
- Air and Waste Management and  
Association Conference and Expo:

#### ADVERTISER BONUSES FOR APRIL 2012

- 1/2 page or larger advertisement receives a free E-Newsletter Product Showcase Advertisement.
- Free website locator ad in the April Issue (feature shot of your website and web address).
- Free 4-color AWWA Exhibitor Spotlight Product Feature.
- Free 4-color Air & Waste Management Exhibitor Spotlight Product Feature
- Air & Waste Management Show Booth Numbers will be stripped into your Ad to promote booth traffic during the Expo

### JUNE

**MAIL DATE**  
June 20, 2012  
**AD CLOSING**  
April 27, 2012  
**MATERIAL DUE**  
May 4, 2012

#### PRODUCT EMPHASIS

- Air Emission Reduction Solutions
- Arsenic Treatment/Removal
- Biosolids/Sludge Treatment/Dryer
- Bioremediation Products &  
Services/ Bioreactor Landfills
- Software: Compliance & Design
- Laboratory Analytical Instruments
- Solvent Recovery

#### SELECTION CHARTS

- Continuous Emission Monitors & Systems
- Dataloggers
- Gas Detectors
- Air Cleaning Equipment
- Membrane Filtration

#### TRADESHOW DISTRIBUTION

- Swana's Wastecon 2012
- Intl Public Works Congress & Expo

#### ADVERTISER BONUSES FOR JUNE 2012

- Page Ad or larger receives a free digital issue email notification sponsorship in 2012
- Double Play Bonus— Buy one Advertisement— Get second half off.
- Front Cover Editorial Opportunity with 3x Advertising Insertion Placement within 2012 Issues.

# EDITORIAL CALENDAR PRINT/DIGITAL ISSUES | 2012

## PRINT/DIGITAL ISSUE

**AUGUST**

**MAIL DATE**  
August 24, 2012  
**AD CLOSING**  
July 9, 2012  
**MATERIAL DUE**  
July 16, 2012

### PRODUCT EMPHASIS

- Air Quality/Sampling Instruments
- Corrosion Measurement Instrumentation & Protection
- Dataloggers
- Filtration Systems & Filter Presses
- Geomembranes, Geotextiles, Geocomposites, Landfill Liners
- Tanks/Tank Covers/Tank Coatings/Cleaning
- Wastewater Plant Operations

### SELECTION CHARTS

- Flow and Level
- Oil/Water Separators
- Sludge Treatment Systems and Services
- Water Quality Monitoring and Sampling Instruments

### TRADESHOW DISTRIBUTION

- WEFTEC
- Gulf Coast Conference
- International Water Conf.

#### ADVERTISER BONUSES FOR AUGUST 2012

- One Free Case Study published in an issue of your choice when a 1/2 page or larger Ad is placed
- Free 4-color WEFTEC Exhibitor Spotlight Product Feature
- WEFTEC Booth Number Stripped into your advertisement to promote booth traffic at the Expo

**OCTOBER**

**MAIL DATE**  
October 25, 2012  
**AD CLOSING**  
September 3, 2012  
**MATERIAL DUE**  
September 10, 2012

### PRODUCT EMPHASIS

- Air Cleaning Equipment
- Consulting Engr & Construction Company Profile
- Chemicals for Water/Wastewater
- Gas Detection, Portable
- Stormwater Management
- Oil Skimmers
- Water & Wastewater Treatment, Aeration Systems

### SELECTION CHARTS

- Liquid Filtration
- Pumps
- Sensors
- Groundwater Monitoring & Sampling Instruments

### TRADESHOW DISTRIBUTION

- Filtration Intl Conf & Expo
- National Groundwater Show

#### ADVERTISER BONUSES FOR OCTOBER 2012

- Free 4-color Product Emphasis Press Release that fit your product in 2012 issues
- Free Corporate Profile when a Standard Page or Larger is placed in the October issue.  
*Get twice the exposure for your dollar.*
- Double Play Bonus— Buy one Advertisement— Get second half off.

**DECEMBER**

**MAIL DATE**  
December 27, 2012  
**AD CLOSING**  
November 5, 2012  
**MATERIAL DUE**  
November 12, 2012

### PRODUCT EMPHASIS

- Leak/Fugitive Emission Detectors
- Odor Abatement
- Pumps
- Soil Remediation
- Spill Control/Containment
- Valves

### SELECTION CHARTS

- Groundwater Remediation & Separation
- Stormwater Management
- Solids Incineration
- Tanks/Tank Covers/Tank Coatings/Cleaning
- Secondary Containment

### TRADESHOW DISTRIBUTION

#### ADVERTISER BONUSES FOR DECEMBER 2012

- Online Company Profile placed on our website for two months when a half page or larger ad is placed in the December issue.
- Company logo placed *free* on monthly E-Newsletter with link to your landing page.

# BUYER'S GUIDE ONLINE AND PRINT EDITION | 2012

## ANNUAL 2013 BUYER'S GUIDE PRINT EDITION

MAIL DATE November 22, 2012  
AD CLOSING October 3, 2012  
MATERIAL DUE October 7, 2012  
EARLY BIRD DISCOUNT August 2, 2012

### ADVERTISE IN THE 2012 BUYER'S GUIDE

Reach our 85,360(+) readers. Your ad will influence their buying decisions on over 2,500 products and services for the pollution control, abatement, and elimination market.

OVER 700 ALPHABETIZED HEADINGS & SUB-HEADINGS



## MAKE SURE YOU ARE IN THE INDUSTRY'S MOST COMPLETE BUYER'S GUIDE

### EARLY BIRD DISCOUNT

Get 10% off black and white cost.  
Send your order before August 2nd.

#### ADVERTISING BONUSES:

- **FREE UNLIMITED PRODUCT LISTINGS** for PEN advertisers who placed 1/4 ad or larger within November 2011 through October 2012 issues. Usually \$60 per listing.
  - Manufacturer Directory listings for advertisers include bold face type in Print Issue to make yours stand out from your competition.
  - Website included in each of your product listings.
- YEAR-LONG SALES LEADS.**



Save 10% off the black and white space cost. Send your insertion order by **August 2, 2012.**

**BONUS DISTRIBUTION** to Industry Trade Shows, Conferences & Training Seminars.

## Online Buyer's Guide Edition

### BUYER'S GUIDE/PRIMARY BANNER \$750.00/year 460x60 pixels

Placed at top of Buyer's Guide home page and product category page of your choice.



### BUYER'S GUIDE SECONDARY BANNER \$450.00/year 150x150 pixels

Placed on right-hand side of Buyers' Guide home page and product category page of your choice.

### GOLD LEVEL \$250.00/year

**Preferred Placement at the Top of the Product Listing Page**  
Company Name, Logo, Company Profile, Complete contact information, Email Link, and Product listing. Includes photo and up to 75-word written summary which (Includes 2 free product listings and database links for each \$1000.00 of magazine space advertising spent with Rimbach Publishing Inc.)



Secondary Rotating Button Advertisement placed on the online Buyers' Guide category page when Gold Level Package is purchased.

*Non-Advertisers: Receive ONE FREE product listing. There is a \$50 charge for each additional listing.*

## Electronic Postcards

E-Cards are Electronically sent to subscribers, exclusive only to POLLUTION EQUIPMENT NEWS -- qualified professionals who are responsible for and design the pollution abatement systems and policies for their organizations.

MATERIALS ARE TO BE DIGITAL FILES.

Please send artwork in jpeg, 72 dpi or gif format. An art service is available for postcard preparation. Charges are based on services provided. Call the production department for estimated costs. Trim Size 3 1/2" by 5 1/2"

**YOUR POSTCARD  
WILL BE FEATURED  
ON THE POLLUTION  
EQUIPMENT WEBSITE  
FOR 3 MONTHS.**



JUNE 2012

OCTOBER 2012

PRICING

Ad Closing: May 10, 2012

Ad Closing: October 6, 2012

1 card.....\$450 each

Material Due: May 24, 2012

Material Due: October 13, 2012

2 cards.....\$350 each

DELIVERY Date: June 7, 2012

DELIVERY Date: October 18, 2012

3 cards.....\$250 each

## MONTHLY E-NEWSLETTERS

FEATURING EPA NEWS, INDUSTRY EVENTS AND PRODUCT INFORMATION.

- 1 GOLD LEVEL SPONSORSHIP | \$ 1,000**  
(280 characters and gif photo)  
Preferred Placement at the Top of our monthly E-newsletter to present your text message. Includes an expanded message on the landing page and/or direct link to your website.
- 2 SILVER LEVEL SPONSORSHIP | \$ 750**  
(280 characters and gif photo)  
Present your text message in the second sponsorship position of our monthly E-newsletter. Includes an expanded message on the landing page and/or direct link to your website.
- 3 BANNER | \$ 700**  
(594 x 45 pixels)  
Place your color banner near the top of our E-newsletter. Banner is linked to your website.
- 4 PRODUCT SHOWCASE | \$ 600**  
(150 Characters and gif photo)  
Spotlight your product or service. Includes an expanded message on the landing page or direct link to your site.
- 5 CONFERENCE SPOTLIGHT | \$ 600**  
(150 Characters and gif photo)  
Spotlight your conference or seminar. Includes an expanded message on the landing page or direct link to your site.
- 6 BUTTON AD | \$ 300**  
(25 characters and gif photo)  
Small presentation of your product. Placed at bottom side of E-Newsletter. Includes landing page link or direct link to your site.
- 7 CUSTOM SPONSOR 17 cents per name**  
An E-Newsletter for 17 cents per name. Select by job function, business interest, or region.



Prices are Net Amount. No Agency Commission Applied

## DIGITAL ISSUE SPONSORSHIPS

### EMAIL NOTIFICATION SPONSORSHIP:

Advertisers are recognized within the notification e-mail, and their video appears on the opening spread of the Digital Magazine

### AVAILABLE DIGITAL ENHANCEMENTS:

Reach our digital subscribers through these innovative ways  
Expand your message through

- Slideshows
- Video Overlays
- Deep link advertisements to specific product/service landing page (any word or image can be linked)
- YouTube Video Overlay draws our readers' attention to your advertisements
- Multi-media Overlays Video Belly Barrels
- Features unlimited readership— archived for 2 years at [www.pollutionequipmentnews.com](http://www.pollutionequipmentnews.com)

CALL FOR RATES AND DEMO TODAY 800-245-3182

June/July 2011  
**POLLUTION EQUIPMENT NEWS**  
AIR POLLUTION THE AIR WE BREATHE  
Water • Wastewater • Air • Hazardous Waste  
Providing Green Technologies & Environmental Solutions Since 1988

**Splash-Proof Oil Samplers**  
Robust Mini Samplers™ which have 7 water levels of new 3-in. stainless steel...  
— Wayne Products Inc., 800-235-6666, [www.wayneprod.com](http://www.wayneprod.com)

**Portable Emissions Monitor**  
The EM3000 monitor is a complete portable unit for 24-hr...  
— E-Information International, 315-750-0112, [www.e-info.com](http://www.e-info.com)

**The Air Sampling Pump That Shows More**  
The Smart Plus has the widest dynamic flow range of any personal air sampling pump...  
— Air Sampling Pump, 800-245-3182, [www.airpollution.com](http://www.airpollution.com)

**New for Clean Style Dust Collectors**  
The new TCC-L Series dust collector...  
— Shimadzu, 800-471-4401, [www.shimadzu.com](http://www.shimadzu.com)

**ISSUE FEATURES**  
Air Emission Reduction  
Arsenic Treatment/Removal  
Biosolids/Sludge  
Bioremediation Products  
Software: Compliance & Design  
Laboratory Analytical Instruments  
Solvent Recovery

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## www.pollutionequipment.com

An important resource for environmental professionals. Available 24/7.



### PROVIDING IMMEDIATE ACCESS TO:

Online Buyer's Guide  
Electronic Postcards  
Article Archives  
Product Selection Charts

Monthly Product Features  
Industry Tradeshow Events  
E-Newsletter Archives  
Business News

## Website Banners & Links

**SKYSCRAPER BANNERS | \$2000 6 months | \$2980 12 months**  
(160 x 600 pixels)

Placed on the side of the webpage  
**Unlimited Impressions**

**HOME PAGE PRIMARY BANNER | \$1500 6 months | \$2000 12 months**  
(460 x 60 pixels)

Placed at top or middle of homepage  
**Unlimited Impressions**

**HOME PAGE SECONDARY BANNER | \$750 6 months | \$1100 12 months**  
(150 x 150 pixels)

Placed down right hand side of homepage  
**Unlimited Impressions**

**ARTICLE WEBSITE LINK | \$45**

**LEADER BOARD BANNER | \$2200 6 months | \$3000 12 months**  
(728 x 90 pixels)

Placed at the top of the webpage  
**Unlimited Impressions**

**ONLINE CLASSIFIED SECTION | \$125 6 months**

Present your text message on Classified page for 6 months

*Prices are net amount. No agency Commission applied.*

## ADDITIONAL MARKETING OPTIONS

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### INSERT PROGRAMS

Increase your reach and visibility by placing inserts in the print/digital edition of Pollution Equipment News. Bring your company out in front of your competitors while building your brand awareness in this cost-effective way.

### ARTICLE REPRINTS

Reprints may be purchased electronically, and reprints are available through Rimbach Publishing Inc. Expand your reach with proven marketing media. Call Andrew Rimbach at 800-245-3182.

### LINK YOUR ARTICLE

from our website to yours for a \$45.00 one-time fee.

### HELP WANTED POSTING

Present your text message in issues of your choice and on our Website Classified page for 3 months for only \$125.00.

“**GET NOTICED  
IN “2012.”**  
PEN CONNECTS YOU  
TO PROFESSIONALS  
WHO ARE SERIOUS  
ABOUT THE  
ENVIRONMENT.”

### AD READERSHIP SURVEY

Understand your target audience better through a customized survey. Engage your readers through an interactive survey. For more information, call today.

### ADVERTORIAL

7”x9.5” Advertisement with article text and 2 photos to fill the page. Call for pricing.

### CUSTOM E-BLAST

Customize your own Enewsletter to present your product or service personally to our qualified opt-in professionals. Select by title, industry, or region for 17 cents per name.

### MONTHLY PRODUCT EMPHASIS

Every issue of Pollution Equipment News print and digital covers several different products and services through a blend of featured advertisements, articles, press releases, and selection charts.

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## HOT LEADS

- \* Direct leads and printed click-through reports are delivered to you weekly from our E-newsletters, E-postcards, Digital Edition ads, Printed Edition ads, articles, press releases, Website banner ads, On-line Buyer's Guide, and Online reader service cards.
- \* Leads delivered to you via e-mail WEEKLY!
- \* Leads are maintained for 2 years!
- \* Digital Editions are archived online for 3 years, which will continue to generate leads.
- \* Reader Service Cards from our printed editions are also available online to augment your inquiries, which are searchable by number, company name, or product description.



## EDITORIAL WEBINARS

BE SEEN AS AN INDUSTRY EXPERT AND BUILD YOUR BRAND AWARENESS, BY PARTNERING WITH POLLUTION EQUIPMENT NEWS.

### WEBINAR PACKAGES INCLUDE:

Customized Editorial Topic development

Hosted by a Pollution Equipment News Editor.

Customized Audience development done by Pollution Equipment News staff

EMAIL PROMOTIONS  
PROMOTIONAL NEWSLETTER BANNERS  
ONLINE BANNER ADS AND IN PRINT ADVERTISING  
REGISTRATION AND ATTENDEE DATABASE  
REMINDER EMAIL/CALL TO WEBINAR REGISTERED ATTENDEES

One hour presentation with slide presentation and a Q & A session included in the price

Customized Registration form developed by Pollution Equipment News project manager

We will guide you through the step-by-step process of developing content, marketing and delivering a quality webinar

Database contact information with complete contact information and three customized pre-qualifying questions

Webinar Archived on [www.pollutionequipment.com](http://www.pollutionequipment.com) for one year

Company's webinar will be branded with your logo.

### BENEFITS OF HOSTING A LIVE WEBINAR:

Connect with your potential customers and see what they are really looking for in a product or service

Understand your audience through customized survey

Be seen as an industry expert.

Collect timely and targeted sales leads for your sales staff

### WEBINAR RATES:

One-Time Webinar sponsorship fee is \$10,000

Pay Per Registrant Webinar sponsorship  
Set-up fee \$3000.00  
\$35 net per registrant

Prices are net amount. *No Agency Discount Allowed.*



Call today at 1.800.245.3182 for customized package.

## PODCAST

### EDITORIAL PODCASTS

**Option 1:** Customized content chosen by the advertiser. 5-15 minute interview conducted by the Chief Editor of Pollution Equipment News. Our Production Staff can assist or you with your own creativity.

**Option 2:** Already have a podcast ready to go?  
*Allow us to present it to our audience.*



HOSTED ON POLLUTIONEQUIPMENT.COM FOR 12 MONTHS.

## SOCIAL NETWORKING



### SPONSORED TWEETS

Send your message to our followers via tweeter.  
Drive web traffic to your site.

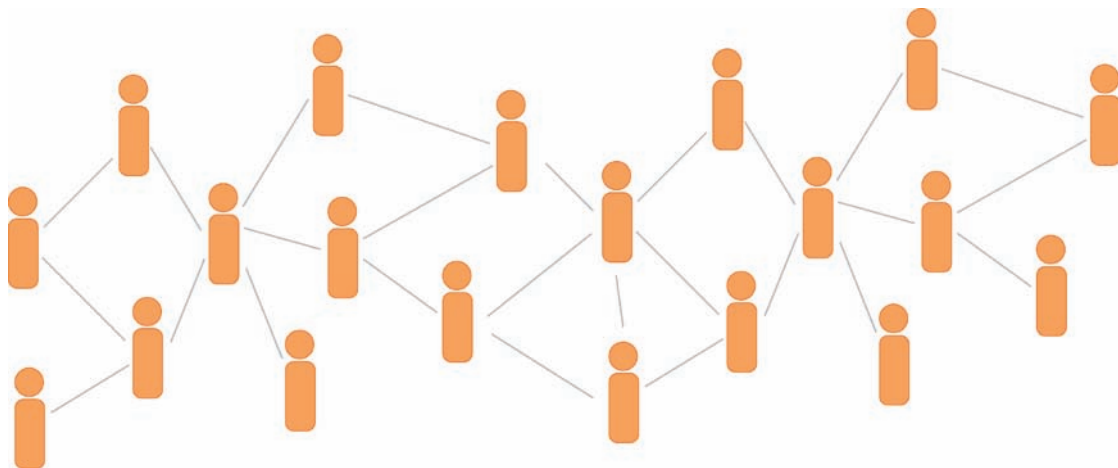
Follow us on Twitter at [Pollution Equipment](#).



### FACEBOOK POSTS

Broadcast your post to our followers.  
Each post includes your link and image.

Find us on Facebook at [Pollution Equipment News](#).



# PRINTED ADVERTISING RATES | 2012

## RATES

Display advertising rates are based on frequency of space used within 1 year from date of first insertion. All non-contracted space will be billed at the 1-time rate. A lower frequency rate may be established by combining advertising in Pollution Equipment News, Buyer's Guide, and Industrial Hygiene News. Advertising rates are based on a standard page size of 7" x 9.5"

## COLORS

Red, blue, green, yellow, or orange **\$425.00**  
 PMS matched color **\$535.00**  
 Metallic/Fluorescent **\$745.00**  
 4-color process (CMYK) **\$925.00**

AD SIZE	1 TIME RATE	3 TIME RATE	6 TIME RATE	7 TIME RATE	9 TIME RATE	12 TIME RATE	16 TIME RATE	24 TIME RATE	36 TIME RATE	WIDTH X HEIGHT (INCHES)
TAB PAGE	\$10400	\$10200	\$9920	\$9600	\$9390	\$9050	\$8780	\$8500	\$8270	10.5" x 14.25"
TAB SPREAD	\$15600	\$15210	\$14830	\$14460	\$14100	\$13750	\$13410	\$13075	\$12750	20.5" x 14.25"
2/3 TAB	\$8800	\$8530	\$8280	\$8030	\$7780	\$7540	\$7270	\$7115	\$6895	5" x 14.25"
1/2 TAB	\$7240	\$7060	\$6885	\$6715	\$6550	\$6390	\$6230	\$6075	\$5925	5.125" x 14.25"
1/3 TAB	\$5430	\$5295	\$5165	\$5035	\$4910	\$4790	\$4670	\$4555	\$4445	3.45" x 14.25"
STD. PAGE	\$7230	\$7020	\$6800	\$6600	\$6440	\$6200	\$6020	\$5840	\$5670	7" x 9.5"
2/3 PAGE	\$4820	\$4680	\$4540	\$4410	\$4260	\$4140	\$4010	\$3900	\$3780	4.5" x 9.5"
1/2 PAGE	\$3620	\$3560	\$3400	\$3300	\$3220	\$3110	\$3010	\$2920	\$2835	7" x 4.75" Horizontal, 3.25" x 9.5" Vertical, 4.5" x 7.125" Island
1/3 PAGE	\$2410	\$2335	\$2260	\$2200	\$2130	\$2065	\$2000	\$1950	\$1890	4.5" x 4.75" Square 2.125" x 9.5" Vertical
1/4 PAGE	\$1810	\$1750	\$1690	\$1650	\$1620	\$1550	\$1500	\$1460	\$1360	3.25" x 4.75"
1/6 PAGE	\$1210	\$1170	\$1130	\$1110	\$1065	\$1030	\$1000	\$980	\$950	4.5" x 2.375" Horizontal 2.125 x 4.75" Vertical
SEARCHLIGHT SECTION/CLASSIFIED ADS										
1/8 PAGE	\$760	\$740	\$730	\$690	\$670	\$650	\$640	\$610	\$600	2-1/8" x 3"
1/12 PAGE	\$600	\$590	\$580	\$570	\$560	\$540	\$520	\$510	\$490	2-1/8 x 2-3/8"
1/24 PAGE	\$300	\$295	\$290	\$285	\$280	\$275	\$260	\$255	\$250	2-1/8 x 1-1/8"
HELP WANTED AD- \$125.00			2 1/8" X 3"- TEXT ONLY				PACKAGE INCLUDES PRINT/DIGITAL AND ONLINE			
PRODUCT SHOWCASE- BLACK & WHITE- 600				FULL COLOR- 740			TRIM SIZE 10 7/8" x 14.75"			BLEED IS 1/8"

**Advertorial:** Standard page advertisement 7" x 9.5" with editorial content surrounding your ad for a special advertising price.

**Advertising Agency Commission** 15% of gross billing allowed to recognized agencies on space and color, bleed, and position if account paid within 30 days. No agency commission after 30 days.

**Printing Materials** for Web Offset Digital files or right reading negatives, emulsion side down. A charge will be made for converting all other materials to conform with this specification. Reproduction quality of converted materials will be at advertiser's risk. Oversized ads reduced or trimmed at advertiser's risk and expense.

**Inserts** Furnished complete by advertiser, ready for binding, billed at regular black and white rate earned. Trimming, tipping, binding and folding and other charges on request. No commission or discount allowed on tipping, pre-trimming, or other production charges. Contact publisher for requirements.

**Cancellation Policy** Advertisements cancelled after the published closing date will be assessed a charge equal to 50% of the cost that would have been invoiced.

**Liability** All advertisements in Pollution Equipment News, the Buyer's Guide, and Product Information Postcards are accepted and published on the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. The advertiser and/or advertising agency will defend, indemnify and hold the publication harmless from and against any loss, expense or other liability resulting from any claims or suits for libel violation of right of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisement.

The publication reserves the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to public interest or otherwise inappropriate or incompatible with the character of this publication.

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# AD SIZE AND FILE FORMATS | 2012

## ACCEPTED DIGITAL FILE FORMATS

### HIGH RESOLUTION PDF OR PRINT READY PDF

All Fonts must be embedded (*Postscript type 1 fonts are recommended*) along with High Resolution Photos at 300dpi

### COLOR

Send all files in *CMYK mode* unless a spot color is required. All Pantone colors must be called out to our production staff. An additional charge will be added.

### QUARK, IN-DESIGN PHOTOSHOP, AND ILLUSTRATOR FILES

are all accepted (*Mac format is preferred*).

### PHOTOS

300dpi saved as Tiff or EPS in CMYK

### ELECTRONIC SUBMISSION

CD-ROM Disks, E-mail, or FTP (*for instructions, please e-mail the Production Department at [Production@Rimbach.com](mailto:Production@Rimbach.com)*)

## SEND FILES VIA E-MAIL TO

[production@rimbach.com](mailto:production@rimbach.com)

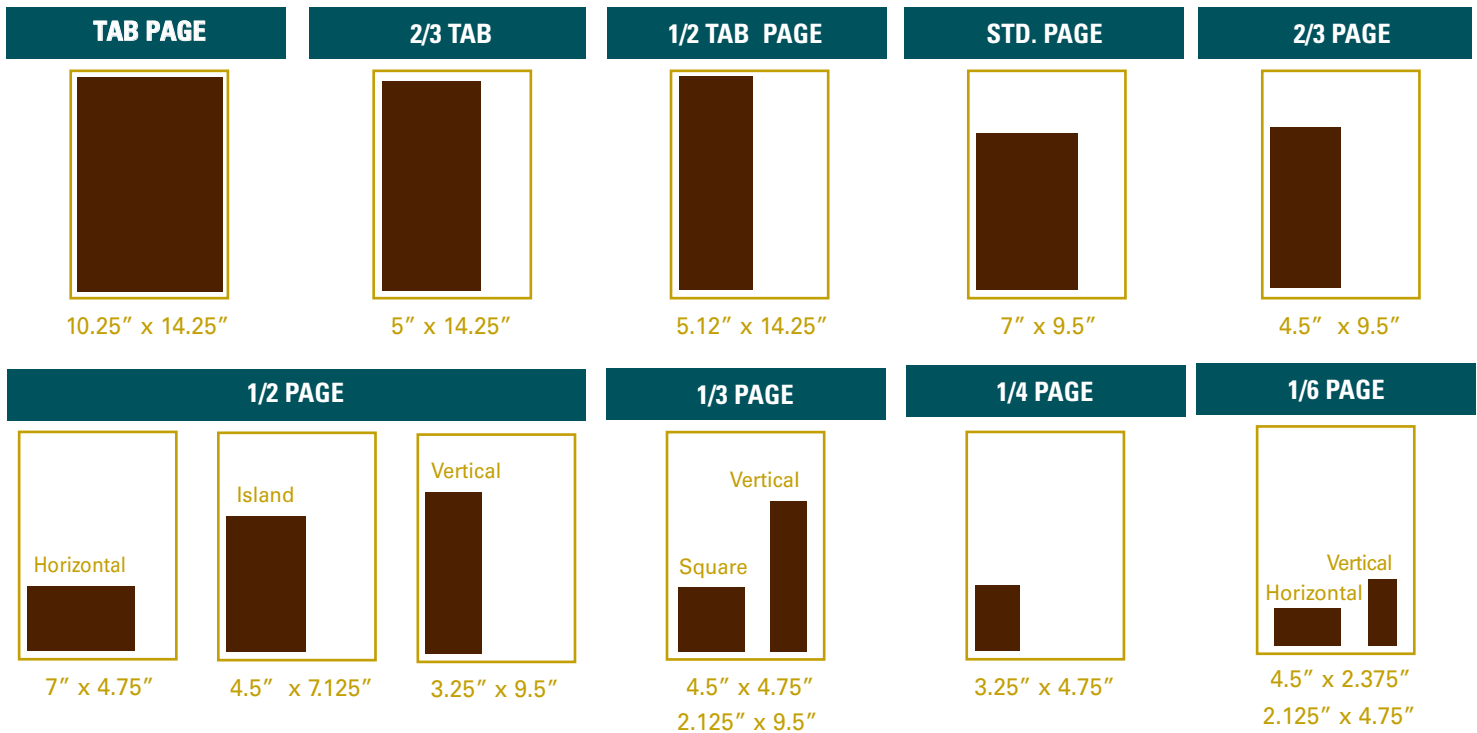
*\*We do not accept ads created in Microsoft Word or Microsoft Publisher.*

## IMAGE CHECKLIST

FILE TYPE	COLOR MODE	RESOLUTION	FONTS
PREFERRED PDF	CMYK	300 dpi	Embedded Postscript Type 1 Fonts are recommended. Fonts made into outlines/curves before saving.
EPS	CMYK	300 dpi	
TIFF	CMYK	300 dpi	
JPEG	CMYK	300 dpi	
FILE FORMAT ACCEPTED MAC FORMAT IS PREFERRED.			

PLEASE CONTACT THE PRODUCTION DEPARTMENT AT

1-800-245-3182 with any questions or if you need access to our ftp site.



- Actual Magazine Size- 10 7/8" x 14.75"
- Searchlite Section/Classified Ad Dimensions not shown.
- See chart to left for pricing information.

*Rimbach Publishing Inc. assumes no responsibility for the possibility of change converting Windows® files to Macintosh® formats.*

## AUDIENCE

Qualified Subscriber Database of 85,690\*  
Plus Unlimited Digital Edition Readers.

### 73% OF READERS

refer to magazine websites

*\* Publisher's Own Data*

### 79% OF OUR READERS

refer to print advertising when deciding to purchase products

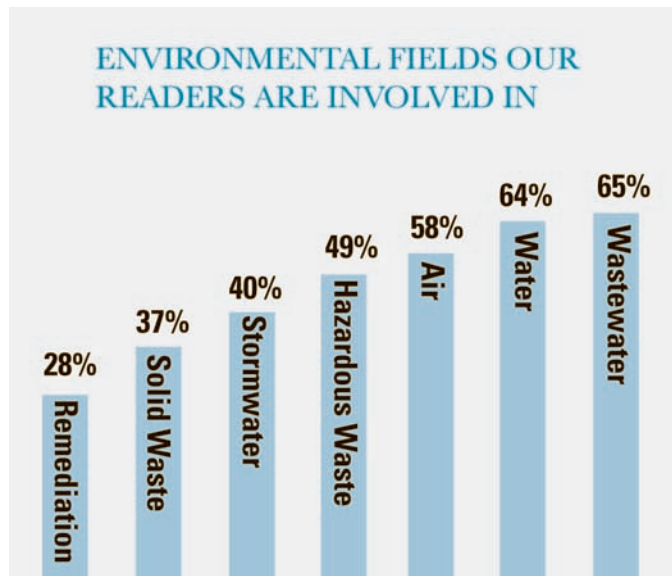
*\* Publisher's Own Data*

### LENGTH OF READERSHIP

<b>25%</b>	2 years or less
<b>33%</b>	3-5 years
<b>16%</b>	6-10 years
<b>26%</b>	10 years or more

### SOURCE OF INFORMATION CURRENTLY USED BY OUR READERS

<b>85%</b>	use Web Sites
<b>73%</b>	use Trade Publications
<b>56%</b>	use E-Newsletters
<b>36%</b>	use Industry Trade Shows



### 85% OF READERS

keep their copy of Pollution Equipment News for future reference

*\* Publisher's Own Data*

### 22% OF READERS

share their issue of PEN with 5 or more colleagues - that's 5 times 85,360 or 170,720 total readership.

*\* Publisher's Own Data*

### 40% OF READERS

have been involved in the environmental industry for more than 20 years

*\* Publisher's Own Data*

### AS A RESULT OF READING PEN

<b>86%</b>	of our readers visited the Advertiser's Website
<b>61%</b>	of our readers filed the information for future reference
<b>50%</b>	of our readers discuss the information with a colleague
<b>46%</b>	of our readers routed the magazine to others
<b>38%</b>	of our readers contacted the manufacturer via email
<b>25%</b>	of our readers use the Reader Service Card

*\* Based on June 2011 BPA statement*

# READERSHIP SURVEY | 2012

## INQUIRY PROCESSING

(INQUIRIES ARE RECEIVED BY CATEGORIES BELOW)

### JOB FUNCTION

Environmental	27.49%
Emergency Mgmt/Hazmat	3.00%
Engineering	24.80%
Scientific	7.58%
Corporate & Operations Mgmt	26.07%
Other	11.06%

### I AM RESPONSIBLE FOR

Water/Wastewater	19.79%
Air/Emissions	11.38%
Water Quality	12.88%
Environmental Remediation	11.90%
Gas Detection	6.60%
Groundwater	9.30%
Stormwater	9.87%
Solid Waste	7.90%
Hazardous Waste	10.39%

### PRIMARY BUSINESS ACTIVITY

Municipal Water/Wastewater	8.83%
Industrial Water/Wastewater	10.88%
Manufacturing	15.14%
Government: Local/National	5.52%
Utilities	4.26%
Research/Labs	7.73%
Contractors/Service Firms	22.08%
Manufacturer Representative	16.40%
Other	6.78%

## ABOUT OUR READERS

### OUR 85,360(+)\* SUBSCRIBERS BUY, SPECIFY OR RECOMMEND

Products and services in the Pollution Abatement Fields of Water, Wastewater, Groundwater, Air, Hazardous Waste Pollution and Solid Waste.

The circulation of Pollution Equipment News is audited annually by BPA Worldwide  
(*Business Publications Audit of Circulation*).

*\*Based on June 2010 BPA Statement*

## READER TESTIMONIALS

*"An unbiased collection of high quality products and services."*

*"PEN helps to keep me informed of the latest information and news relating to water/waste treatment equipment."*

**“PEN is a key tool to stay current on state-of-the-art solutions for our clients.”**

*"Excellent publication, having a diversity of current and informative topics. I especially enjoyed the articles about new products."*

*"PEN is a very valuable source of news and information to me as a wastewater treatment plant operator. I find it very informative and extremely helpful every month."*

*"PEN provides me with up to date information I need on emerging technologies which allows me to provide innovative solutions to my customers' problems."*

*"PEN helps me to keep up to date on new products and their application as well as new developments in the industry."*