

# POLLUTION<sup>®</sup> EQUIPMENTnews

**Water • Wastewater • Air • Hazardous Waste  
Green Technologies • Renewable Energy**

Providing Green Technologies & Environmental Solutions Since 1968  
For Professionals who are serious about the Environment



# MEDIA PLANNER 2010

# POLLUTION EQUIPMENT NEWS 2010 COMPLETE MARKETING PACKAGE EDITORIAL CALENDER

E-newsletter January 2010

Analytical Instruments

Ad Closing: January 15, 2010

## February Print and Digital Issue

Mail date February 22, 2010

Ad Closing: January 4, 2010

Material Due: January 8, 2010

PRODUCT EMPHASIS	SELECTION CHARTS	TRADE SHOWS
<ul style="list-style-type: none"> <li>• Oil/Water Separators</li> <li>• Gas Detection, Fixed Systems</li> <li>• Secondary Containment</li> <li>• VOC Abatement/Treatment</li> <li>• Water Quality Instruments/Water Sampling Instruments</li> <li>• Groundwater Services, Monitoring and Sampling</li> <li>• Instrument Accessories</li> </ul>	<ul style="list-style-type: none"> <li>• Analytical Instruments</li> <li>• Air Quality Monitoring and Sampling Instruments</li> <li>• Odor Abatement / Control</li> </ul>	<ul style="list-style-type: none"> <li>• <b>PITTCON</b> (Pittsburgh Conf on Analytical Chemistry &amp; Applied Spectroscopy) March 1-4, 2010; Orlando, FL</li> <li>• <b>WM Symposia</b> (Annual Waste Management Conf.) March 7-11, 2010; Phoenix, AZ</li> <li>• <b>SWANA's 33<sup>rd</sup> Annual Landfill Gas Symposium</b> March 8-11, 2010; San Diego, CA</li> <li>• <b>GLOBE 2010</b> March 24-26, 2010; Canada</li> <li>• <b>WQA/Aquatech</b> March 9-12, 2010; Orlando, FL</li> </ul>

### Advertiser Bonuses for February 2010

- Free 4-color Product Emphasis Press Releases that fit your products in 2010 issues.
- 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 2010 with a Standard page or larger Ad placed in the February issue.
- Place 1/3 or larger ad in February issue, receive same ad in on-line Buyers Guide, for FREE!

E-newsletter February 2010

Groundwater

Ad Closing: February 16, 2010

E-newsletter March 2010

Gas Detection

Ad Closing: March 16, 2010

## April Print and Digital Issue

Mail date April 20, 2010

Ad Closing: March 3, 2010

Material Due: March 10, 2010

PRODUCT EMPHASIS	SELECTION CHARTS	TRADE SHOWS
<ul style="list-style-type: none"> <li>• Continuous Emission Monitoring /Systems/Service</li> <li>• Groundwater Remediation</li> <li>• HazMat Management Storage/Disposal Services</li> <li>• Flow/Level Monitoring &amp; Control</li> <li>• Solid Waste Disposal/Recycling</li> <li>• Green Technologies, Biofuels, Alternative Energy, Waste to Energy</li> <li>• Water Treatment Plant Security</li> </ul>	<ul style="list-style-type: none"> <li>• Software; Compliance &amp; Design, Operation Systems</li> <li>• Geomembranes/Geotextiles/Geocomposites/Landfill Liners</li> <li>• Leak Detectors</li> <li>• Valves</li> <li>• Oil Skimmers</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Clean Atlantic</b> May 18-19 2010; Baltimore, MD</li> <li>• <b>Wind Power 2010</b> May 23-26, 2010; Dallas, TX</li> <li>• <b>American Waterworks Annual Conf. and Expo</b> (American Water Works Assoc., ACE 10) June 20-24, 2010; Chicago, IL</li> </ul>

### Advertising Bonuses for April 2010

- Free On-Line Buyer's Guide Gold Sponsorship to all April Advertisers
- Front Cover Editorial Opportunity with 3x Advertising Insertion Placement within 2010 Issues.
- Free website locator ad in the April Issue (feature shot of your website and web address).
- Free 4-color ACE Exhibitor Spotlight Product Feature.

E-newsletter April 2010

Water Technologies

Ad Closing: April 15, 2010

E-newsletter May 2010

Air Pollution

Ad Closing: May 14, 2010

# POLLUTION EQUIPMENT NEWS 2010 COMPLETE MARKETING PACKAGE

## EDITORIAL CALENDER

### May 2010 Electronic Postcard Decks

#### MAY 2010

- Ad Closing: May 6, 2010
- Material Due: May 13, 2010
- DELIVERY Date: May 22, 2010
- E-Cards are Electronically sent to subscribers, -- qualified professionals responsible for buying, specifying or recommending products and services in the Pollution Abatement fields of Water, Wastewater, Air, Hazardous Waste, Green Technologies and Renewable Energy s.

### June Print and Digital Issue

*Mail date June 14, 2010      Ad Closing: May 26, 2010      Material Due: May 3, 2010*

PRODUCT EMPHASIS	SELECTION CHARTS	TRADE SHOWS
<ul style="list-style-type: none"> <li>• Air Emission Reduction Solutions</li> <li>• Arsenic Treatment/Removal</li> <li>• Biosolids/Sludge Treatment/Dryer</li> <li>• Bioremediation Products &amp; Services/ Bioreactor Landfills</li> <li>• Software: Compliance &amp; Design</li> <li>• Laboratory Analytical Instruments</li> <li>• Solvent Recovery</li> </ul>	<ul style="list-style-type: none"> <li>• Continuous Emission Monitors &amp; Systems</li> <li>• Dataloggers</li> <li>• Gas Detectors</li> <li>• Air Cleaning Equipment</li> <li>• Membrane Filtration</li> </ul>	<ul style="list-style-type: none"> <li>• Air &amp; Waste Management Show June 22-25, 2010; Calgary, Canada</li> <li>• WASTECON 2010 August 14-18, 2010; Boston, MA</li> <li>• Intl Public Works Congress &amp; Expo August 16-28, 2010; Boston, MA</li> </ul>

#### Advertising Bonuses for June 2010

- Page Ad or larger receives a free digital issue email notification sponsorship in 2010
- 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

#### E-newsletter June 2010

#### Green Technologies for Plant Integration

*Ad Closing: June 15, 2010*

#### E-newsletter July 2010

#### Stormwater Management

*Ad Closing: July 15, 2010*

### August Print and Digital Issue

*Mail date August 20, 2010      Ad Closing: July 1, 2010      Material Due: July 7, 2010*

PRODUCT EMPHASIS	SELECTION CHARTS	TRADE SHOWS
<ul style="list-style-type: none"> <li>• Air Quality/Sampling Instruments</li> <li>• Corrosion Measurement Instrumentation &amp; Protection</li> <li>• Dataloggers</li> <li>• Filtration Systems</li> <li>• Geomembranes, Geotextiles, Geomcomposites, Landfill Liners</li> <li>• Tanks/Tank Covers/Tank Coatings/Cleaning</li> <li>• Wastewater Plant Operations/Maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• Flow and Level</li> <li>• Oil/Water Separators</li> <li>• Sludge Treatment Systems and Services</li> <li>• Water Quality Monitoring and Sampling Instruments</li> </ul>	<ul style="list-style-type: none"> <li>• WEFTEC October 2-6, 2010; New Orleans, LA</li> <li>• Gulf Coast Conference October 13-14, 2010; Moody Gardens, TX</li> <li>• ISA (Instrument Society of America) October 19-21, 2010; Houston, TX</li> <li>• International Water Conf. October 23-28, 2010; San Antonio, TX</li> </ul>

#### Advertising Bonuses for August 2010

- 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 and ISA Booth Number Stripped into your advertisement to promote booth traffic at the Expo

### October Print and Digital Issue

Mail date October 20, 2010

Ad Closing: Sept. 1, 2010

Material Due: Sept. 7, 2010

PRODUCT EMPHASIS	SELECTION CHARTS	TRADE SHOWS
<ul style="list-style-type: none"> <li>• Air Cleaning Equipment</li> <li>• Consulting Engr &amp; Construction Company Profile</li> <li>• Chemicals for Water/Wastewater</li> <li>• Filter Presses</li> <li>• Gas Detection, Portable</li> <li>• Stormwater Management</li> <li>• Oil Skimmers</li> <li>• Water &amp; Wastewater Treatment, Aeration Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Liquid Filtration</li> <li>• Pumps</li> <li>• Sensors</li> <li>• Groundwater Monitoring &amp; Sampling Instruments</li> </ul>	<ul style="list-style-type: none"> <li>• Filtration Intl Conf &amp; Expo November 30 - December 2, 2010; Philadelphia, PA</li> <li>• National Groundwater Show December 7-10, 2010; Las Vegas, NV</li> </ul>

#### Advertising Bonuses for October 2010

- Free 4-color Product Emphasis Press Releases that fit your products in 2010 issues
- Free Corporate Profile when a Standard Page or Larger is placed in the October issue.  
Get twice the exposure for your dollar.

### October 2010 Electronic Postcard Deck

#### OCTOBER 2010

- Ad Closing: October 6, 2010
- Material Due: October 12, 2010
- Delivery Date: October 22, 2010
- E-Cards are Electronically sent to subscribers, -- qualified professionals responsible for buying, specifying or recommending products and services in the pollution abatement fields of Water, Wastewater, Air, Hazardous Waste, Green Technologies and Renewable Energy

### 2010 Buyer's Guide

Mail date November 22, 2010

Ad Closing: Oct. 1, 2010

Material Due: Oct. 7, 2010

#### Published in November 2010

EARLY BIRD DISCOUNT BY AUGUST 25TH, 2010

Advertise in the 2010 Buyer's Guide to reach our 90,130(+) readers  
Your ad will influence their buying decisions on over 2,500 products and services for the pollution control, abatement and elimination market.

Save 10% off the black and white space cost.  
Send your insertion order by August 2, 2010

**For More information turn to page 5**

#### Advertising Bonuses for November 2010

- Free online Buyer's Guide Showcase feature
- Free unlimited product listings for PEN Advertisers who placed 1/4 ad or larger within November 2008 thru October 2009 Issues.
- Secondary Rotating button Advertisement placed on the online Buyer's Guide category page when Gold Level Package is purchased.

# December Print and Digital Issue

Mail date December 21, 2010

Ad Closing: Nov. 3, 2010

Material Due: Nov.10, 2010

PRODUCT EMPHASIS	SELECTION CHARTS	TRADE SHOWS
<ul style="list-style-type: none"><li>Leak/Fugitive Emission Detectors</li><li>Odor Abatement</li><li>Pumps</li><li>Soil Remediation</li><li>Spill Control/Containment</li><li>Valves</li></ul>	<ul style="list-style-type: none"><li>Groundwater Remediation &amp; Separation</li><li>Stormwater Management</li><li>Solids Incineration</li><li>Tanks/Tank Covers/Tank Coatings/Cleaning</li><li>Secondary Containment</li></ul>	

## Advertiser Bonuses for December 2010

- Inquiry Survey following your ad placement, (We will survey our readers to measure the activity of each lead).
- Online Company Profile placed on our web site for two months when a half page or larger ad is placed in the December issue.
- Free Website locator advertisement in the December 2010 (feature shows a screen shot of your website and web address).

## E-newsletter December 2010

## Industrial Wastewater Plant Equipment & Latest Trends

Ad Closing: December 15, 2010

**For Marketing Package Rates: 800.245.3182**

# NEW IN 2010

- Magazine Layout and Logo Completely re-designed



- FREE On-Line Buyer's Guide Ad- (Run 1/3 or larger Advertisement in February 2010 issue, and receive same ad FREE in On-Line Buyers Guide).
- Expanded Trade Show Coverage ----- Eliminate the expenses of travel by placing your Advertisement in PEN ---- we will take the Ad to over 150 industry trade shows, training courses and conferences (Call for a complete list of events)
- FREE Website Locator Ads placed in our printed issue - Linked to your site from our Digital Issue
- FREE On-Line Company Profile to advertisers placing 1/2 page or larger ad in October 2010 issue

### Product Emphasis

Featuring all press releases in 4-color  
Press Releases that are eye catching with more descriptive titles which allows the reader find what they are looking for easier.

- Website Monthly Product Features
- Expanded Custom Media Packages, Including Digital Issue Sponsorships
- Expanded Circulation to include International Digital Subscribers



## Electronic Postcard Decks

### APRIL 2010

- Ad Closing: April 6, 2010
- Material Due: April 13, 2010
- DELIVERY Date: April 22, 2010

### OCTOBER 2010

- Ad Closing: October 6, 2010
- Material Due: October 13, 2010
- DELIVERY Date: October 21, 2010

### Electronic Postcard Rates:

1 card .....	\$450 each
2 cards .....	\$350 each
3 cards .....	\$250 each

• E-Cards are Electrically sent to subscribers, exclusive only to

### POLLUTION EQUIPMENT NEWS Subscribers --

qualified professionals responsible for buying, specifying or recommending products and services in Air, Water, Wastewater and Hazardous Waste Pollution Control Industries.

**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"

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

## DIGITAL MAGAZINE SPONSORSHIPS:

### Email blast notification sponsorship:

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

### Available Digital enhancements:

- 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

**CALL FOR RATES**



## ***Pollution Equipment News Monthly E-Newsletter***

### **E-Newsletter Sponsorships**

<b>Gold Level Sponsorship</b>	<b>\$ 1,000</b>
<b>Preferred Placement at the Top of our monthly e-newsletter</b> Present your text message at the top of our monthly e-newsletter. Includes an expanded message on the landing page and/or direct link to your website. (280 characters and gif photo)	
<b>Silver Lever Sponsorship</b>	<b>\$ 750</b>
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. (280 characters and gif photo)	
<b>Banner</b>	<b>\$ 700</b>
Place your color banner near the top of our e-newsletter. Banner is linked to your website. (594 x 45 pixels)	
<b>Product Showcase</b>	<b>\$ 600</b>
Spotlight your product or service. Includes an expanded message on the landing page or direct link to your site. (150 Characters and gif photo)	
<b>Conference Spotlight</b>	<b>\$ 600</b>
Spotlight your conference or seminar. Includes an expanded message on the landing page or direct link to your site. (150 Characters and gif photo)	
<b>Button Ad</b>	<b>\$ 300</b>
Small presentation of your product. Placed at bottom side of E-Newsletter. Includes landing page link or direct link to your site. (25 characters and gif photo)	

**Prices are Net Amount. No Agency Commission Applied**

**E-Lead Generation: You will receive WEEKLY Click-through Reports for all E-Newsletter Advertisements**

## ***Customized E-Blast***

**Customize your own E-Newsletter to present your product or service**

Personally to our qualified opt-in professionals within the Air, Water, Wastewater and Hazardous Waste Pollution Control Industries.

Selection by title, industry, or region.

**\$.17 per name**

**\$50.00 Set-Up fee**

## ***Monthly Topics of 2010:***

- Analytical Testing Instruments
- Groundwater
- Gas Detection
- Water Technologies
- Air Pollution
- Green Technologies for Plant Integration
- Stormwater Management
- Wastewater Treatment
- Bio Fuels-Alternative Energy Sources
- Odor Abatement
- Regenerative Thermal Oxidizers Latest Changes
- Industrial Wastewater Plant Equipment

## Website Banners & Links

**Skyscraper Banner (160 x 600 pixels)** **\$2000/6 months**

Placed on the side of the web page

**Leader Board Banner (728 x 90 pixels)** **\$2200/6 months**

Placed at the top of the webpage

**Home Page Primary Banner (460 x 60 pixels)** **\$1500/6 months**

Placed at the top or middle of the homepage banner

**Home Page Secondary Banner (150 x 150 pixels)** **\$750/6 months**

Placed down the right hand side of the home page

**Article Website Link** **\$45**

**On-line Classified Section** **\$125/6 months**

Present your text message on our Classified page for 6 months

**Company Profile Showroom Ad** **\$250/3 months**

Includes company name, address, contact information, description of company, history and product applications. Includes company logo with link to company website and email.

Prices are net amount. No agency Commission applied.

## POLLUTION EQUIPMENT NEWS

is a good business decision.

PEN offers multiple marketing options at a low-cost to create product awareness ... and don't forget our bonus circulation!

## Article Reprints:

Articles and Advertisements are available electronically and printed to enhance your marketing campaigns:

Prices for Reprints:  
Call Andrew Rimbach  
at 800-245-3182

Link you article from our website to yours for \$50.00 one time fee.

“Get Noticed in 2010”  
PEN connects you for the professionals who are serious about the environment.

## HOT LEADS! No Bogus Leads!

Our sales leads are generated by our readers specifically asking for info regarding your product or service!

\* Direct Leads and Printed click-thru Reports are delivered to you weekly from our E-newsletters, E-postcards, Digital Edition Ads, Printed Edition advertisements, articles, and press releases, Web-site banner ads, On-line Buyer's Guide and On-Line reader service card.

\* Leads delivered to you via email WEEKLY!

\* Digital Editions are archived on-line for 2 years which will continue to generate leads.

\* Reader Service Card from our printed editions are also available online to augment your inquiries which are searchable by number, company name or product description.

\* Leads are maintained for 2 years!

### NEW ....

Electronic Lead Delivery Package designed to deliver more leads to you.



# On-line Buyer's Guide

Buyer's Guide Showcase Page

**Gold Level** \$250.00/year

**Preferred Placement at the Top of the Listing Page**

Company Name: Logo, Company Profile,

Complete contact information, Email Link

**Link:** your company's website from the www.IndustrialHygieneNews.com Web Site  
Product listing includes photo and 25 word written summary of the product/service

(Includes 2 free product listings and database links for each \$1000.00 of magazine space advertising spent with Rimbach Publishing Inc.)

**Buyer's Guide/Primary Banner**  
(460x60 pixels) \$750.00/year

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

**Buyer's Guide Secondary Banner**  
(150x150 pixels) \$450.00/year

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

**Primary Banner Example**

**Gold Level Sponsorship**



# Year long exposure to over 85,630 potential buyer's

**35th EDITION** Quality Source of Information

- Distribution to over 85,630 Professional Subscribers
- Product Information included into On-Line Buyers' Guide for one year
- Bonus distribution to Industry Trade Shows, Conferences & Training Seminars
- 2,500 Suppliers of Products & Services
- Over 700 Alphabetized Headings & Sub-Headings

## EARLY BIRD DISCOUNT

Get 10% off your space, just send your order before August 1st!

## 2010/2011 Buyers' Guide Advertiser Benefits

- Product and Manufacturer Directory listings include **bold face** type in Print Issue to make you stand out from your competition.
- **Complete** contact information is included with your product listings to make it easier for your prospects and customers to buy from you!
- **Unlimited product listings** fully list the products you manufacture or services you offer.
- **Year long sales leads!**

**52% of our readers refer to the On-Line Buyer's Guide for product selection**  
**67% refer to the Print Buyer's Guide for product selection** \* Publisher Own data

**83% of our readers keep the Buyer's Guide for future reference**  
\* Publisher Own data

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

# PRINTED ADVERTISING RATES

(Printed advertisements are also included into the digital issue at no additional charge)

# 2010

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	\$9620	\$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 4.5" x 7.125" Island 3.25" x 9.5" Vertical
1/3 Page	2410	2335	2260	2200	2130	2065	2000	1950	1890	4.5" x 4.75" Sq. 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
<b>Searchlight Section/Classified Ads</b>										
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	265	280	280	260	255	250	2-1/8" x 1-1/8"
PRODUCT SHOWCASE - Black & White - 600 Full Color - 740 Trim Size 10 7/8" x 14.75" Bleed is 1/8"										

## Accepted Digital File Formats

- **QuarkXPress 3.3 and higher** - Always send all Screen and Postscript fonts along with images (TIFF or EPS at 300dpi) with the Quark Document.
- **Adobe PageMaker 6.5** - Always send all Screen and Postscript fonts along with images (TIFF or EPS at 300dpi.) with the PageMaker Document and a high resolution PDF.
- **Adobe Photoshop** - Save files in TIFF, EPS or JPEG format at 300dpi. Make sure image is either in Grayscale or CMYK mode unless it is a Duotone.
- **Adobe Illustrator 6.0 and higher** - Save file as an EPS. Please create outlines on all text in the ad - this eliminates the need for fonts when sending.
- **Macromedia Freehand 5.0 and higher** - Save file as an EPS. Please convert paths on all text in the ad - this eliminates the need for fonts when sending.
- **High Resolution PDF** - Always save file as a print optimized pdf. (Not acceptable for postcard materials)

**Laser** - Rimbach Publishing requires a 100% size, up to date, composite laser of the ad. The composite laser represents the final version of the file that we are to publish.

**Removable Media Accepted** - CD-ROMs

**Send files via e-mail to [production@Rimbach.com](mailto:production@Rimbach.com)**

Please contact the Production Department at 1-800-245-3182 or email [production@Rimbach.com](mailto:production@Rimbach.com) with any questions.

**We do not accept advertisements created in Microsoft Word or Microsoft Publisher**

Please contact our Production Department at 1-800-245-3182 with any questions.

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

### 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

Classified ads are accepted and appear in the Searchlite Section along with the 1/8, 1/12 and 1/24 page size ads. They are billed at standard display rates shown.

**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. **Payment Liability** Rimbach Publishing, Inc., has the right to hold the advertiser and/or the advertising agency jointly and severally liable for the amounts due for advertisements published by Rimbach Publishing, Inc., as a result of either verbal or written instructions received from the advertiser or its advertising agency. In addition, the advertiser and its advertising agency jointly and severally agree to pay all costs of collection, including reasonable attorney fees, in the event payment is not voluntarily made.



### Tab Page



10.25" x 14.25"

### 2/3 Tab



5" x 14.25"

### 1/2 Tab Page



5.12" x 14.25"

### Std. Page



7" x 9.5"

### 2/3 Page

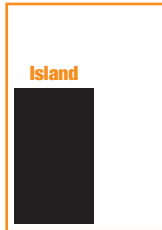


4.5" x 9.5"

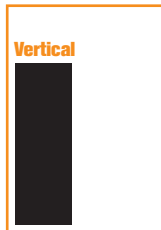
### 1/2 Page



7" x 4.25"

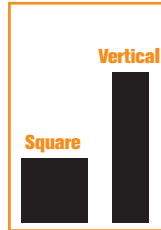


4.5" x 6.999"



3.25" x 9.5"

### 1/3 Page

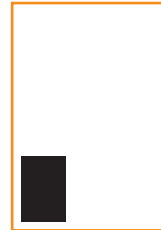


4.5" x 4.75"  
2.125" x 9.3"

Vertical

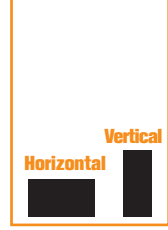
Square

### 1/4 Page



3.22" x 4.636"

### 1/6 Page



4.5" x 2.361"  
2.125" x 4.75"

Vertical

Horizontal

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

Bonus distribution Our Digital edition is available online to anyone in our industry located at [www.pollutionequipment.com](http://www.pollutionequipment.com); in addition to our print and digital subscribers

## Reasons for Reading Digital:

- Can access when traveling
- Embedded links to other areas of interest
- More space efficient for reference
- Much faster in sharing with a team
- You can click straight onto links for websites

**Digital Readers are Engaged.** 92% of digital edition readers read their issue within a week and 52% read it immediately or the same day.

**Digital Readers Take Action.** Over 91% of all digital edition readers take one or more actions when reading advertisements or articles.

**Frequent Readers.** 61% of digital readers have read 3 or 4 of the last four issues, similar to the rate for an "average" print reader

**The "Big 3" Reasons for Reading Digital.** Environmental friendliness, ease of saving, and convenience of searching

79% of "business-to-business" readers cite "get information to do their jobs better" as the most important reason to use digital editions

46% of digital magazine readers spent 30 minutes of more reading each issue, with 21% spending more than 45 minutes per issue

Over 65% of digital readers value video content positively as a useful "rich media" add-on to digital magazines

Digital "B-to-B" reader experience is extensive: with a median of over 13 years of industry experience

**High Overall Satisfaction.** 90% of digital readers are "very satisfied" or "satisfied" with their digital edition from Texterity Inc..

**Crosses Generations and Genders.** Results across age group, gender and occupation show similar satisfaction and preferences.

\*Survey conducted by Texterity Inc. in May 2009 Methodology results were certified by the BPA Worldwide\*



Water • Wastewater • Air • Hazardous Waste

**74% of our readers refer to magazine websites**

\* Publisher's Own data

**When reading Pollution Equipment News, our reader view the following in order of importance**

- 1 Selection Charts  
Product Features
- 2 Industry News
- 3 Advertisements
- 4 Articles

**20% of our 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

**As a result of reading PEN:**

- 84% of our readers visited the Advertisers Website
- 58% of our readers filed the information for future reference
- 51% of our readers discuss the information with a colleague
- 43% of our readers routed the magazine to others
- 39% of our readers contacted the manufacturer via email
- 25% of our readers use the Reader Service card

**When deciding to purchase products, 81% of our readers refer to print advertising**

\* Publisher's Own data

# Readership Survey 2009

**Source of Information Currently used by our readers**

- 82% use Web Sites
- 73% use Trade Publications
- 55% use E-Newsletters
- 38% use Industry Trade Shows

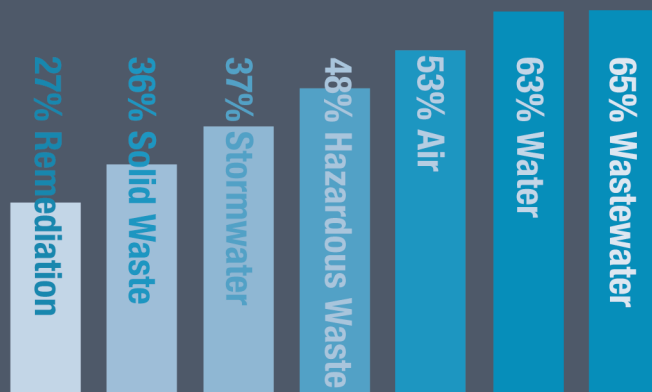
**41% of readers have been involved in the environmental industry for more than 20 years**

\* Publisher's Own data

**Length of Readership**

- 22% 2 years of less
- 35% 3-5 years
- 18% 6-10 years
- 25% 10 years or more

**Environmental Fields our Readers are involved in:**



**87% of readers keep their copy of Pollution Equipment News for Future reference**

\* Publisher Own data

## Percentage of our readers responsible for purchasing the following and/or recommending the following products:

Air Pollution Control Equipment	42%
Air Quality / Sampling Instruments	33%
Alternative Fuels	9%
Continuous Emissions Monitoring	25%
Compliance - Design Software/Training	15%
Filter Presses	16%
Filtration Equipment / Microfiltration	24%
Flow/Level Monitoring & Control	31%
Gas Detection Instrumentation	32%
Geomembranes/Geotextiles/Geocomposites	12%
Groundwater Remediation/Separations	18%
Groundwater Services, Monitoring, Sampling	30%
Hazardous Waste Pollution Control Equipment	32%
Hazmat Management/Storage/Disposal	29%
Lab Analytical Instruments	26%
Oil Skimmers	13%
Oil/Water Separators	30%
Pumps	36%
Solvent Recovery	13%
Soil Remediation	20%
Spill Control/Containment	33%
Stormwater	32%
Tanks, Tank Covers/Tank Coatings	27%
Valves	33%
VOC Abatement Treatment	21%
Water Quality Sampling Instruments	37%
Water/Wastewater Pollution Control Equipment	55%

\* Publishers own data

## 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 2009 BPA Statement

## Reader Testimonials

As an engineering consultant one must be ready to give out available technology in the market and be able to elaborate about the importance of the product introduced or used. As A PEN reader this helps a lot.

I find Pollution Equipment News to be an extremely useful reference source for information on current applications, available equipment and for contact points for emergency technology.

I have read your publication and used the information to recommend and purchase equipment.

I just like the relevance of the stories in Pollution Equipment News. And there is a lot of interesting and timely topics!!

PEN has provided information about industrial products that have an impact on decisions I make regarding some of the equipment & material I use during the design phase of new systems.

PEN is always a good resource to draw from regarding the industry I work in, whether it is current affairs in the industry or product information.

PEN is the most thorough, comprehensive and up to date reference source in the water and wastewater industry.

Pen provides me with up to date information on new equipment and technologies in order to help me stay competitive and cost-effective.

Pollution Equipment News is likely the best single source for product identification and sourcing available today.

Pollution Equipment News is the foremost leader in providing accurate and informative information through various media to those of us who are in the trenches day by day.

The leading remediation guidance for green work.

This is an excellent tool, to be used by everyone in the field from the engineering side to the construction side. We have come so far so fast in the industry. You need resources to keep up with the progress.

The PEN format is pretty good. What it does most is forecast which emerging technologies hold the most promise.