

POLLUTION EQUIPMENT[®] news

Water • Wastewater • Air • Hazardous Waste



Providing Green Technologies & Environmental Solutions Since 1968
For Professionals who are Serious About the Environment

MEDIA PLANNER 2011

Print/Digital Issue	Product Emphasis	Selection Charts	Tradeshow Distribution
February/ March	<p>Mail date: February 22, 2011</p> <ul style="list-style-type: none"> • 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 	<p>Ad Closing: January 4, 2011</p> <ul style="list-style-type: none"> • Analytical Instruments • Air Quality Monitoring and Sampling Instruments • Odor Abatement/Control 	<p>Material Due: January 10, 2011</p> <ul style="list-style-type: none"> • PITTCON (Pittsburgh Conf on Analytical Chemistry & Applied Spectroscopy) • SWANA's 33rd Annual Landfill Gas Symposium • AMERICANA • WQA/Aquatech • Globalcon 2011
<p align="center">Advertiser Bonuses for February/March 2011</p> <ul style="list-style-type: none"> • Free 4-color Product Emphasis Press Release that fit your product in 2011 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 2011 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 online Buyers Guide, for FREE! 			
April/May	<p>Mail date: April 20, 2011</p> <ul style="list-style-type: none"> • 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 	<p>Ad Closing: February 28, 2011</p> <ul style="list-style-type: none"> • Environmental Software; Compliance & Design, Operation Systems • Geomembranes/Geotextiles/ Geocomposites/Landfill Liners • Leak Detectors • Valves • Oil Skimmers 	<p>Material Due: March 4, 2011</p> <ul style="list-style-type: none"> • Clean Technology Conference Expo • Wind Power 2011 • American Waterworks Annual Conf. and Expo (AWWA ACE 11) • Waste Expo 2011
<p align="center">Advertiser Bonuses for April/May 2011</p> <ul style="list-style-type: none"> • Free On-Line Buyer's Guide Gold Sponsorship to all April Advertisers • Front Cover Editorial Opportunity with 3x Advertising Insertion Placement within 2011 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. 			
June/July	<p>Mail date: June 20, 2011</p> <ul style="list-style-type: none"> • Air Emission Reduction Solutions • Arsenic Treatment/Removal • Biosolids/Sludge Treatment/Dryer • Bioremediation Products & Services/ Bioreactor Landfills • Software: Compliance & Design • Laboratory Analytical Instruments • Solvent Recovery 	<p>Ad Closing: April 28, 2011</p> <ul style="list-style-type: none"> • Continuous Emission Monitors & Systems • Dataloggers • Gas Detectors • Air Cleaning Equipment • Membrane Filtration 	<p>Material Due: May 4, 2011</p> <ul style="list-style-type: none"> • Air & Waste Management Show June 21-24, 2011; Orlando, FL • WASTECON 2011 August 23-25, 2011; Nashville, TN • Intl Public Works Congress & Expo Sept. 18-21, 2011; Colorado, CO
<p align="center">Advertiser Bonuses for June/July 2011</p> <ul style="list-style-type: none"> • Page Ad or larger receives a free digital issue email notification sponsorship in 2011 • 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 			

Print/Digital Issue	Product Emphasis	Selection Charts	Tradeshow Distribution
August/ September	Mail date: August 26, 2011 <ul style="list-style-type: none"> • 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 	Ad Closing: July 8, 2011 <ul style="list-style-type: none"> • Flow and Level • Oil/Water Separators • Sludge Treatment Systems and Services • Water Quality Monitoring and Sampling Instruments 	Material Due: July 14, 2011 <ul style="list-style-type: none"> • WEFTEC • Gulf Coast Conference • ISA (Instrument Society of America)2011 • International Water Conf.
	Advertiser Bonuses for August/September 2011 <ul style="list-style-type: none"> • 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/ November	Mail date: Oct 25, 2011 <ul style="list-style-type: none"> • Air Cleaning Equipment • Consulting Engr & Construction Company Profile • Chemicals for Water/Wastewater • Gas Detection, Portable • Stormwater Management • Oil Skimmers • Water & Wastewater Treatment, Aeration Systems 	Ad Closing: Sept 2, 2011 <ul style="list-style-type: none"> • Liquid Filtration • Pumps • Sensors • Groundwater Monitoring & Sampling Instruments 	Material Due: Sept 7, 2011 <ul style="list-style-type: none"> • Filtration Intl Conf & Expo • National Groundwater Show • Chem Show 2011
	Advertiser Bonuses for October/November 2011 <ul style="list-style-type: none"> • Free 4-color Product Emphasis Press Release that fit your product in 2011 issues • Free Corporate Profile when a Standard Page or Larger is placed in the October issue. Get twice the exposure for your dollar. 		
December/ January	Mail date: December 27, 2011 <ul style="list-style-type: none"> • Leak/Fugitive Emission Detectors • Odor Abatement • Pumps • Soil Remediation • Spill Control/Containment • Valves 	Ad Closing: Nov 3, 2011 <ul style="list-style-type: none"> • Groundwater Remediation & Separation • Stormwater Management • Solids Incineration • Tanks/Tank Covers/Tank Coatings/Cleaning • Secondary Containment 	Material Due: Nov 9, 2011
	Advertiser Bonuses for December/January 2011 <ul style="list-style-type: none"> • Inquiry Survey following your ad placement, (We will survey our readers to measure the activity of each lead). • Online Company Profile placed on our website for two months when a half page or larger ad is placed in the December issue. • Free Website locator advertisement in the December 2011 issue (feature shows a screen shot of your website and web address) 		

Annual 2012 Buyer's Guide

Mail date November 22, 2011

Ad Closing: Oct. 3, 2011

Material Due: Oct. 7, 2011

Published in November 2011

Advertise in the 2012 Buyer's Guide to 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

EARLY BIRD DISCOUNT BY AUGUST 2ND, 2011

Save 10% off the black and white space cost. Send your insertion order by August 2, 2011.

- Bonus distribution to Industry Trade Shows, Conferences & Training Seminars.

Online Buyer's Guide

Buyer's Guide Showcase Page

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.)



Gold Level Sponsorship

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.



Primary Banner Example

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

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

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

EARLY BIRD DISCOUNT
Get 10% off black and white cost!
Just send your order before August 2nd!

Advertising Bonuses for November 2011

- Free online Buyers' Guide Showcase feature.
- Free unlimited product listings for PEN advertisers who placed 1/4 ad or larger within November 2010 through October 2011 issues.
- Secondary Rotating Button Advertisement placed on the online Buyers' Guide category page when Gold Level Package is purchased.
- Product and Manufacturer Directory listings for advertisers include **bold face** type in Print Issue to make yours 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!
- **Year-long sales leads!**

Electronic Postcards



June 2011

- Ad Closing: May 10, 2011
- Material Due: May 24, 2011
- DELIVERY Date: June 7, 2011

October 2011

- Ad Closing: October 6, 2011
- Material Due: October 13, 2011
- DELIVERY Date: October 18, 2011

Electronic Postcard Rates:

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

• 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".

Prices are net amount.
No Agency Discount Allowed.

Monthly E-Newsletters

Sponsorships

- 1 Gold Level Sponsorship \$ 1,000**
 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. (280 characters and gif photo)
- 2 Silver Level Sponsorship \$ 750**
 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)
- 3 Banner \$ 700**
 Place your color banner near the top of our E-newsletter. Banner is linked to your website. (594 x 45 pixels)
- 4 Product Showcase \$ 600**
 Spotlight your product or service. Includes an expanded message on the landing page or direct link to your site. (150 Characters and gif photo)
- 5 Conference Spotlight \$ 600**
 Spotlight your conference or seminar. Includes an expanded message on the landing page or direct link to your site. (150 Characters and gif photo)
- 6 Button Ad \$ 300**
 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



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



CALL FOR RATES AND DEMO TODAY 800-245-3182

Reasons for Reading Digital Issue:

- 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 directly onto link for websites

Digital Readers are Engaged. 94% of digital edition readers read their issue within a week, and 56% read it immediately or the same day.

Reader Loyalty and Satisfaction. 66% of digital readers have read 3 or 4 of the last four issues, and 88% were either very satisfied or satisfied with their digital magazines.

The "Big 3" Reasons for Reading Digital.

- Eco-Friendly: less clutter and waste; easier accessibility
- Fast Link to website
- Easy Search, easy share, easy save options

51% **Digital readers take action** by viewing advertiser's website after seeing an ad.

42% of **Digital magazine readers spent 30 minutes or more** reading each issue, with 23% spending more than 45 minutes per issue.

Survey conducted by Texterity Inc. in May 2010 Methodology results were certified by the BPA Worldwide

BONUS DISTRIBUTION: Our Digital edition is available online to anyone in our industry for three years Located at www.pollutionequipment.com; In addition to our print and digital subscribers.

www.PollutionEquipment.com



Skyscraper Banner

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

Placed on the side of the webpage

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 top or middle of homepage

Home Page Secondary Banner

(150 x 150 pixels) **\$750 6 months**

Placed down right hand side of homepage

Article Website Link

\$45

Online Classified Section **\$125 6 months**

Present your text message on 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.

Additional Marketing Options

Ad Readership Survey

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

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.

Prices for Reprints:

Call Andrew Rimbach at 800-245-3182.

Link your article from our website to yours for a \$50.00 one-time fee.

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.

Classifieds

Present your text message on our Website Classified page for 6 months.

"Get Noticed in 2011"
PEN connects you to 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-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 2 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.

NEW

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

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/telephone 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 for one year
- Your company's webinar will be branded with your logo.

Call Today,
1-800-245-3182
For Customized Package

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

PRINTED ADVERTISING RATES

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

2011

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
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"
PRODUCT SHOWCASE - Black & White - 600 Full Color - 740 Trim Size 10 7/8" x 14.75" Bleed is 1/8"										

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 Advertising 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.

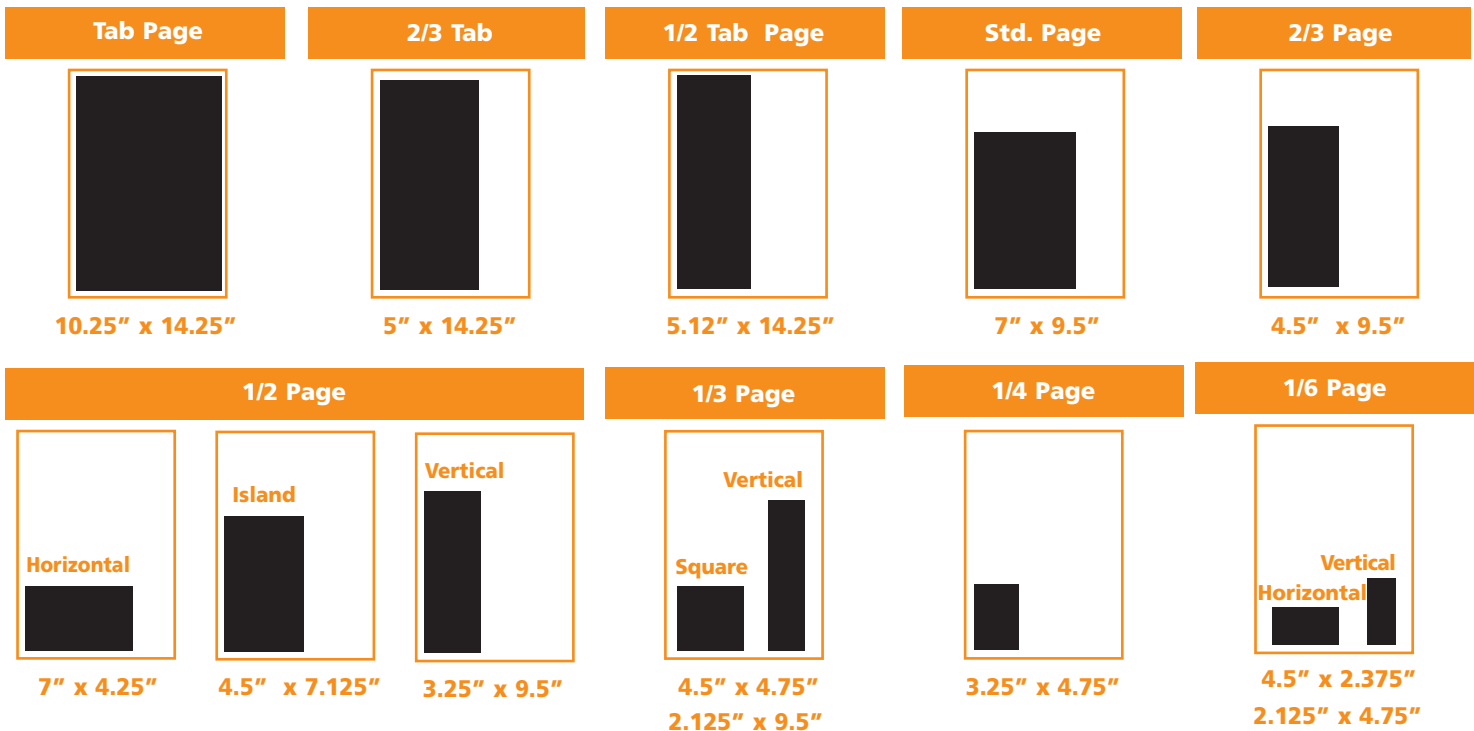
Cancellation Policy Advertisements cancelled after the published closing date will be assessed a charge equal to 50% of the cost that would have been invoiced.

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.





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

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
For FTP instructions, please e-mail the Production Department.

**Send files via e-mail to:
production@rimbach.com**

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

Please contact the Production Department at 1-800-245-3182 with any questions or if you need access to our ftp site.

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

Image Check List

File Type	jpeg	tiff	eps	pdf
Color Mode	cmyk	cmyk	cmyk	cmyk
Resolution	300 dpi	300 dpi	300 dpi	300 dpi
Program	Photoshop, Illustrator, etc.	Photoshop, Illustrator, etc.	Photoshop, Illustrator, etc.	Acrobat
Version				6.5+



Readership Survey 2010

Source of Information Currently used by our readers

- 85% use Web Sites
- 73% use Trade Publications
- 56% use E-Newsletters
- 36% use Industry Trade Shows

40% of readers have been involved in the environmental industry for more than 20 years

* Publisher's Own Data

73% of our readers refer to magazine websites

* Publisher's Own Data

Length of Readership

- 25% 2 years or less
- 33% 3-5 years
- 16% 6-10 years
- 26% 10 years or more

22% 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:

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

Environmental Fields our Readers are involved in:



When deciding to purchase products, 79% of our readers refer to print advertising

* Publisher's Own Data

85% of readers keep their copy of Pollution Equipment News for future reference

* Publisher's Own Data

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

Air Pollution Control Equipment	52%
Air Quality / Sampling Instruments	40%
Alternative Fuels	9%
Continuous Emissions Monitoring	32%
Compliance - Design Software/Training	15%
Filter Presses	17%
Filtration Equipment / Microfiltration	26%
Flow/Level Monitoring & Control	33%
Gas Detection Instrumentation	41%
Geomembranes/Geotextiles/Geocomposites	14%
Groundwater Remediation/Separation	20%
Groundwater Services, Monitoring, Sampling	33%
Hazardous Waste Pollution Control Equipment	32%
Hazmat Management/Storage/Disposal	30%
Lab Analytical Instruments	29%
Oil Skimmers	16%
Oil/Water Separators	34%
Pumps	38%
Solvent Recovery	17%
Soil Remediation	20%
Spill Control/Containment	36%
Stormwater	31%
Tanks,Tank Covers/Tank Coatings	28%
Valves	34%
VOC Abatement Treatment	23%
Water Quality Sampling Instruments	36%
Water/Wastewater Pollution Control Equipment	65%

* Publisher's 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 2010 BPA Statement

Reader Testimonials

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

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

"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 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."

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