



Build Your Corporate Image with Banner Ads on www.wef.org and www.weftec.org

The web sites for the Water Environment Federation, WEFTEC, and *WE&T* magazine all feature banner ads. The same banners appear on virtually every sub-page throughout the sites, and are randomly displayed every time a page is loaded or updated. Maximum size of the banner pool is 20 banners for www.wef.org, 12 for www.weftec.org, and 5 for the WE&T site – www.wef.org/magazine. All advertisers will receive automatically generated traffic and click-through reports monthly.

[WWW.WEF.ORG](http://www.wef.org)

WEF's Web site generates approximately 100,000 visits per month by 60,000 unique visitors. Most visitors spend several minutes on the site, accessing multiple pages, increasing the likelihood that they'll see your banner ad. Each banner should be viewed approximately 5,000-times per month, depending upon how many banners are active. Advertisers can increase this frequency by running multiple banners, or by doubling up on their single banner so it runs twice as often.

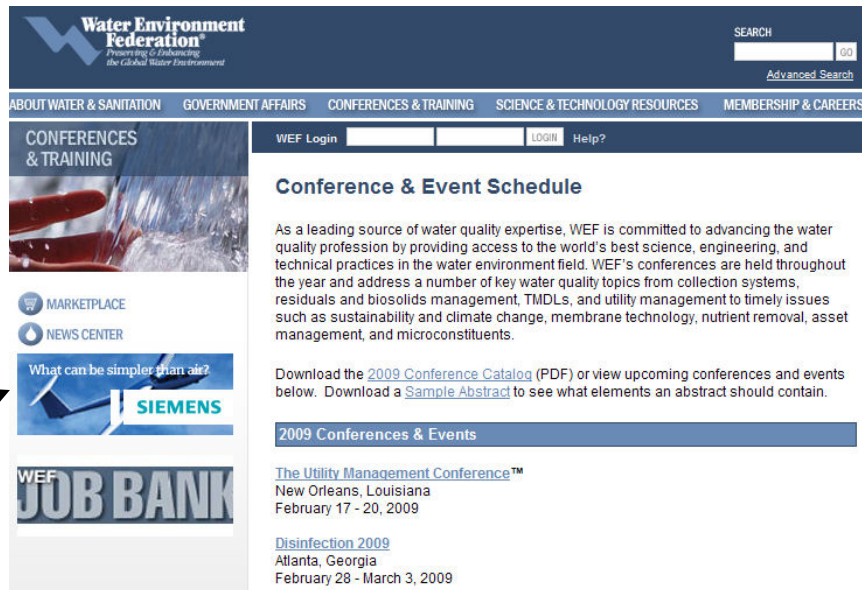

Price

3 months:
\$1500 (net)

6 months:
\$2000 (net)

12 months:
\$3000 (net)

Banner Ad
Location



The screenshot shows the Water Environment Federation website. At the top is the logo and navigation menu. A banner ad for Siemens is displayed with the text "What can be simpler than air?". Below it is a "JOB BANK" section. To the right, there is a "Conference & Event Schedule" section with a list of upcoming events.

Specifications

185 X 70 pixels; jpg, gif, or animated gif.

Flash banners are discouraged, but can be accepted with some special requirements. No click-tracking for Flash ads. Please call or e-mail Jenny Grigsby at 703-684-2451, jgrigsby@wef.org.



WWW.WEFTEC.ORG

WEFTEC's web site has banner advertising opportunities on the same randomly rotating basis as on www.wef.org.

Banners on www.weftec.org will be limited to a pool of 12 ads. All banners will run from May 2009 (or date of receipt) through April 2010, so order early to get the most out of your investment. Based on 2008 traffic, advertisers can expect their banner to be viewed 60,000-70,000 times through the course of the year.

Space is limited, and expected to sell out. Last year's advertisers are guaranteed placement if they order before May 1, 2009.

Price

12 months: \$1900 (net)

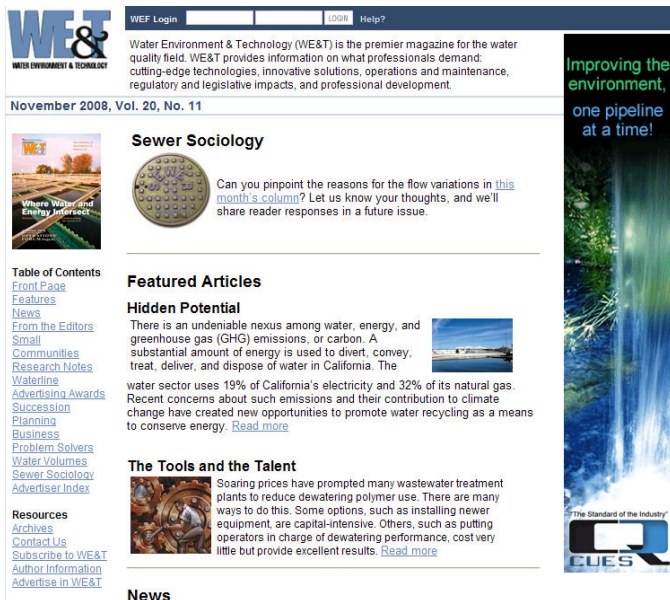
Specifications

185 X 70 pixels; jpg, gif, or animated gif.

Flash banners are discouraged, but can be accepted with some special requirements. Please call or e-mail Tom Wolfe at 703-684-2435, twolfe@wef.org.

WE&T – WWW.WEF.ORG/MAGAZINE

The *Water Environment & Technology (WE&T)* web site is a sub-section wef.org, but has a completely different look from the rest of the site. The *WE&T* site offers exclusive content that is continually updated, and unlike the rest of wef.org, it features large "skyscraper" banner ads for maximum impact. The skyscraper ad slot will be limited to a pool of 5 randomly rotating banners.



Price

6 months: \$1000 (net)
12 months: \$1500 (net)

Specifications

120 X 600 pixels; jpg, gif, or animated gif.

Banner Ad Location

Banner Ad Order Info

Contact your WEF ad sales rep, or send orders and image files to Jenny Grigsby, jgrigsby@wef.org, Phone: 703-684-2451.