

The Integrated Media Portfolio

Designed to meet your specific marketing campaign goals

Match your campaign objectives to our solutions!

These icons appear throughout the media planner for easy identification and your convenience.



Push

In a **Push Marketing** strategy, we create end-user demand by delivering your information directly to key industry professionals who have previously indicated an interest in a topic related to your products and services.



Pull

In a **Pull Marketing** strategy, your campaign is seen by industry professionals as they actively seek out information via search or browse vehicles.



Brand

A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the water and wastewater community.



Lead

A **Lead Generation** campaign provides targeted sales leads by actively generating interest from decision makers and prospects in the water and wastewater community.




Traffic

A **Traffic Driving** campaign is designed to push water and wastewater professionals to your website or other online offerings.



Thought

A **Thought Leadership/Education** campaign authenticates your sales and marketing message by comprehensively communicating innovation and a sustainable competitive advantage — building business over the long term.

Our Solutions	Marketing Approach		Your Marketing Campaign Objectives			
	 Push	 Pull	 Brand	 Lead	 Traffic	 Thought
Print Magazine	•		•		•	
Banner		•	•		•	
Page Peel		•	•		•	
Content Rotator		•	•		•	
Search Sponsorship		•	•		•	
Welcome Page Sponsorship		•	•		•	
Topic Center Sponsorship		•	•		•	
eNewsletter Sponsorship	•		•		•	
Editorial Digest	•	•	•	•	•	•
Webcast	•	•	•	•		•
Video	•	•	•			•
Community	•	•	•		•	
Virtual Event	•	•	•	•	•	•
Digital Edition/eMagazine	•		•		•	
White Paper	•	•	•	•		•
Podcast	•	•	•	•		•
Buyers Guide		•	•	•	•	
Custom Content	•	•	•	•		•
Face-to-Face Event	•	•	•	•		•

PLEASE NOTE:

- Our websites are currently being redesigned. The digital media images shown throughout this planner may not represent the new designs launching in 2011.
- All digital media rates are subject to change. Check our websites regularly for updates.