

ADDITIONAL OPPORTUNITIES

Additional
Opportunities

WaterWorld.

**Industrial
WaterWorld**

WWi
WATER & WASTEWATER INTERNATIONAL

WASTE
management world

VIRTUAL  **H₂O.**

WaterWorld
MIDDLE EAST
FOCUSING ON WATER AND WASTEWATER
تركيز على مواضيع المياه و مياه الصرف الصحي

Reprints

PENNWELL OFFERS COMPLETE REPRINT SERVICES

Sure, it's exciting to see your company name in print. And if seeing your products or services described within the pages of the world's leading water magazines impresses you, imagine the reaction your editorial mention will elicit from clients and prospective clients. Reprints of articles from the pages of PennWell's water/wastewater publications can help boost your marketing results and may play an integral role in achieving your communication goals—from product positioning and branding to lead generation and sales.

- **The Look You Want.** Our Production Department expertly reworks each article and a proof copy is sent for your review—so you have final approval on layout and design.
- **Quality Presentation.** All reprints feature heavy-duty, 70lb. coated stock paper.
- **Add Your Ad.** For further exposure, current PennWell advertisers may include their advertisement or logo as part of their editorial reprints if space permits.
- **Turnaround Time.** You'll receive your completed reprint order in approximately seven (7) working days following your final approval of our proof. RUSH orders are available for an additional \$35.

Quotes are determined on the page count of the reprint, color and quantity (consult chart for specific rates). Minimum quantities for black and white, two-color and four-color reprints are 100-count.

REPRINT INFORMATION:

Glenda Harp, Account Executive
1421 South Sheridan Road,
Tulsa, OK 74112-6600 USA

P [Toll Free]: +1 (800) 331-4463 x 6301
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	100	200	300	400	500	600	700	800	900	1000	2000	3000	4000	5000	10000
1-Page															
BW	\$541	\$607	\$659	\$711	\$763	\$817	\$867	\$902	\$954	\$1,006	\$1,369	\$1,717	\$2,082	\$2,445	\$4,214
2-color	\$817	\$867	\$914	\$972	\$1,022	\$1,074	\$1,125	\$1,178	\$1,212	\$1,265	\$1,628	\$1,975	\$2,340	\$2,707	\$4,475
4-color	\$1,941	\$1,994	\$2,047	\$2,097	\$2,133	\$2,186	\$2,237	\$2,289	\$2,340	\$2,394	\$2,880	\$3,346	\$3,833	\$4,319	\$6,713
2-page															
BW	\$625	\$677	\$728	\$778	\$832	\$885	\$934	\$972	\$1,022	\$1,074	\$1,437	\$1,786	\$2,150	\$2,496	\$4,282
2-color	\$1,091	\$1,145	\$1,198	\$1,247	\$1,299	\$1,351	\$1,404	\$1,437	\$1,491	\$1,543	\$2,029	\$2,514	\$2,983	\$3,468	\$5,879
4-color	\$2,550	\$2,601	\$2,654	\$2,707	\$2,756	\$2,810	\$2,860	\$2,898	\$2,949	\$3,000	\$3,484	\$3,973	\$4,440	\$4,926	\$7,336
4-page															
BW	\$1,231	\$1,319	\$1,387	\$1,473	\$1,543	\$1,628	\$1,700	\$1,785	\$1,857	\$1,941	\$2,532	\$3,122	\$3,709	\$4,285	\$7,233
2-color	\$1,491	\$1,577	\$1,646	\$1,733	\$1,802	\$1,890	\$1,958	\$2,048	\$2,116	\$2,203	\$2,792	\$3,380	\$3,973	\$4,561	\$7,492
4-color	\$2,601	\$2,687	\$2,756	\$2,844	\$2,914	\$3,000	\$3,070	\$3,157	\$3,227	\$3,313	\$3,885	\$4,493	\$5,064	\$5,655	\$8,605
6-page															
BW	\$1,802	\$1,890	\$1,975	\$2,063	\$2,150	\$2,237	\$2,323	\$2,410	\$2,497	\$2,601	\$3,380	\$4,179	\$4,960	\$5,761	\$9,714
2-color	\$2,669	\$2,756	\$2,844	\$2,931	\$3,017	\$3,104	\$3,189	\$3,277	\$3,363	\$3,468	\$4,248	\$5,047	\$5,828	\$6,626	\$10,580
4-color	\$5,028	\$5,115	\$5,204	\$5,289	\$5,378	\$5,461	\$5,551	\$5,634	\$5,724	\$5,810	\$6,607	\$7,407	\$8,184	\$8,986	\$12,940

List Rental

Drawing from more than 150,000 contacts, PennWell's Global Water and Waste Group lists empower you to decide which pros to target. Blanket the market or zero in on a niche segment with your direct response materials. Go international or keep it regional. With our Water lists, you decide what level of distribution and results you're after.

The lists can be segmented by industry sector, job function, location, Products, population served and number of employees. E-mail lists are also available.

BASE RATES*

Domestic	\$170/M	Minimum order 5,000 names
International	\$260/M	Minimum order 3,000 names

***E-mail lists available; M = per thousand names**

SELECTIONS

By Industry	Plus \$10/M
By Job Function	Plus \$10/M
By Products	Plus \$10/M
By Location	Plus \$10/M
By Population Served	Plus \$10/M
By Number of Employees	Plus \$20/M
By Sale Volume	Plus \$15/M
State/SCF/Zip/Country	Plus \$10/M
Key Coding	Plus \$3/M

M = per thousand names

COMMISSION CREDIT POLICY

Broker Commission	20%
Ad Agency	15%

METHOD OF ADDRESSING

Pressure Sensitive Labels	\$10/M
E-mail	\$50/Flat
CD ROM	\$50/Flat

M = per thousand names

DELIVERY SCHEDULE

Upon receipt of your order, allow two to three working days for processing plus delivery—depending on the service you request. Shipping is at-cost and varies by your preference of service.

LIST RENTAL POLICIES

List rental agreement and sample mail piece required. Prepayment required for first orders. Owner reserves the right to refuse any mailing or to impose special rates for industry nonadvertisers. List purchase includes one-time direct mail use only.

DIRECT MAIL LIST INFO:

Kelli Berry

List Rental Department Director

P [Toll Free]: +1 (800) 944-0937

[Direct]: +1 (918) 831-9782

F: +1 (918) 831-9758

E-mail: kellib@pennwell.com

Contact your sales representative for all digital email list rental.

Rate Policy

RATE POLICY

The earned rate is based upon the total number of insertions, including postcards, within a 12-month period in any PennWell publication including: *WaterWorld*, *Industrial WaterWorld*, *Water & Wastewater International* and *Waste Management World*. A spread counts as two insertions. Rates include a 15% commission to recognized advertising agencies on space, color and position charges unless otherwise noted. Tip-in charges, artwork, printing, mechanical art or other miscellaneous charges are not commissionable. Commission is revoked on unpaid billings after 60 days from billing date. Finance charge of 1.5% per month will be levied on balances over 30 days.

TERMS

Net 30 days. No cash discount. Finance charge of 1.5% per month on balances over 30 days. Advertising is sold only at earned, published rates. Contracts and insertion orders for units at lower rates not accepted. All orders subject to change in rates upon notice from the publisher.

AGENCY COMMISSIONS

15% of space, color and position to recognized agencies. No commission on mechanical or miscellaneous charges. Agency commissions revoked on billings unpaid 60 days after billing date. Payment with order required from all first time advertisers and/or agencies.

SHORT RATES AND REBATES

Advertisers will be short-rated if, within a 12-month period from the date of their first insertion, they do not use the amount of space upon which their billings have been based. Advertisers receive rebate if, within a 12-month period from the date of first insertion, they have used sufficient space to warrant a higher frequency rate.

FREQUENCY RATES

The total number of full-page and fractional ad units run within one year from date of first insertion determines frequency rate earned. Space purchased by parent company and its divisions or subsidiaries is combined to determine the earned frequency rate. Advertisers may combine insertions placed in other PennWell magazines including *WaterWorld*, *Industrial WaterWorld*, *Water & Wastewater International* and *Waste Management World* insertions to determine frequency. Consult your account executive for details.

PROTECTIVE CLAUSES

Publisher will not permit deliberate attempts to simulate editorial format of *WaterWorld*, *Industrial WaterWorld*, *Water & Wastewater International* and *Waste Management World*. The publisher reserves the right to insert the word "advertisement" when, in the publisher's opinion, an advertisement resembles editorial material. Advertisers and their agencies assume liability for all content of advertisements printed (including text, representations, illustrations or any sketch, map, label, trademark or other copyrighted material). Advertisers and their agencies assume responsibility for claims therefrom made against the publisher. The publisher reserves the right to reject any advertising that does not conform to publication standards. Publisher is not liable for delays in delivery and/or non-delivery in the event of any Act of God, action by any government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher affecting production or delivery in any manner. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Advertiser will be responsible for reasonable attorney fees and court costs if litigation is necessary.