<table>
<thead>
<tr>
<th>MONTH</th>
<th>MARKETING SOLUTIONS</th>
<th>EDITORIAL FOCUS</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong></td>
<td>General E-Newsletter</td>
<td>Rental Equipment</td>
<td>Groundwater</td>
</tr>
<tr>
<td><strong>Electronic Media</strong></td>
<td>Product Specific E-News</td>
<td>Gas Detection</td>
<td>Laboratory Equipment</td>
</tr>
<tr>
<td><strong>February</strong></td>
<td>General E-Newsletter</td>
<td>Analytical Instruments for Environmental Testing</td>
<td></td>
</tr>
<tr>
<td><strong>Electronic Media</strong></td>
<td>Product Specific E-News</td>
<td>Field Analytical Instruments</td>
<td>Geomembranes, Geotextiles, Geocomposites, Landfill Liners</td>
</tr>
<tr>
<td><strong>March</strong></td>
<td>General E-Newsletter</td>
<td>Gas &amp; Oil Drilling Pollution Abatement &amp; Testing</td>
<td>Lead, Arsenic, and Contaminants Testing/Treatment in Water</td>
</tr>
<tr>
<td><strong>Electronic Media</strong></td>
<td>Product Specific E-News</td>
<td>Flow Level</td>
<td>Air &amp; Waste Management</td>
</tr>
<tr>
<td><strong>April</strong></td>
<td>General E-Newsletter</td>
<td>Emission Control</td>
<td>Biogas/Sludge</td>
</tr>
<tr>
<td><strong>Electronic Media</strong></td>
<td>Product Specific E-News</td>
<td>Flow/Level</td>
<td>Haz/Chem Management</td>
</tr>
<tr>
<td><strong>May</strong></td>
<td>General E-Newsletter</td>
<td>Flow/Level</td>
<td>Haz/Chem Management/Secondary Containment</td>
</tr>
<tr>
<td><strong>Electronic Media</strong></td>
<td>Product Specific E-News</td>
<td>White Paper E- Blast</td>
<td>Stormwater Management</td>
</tr>
<tr>
<td><strong>June</strong></td>
<td>General E-Newsletter</td>
<td>Stormwater Management</td>
<td>Oil/Water Problems/Solutions</td>
</tr>
<tr>
<td><strong>Electronic Media</strong></td>
<td>Product Specific E-News</td>
<td>JUNE/JULY</td>
<td>Print/Digital Magazine</td>
</tr>
<tr>
<td><strong>August</strong></td>
<td>General E-Newsletter</td>
<td>Gas Detection</td>
<td>Groundwater</td>
</tr>
<tr>
<td><strong>Electronic Media</strong></td>
<td>Product Specific E-News</td>
<td>August/September</td>
<td>Print/Digital Magazine</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td>General E-Newsletter</td>
<td>Air Quality/Sampling Inst</td>
<td>Water Quality Instruments</td>
</tr>
<tr>
<td><strong>Electronic Media</strong></td>
<td>Product Specific E-News</td>
<td>OCTOBER/NOVEMBER</td>
<td>Print/Digital Magazine</td>
</tr>
<tr>
<td><strong>October</strong></td>
<td>General E-Newsletter</td>
<td>Flow/Level</td>
<td>Stormwater Problems &amp; Solutions</td>
</tr>
<tr>
<td><strong>Electronic Media</strong></td>
<td>Product Specific E-News</td>
<td>November</td>
<td>General E-Newsletter</td>
</tr>
<tr>
<td><strong>November</strong></td>
<td>General E-Newsletter</td>
<td>Gas Detection</td>
<td>Meteorological Instruments</td>
</tr>
<tr>
<td><strong>Electronic Media</strong></td>
<td>Product Specific E-News</td>
<td>DECEMBER/ JANUARY</td>
<td>Print/Digital Magazine</td>
</tr>
<tr>
<td><strong>December</strong></td>
<td>General E-Newsletter</td>
<td>EPA Air Standards</td>
<td>Groundwater Monitoring &amp; Sampling</td>
</tr>
<tr>
<td><strong>Electronic Media</strong></td>
<td>Product Specific E-News</td>
<td>WATER QUALITY INSTRUMENTS</td>
<td>Print/Digital Magazine</td>
</tr>
</tbody>
</table>
### Goal | CAMPAIGNS
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**Branding** | The branding campaign is the immediate message which is thought of a company or product. Repetition of your company’s image ensures the buyer will think of you when it is time to make a purchase. - Print/Digital Bi-Monthly Issue - Wrap Cover Sponsorships on Printed Edition - Annual Environmental Directory (Included into December Edition) - Article Placement (Included into each Bi-Monthly Edition)

**Branding: Social Media** | A Channel to communicate with businesses and boost brand awareness. - Twitter - Facebook - Linkin

**Increase Web-Traffic** | A campaign designed to push traffic to your website either to a homepage or a specific page within your site. - www.pollutionequipmentnews.com - General & Product Specific E-newsletter - E-Blast - Video Hosting

**Lead Generation** | Sales leads are created for list building and calls to get your Sales Staff’s foot in the door. - Monthly E-Newsletter - Product Specific E-newsletter - White Paper - Webinars
MONTHLY GENERAL E-NEWSLETTER

SPONSORSHIP LEVELS 2018

1 GOLD Level Sponsorship -- $1,000
Preferred Placement at the Top of our monthly E-newsletter. Includes an expanded message on the landing page and a direct link to your website (50 words and 150 x 150 pixel photo)

2 SILVER Level Sponsorship -- $750
Present your message in the second sponsorship position of our monthly E-newsletter. Includes an expanded message on the landing page and a direct link to your website (50 words and 150 x 150 pixel photo)

3 BANNER $700
Place your color banner near the top of our E-newsletter. Banner is linked to your website (600 x 90 pixels) One banner per E-Newsletter

4 PRODUCT SHOWCASE -- $600
Spotlight your product or service. Includes an expanded message on the landing page and a direct link to your website (150 x 150 pixels)

5 CONFERENCE SPOTLIGHT -- $600
Spotlight your conference or seminar. Includes an expanded message on the landing page and a direct link to your website (150 x 150 pixels)

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 website. (150 x 150 pixels)

MONTHLY PRODUCT SPECIFIC E-NEWSLETTERS

FEATURED TOPICS 2018

January • Rental Equipment • Groundwater

February • Analytical Instruments for Environmental Testing

March • Gas & Oil Drilling Pollution Testing and Abatement • Lead, Arsenic and Contaminants in Water

April • Emission Control • Biosolids/Sludge

May • Flow/Level • HazMat Mgmt/Secondary Containment

June • Oil/Water Problems & Solutions • Stormwater Management

July • Tanks • Air Quality Sampling

August • Groundwater • Gas Detection

September • Wastewater Treatment • Air Pollution

October • Flow/Level

November • Gas Detection

December • Water Quality Instrumentation

Exclusive Sponsored E-Newsletter -- $1500

Reserve all spots in the E-newsletter to send your product information. This opportunity allows your company to present case study, share your white paper or talk about your products thru a video link.

We provide all the editorial content which includes industry stories and events.

*Prices are net amount. No agency discount allowed.
ELECTRONIC PRODUCT PROFILE DECK & WHITE PAPERS

Electronic Product Profile Deck

Sent 4 times per year -- and then posted to www.pollutionequipmentnews.com website.

February
April
July
October

Product Profile Decks are electronically sent to environmental professionals exclusive to Pollution Equipment News

DIGITAL FILES SPECIFICATIONS

Specifications:
- Short Description 75 words
- Product Photo
- Link to Landing Page

Please send photo in jpeg format 72 dpi or gif format

PRODUCT PROFILE RATES

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$450 each insertion</td>
</tr>
<tr>
<td>2</td>
<td>$425 each insertion</td>
</tr>
<tr>
<td>3</td>
<td>$400 each insertion</td>
</tr>
<tr>
<td>4</td>
<td>$350 each insertion</td>
</tr>
</tbody>
</table>

WHITE PAPER E-BLAST

White Paper will be included on homepage of PEN with link to customized sign page.

Be one of 3 only advertisers on the E-blast
$700.00 NET EACH

- February
- May
- August
- November

SAMPLE

BRANDING EMAIL CAMPAIGN

BE THE CENTER OF ATTENTION WITH YOUR OWN BRANDING E-BLAST SENT TO QUALIFIED PROFESSIONALS.

SAMPLES

BRANDING EMAIL CAMPAIGN

PRICING & DETAILS

CUSTOM E-BLAST CAMPAIGN

PRICING & DETAILS

BRANDING EMAIL CAMPAIGN

BE THE CENTER OF ATTENTION WITH YOUR OWN BRANDING E-BLAST SENT TO QUALIFIED PROFESSIONALS.

SAMPLES

WHITE PAPER E-BLAST

White Paper will be included on homepage of PEN with link to customized sign page.

Be one of 3 only advertisers on the E-blast
$700.00 NET EACH

- February
- May
- August
- November

SAMPLES

PRESENT YOUR PRODUCT OR SERVICE PERSONALLY TO OUR QUALIFIED OPT-IN PROFESSIONALS.

Call your Sales Representative for pricing today: 800-245-3182

Call your Sales Representative for pricing today: 800-245-3182

Call your Sales Representative for pricing today: 800-245-3182

Call your Sales Representative for pricing today: 800-245-3182
Website Advertising

Increase Traffic

BANNERS PLACEMENTS:
Run of Site (ROS Impressions) These banners will run throughout the site where Topic Sponsorships have not been purchased.

Home Page Only: Banner will only be placed on the HomePage of the Website...

Run of Topic within the Website have your banner come up everytime a reader searches on a specific topic --
Topic Sponsorships • Air • Water • Wastewater • Hazardous Waste

Available sizes

**SKYSCRAPER BANNER** (150 x 600 pixels)
$2,000/6 months -- $2,900/12 month
Placed on side of the home page
Unlimited Impressions linked to your website

**HOMEPAGE PRIMARY BANNER** (600x90 pixels)
$1,200/6 months -- $2,000/12 month
Placed at top of the home page
Unlimited Impressions linked to your website

**HOMEPAGE SECONDARY BANNER** (150 x 150 pixels)
$750/6 months -- $1,100/12 month
Placed at top of the home page
Unlimited Impressions linked to your website

**HOME PAGE VIDEO LINK**
$600/6 months -- $1,000/12 month
Feature your video presentation
Unlimited Impressions linked to your website

**HOME PAGE SLIDE SHOW**
$1,200/12 month

**ONLINE CLASSIFIED SECTION**
$125/6 month
Present your message on classified page for six months

* Prices are NET amount/NO agency discount

Websites Places for your advertisement

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Responsive Website Design

Allows for content to be easily viewed by everyone on every size device. The new responsive design make sure your advertisement is viewable on every type of device.

**PROVIDES IMMEDIATE ACCESS TO**

- Online Directory
- Article Archives
- Monthly Product Features
- Industry Tradeshows and Conferences
- Video Hosting
- Business News
- Digital Issue Archives

Reach Our Targeted Readers

The website has four featured categories that help the reader search deeper into their desired topics.

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Increase Traffic

**WEBSITE 2018**

**WEBSITE 2018**

**WEBSITE 2018**

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Increase Traffic

**WEBSITE 2018**

**WEBSITE 2018**

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Increase Traffic
Lead Generation Campaigns

Generate targeted sales by actively promote your company those various Lead Generation Campaigns

WEBINARS

Customize the audience through registration forms and pre-qualified questions. Webinars are promoted through Email blasts, social media, print and telemarketing efforts. Educate the audience on how to use your equipment and/or service to solve their industry problems.

HOW - TO- WEBINARS
INFORMATIVE - CASE STUDY WEBINARS
CO-SPONSORED WEBINAR: WASTEWATER, STORMWATER PROBLEMS & SOLUTIONS
Build your brand awareness, by Partnering with Pollution Equipment News in an Industry - Specific Webinar

Call Andrew to learn more 800/245-3182 or email Andrew@Pollution-EquipmentNews.com

Insert Programs

Place your advertising message in your custom insert placement in our printed publication with electronic overlay within our digital publication.

Survey

Get the real pulse of the industry through customized readership survey.

WRAP COVER SPONSORSHIPS

BE THE CENTER OF ATTENTION BY SPONSORING OUR WRAP COVER
Let your advertising message be seen by our readership and use our Business Reply Mail program to get lead mailed directly to you.

WHITE PAPER

Promote your Industry White Paper to our database of over 80,000 subscribers. Be seen as an industry expert through this innovative teaching tool. White Paper campaigns include email blast to subscribers within your target industry and the White Paper will also be archived on pollutionequipmentnews.com for a year.

Demographic Survey will be given to those who want to download the White Paper. These leads will be provided to your company so you are able to see who is reading your white paper along with knowing if they want to be contacted for further information.
Pollution Equipment News

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DIGITAL SPECIFICATIONS TO HELP YOU DESIGN YOUR ADVERTISEMENT
All files should be flattened before being made into a PDF or EPS.

PHOTOS
All high-resolution images and fonts must be included when the PDF/X file is saved. Images must be SWOP (CMYK mode four-color solids should not exceed SWOP density of 380% or Gray-scale), TIFF or EPS between 200 and 400 dpi. No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed PDF using Adobe Acrobat Distiller using the correct job options. If to a postscript file from the native application and distill into a PDF/X1a file is saved. Images must be SWOP (CMYK mode four-color solids, or export PDF from InDesign which converts all fonts to the composite format, as there is a risk that the fonts will not image correctly. DO NOT export as PDF from Quark 5 or 6. Instead write to a postscript file from the native application and distill into a PDF using Adobe Acrobat Distiller using the correct job options. If you need instructions on how to do this please call us at 800-245-3182.

ENTIRE CONTENTS AND SUBJECT MATTER OF ALL 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 THE PUBLICATION.

PRINT & DIGITAL ISSUE 2018
Space and color, bleed, and position if account paid within 30 days.

PRINTING MATERIALS FOR WEB OFFSET
Digital files. Reproduction quality of converted materials will be advertiser's risk. Oversized ads reduced or trimmed at advertiser's risk.

CANCELLATION POLICY
Advertisements canceled after the closing date will be assessed a charge equal to 50% of the cost that would have been invoiced.

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, pretrimming or other production charges. Call for Prices.

ADVERTISER'S CHOICE
15% or gross billing allowed to recognized agencies on the entire contents and subject matter thereof.
DIGITAL MAGAZINE SPONSORS

E-Mail NOTIFICATION SPONSORSHIP OF DIGITAL ISSUE

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

DIGITAL ISSUE ADVERTISING OPPORTUNITIES

• Slide shows
• Video Overlays
• Deep Link advertisements to specific product/service landing page (any word or image can be linked)
• YouTube Video Overlays draws our readers’ attention to your advertisements
• Multi-media Overlays Video Belly Bands

AD READERSHIP STUDIES
Understand your target audience better through a customized survey. Engage your readers through an interactive survey.

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 printed reprints are available through Pollution Equipment News. Expand your reach with proven marketing media.

MONTHLY EDITORIAL FEATURES
Every Pollution Equipment News Print and Digital Issue covers to link your video or website.

Audience Retargeting -- List Rental
Send your advertising message via mail to our circulation list.

CALL FOR PRICING AND EXAMPLES
1-800-245-3182