



2026 MEDIA KIT



Improving Water Quality for Over 98 Years

The Water Environment Federation (WEF)

is a not-for-profit technical and educational organization of more than 31,000 individual members and 75 affiliated Member Associations representing water quality professionals around the world. Since 1928, WEF and its members have protected public health and the environment. As a global water sector leader, our mission is to connect water professionals; enrich the expertise of water professionals; increase the awareness of the impact and value of water; and provide a platform for water sector innovation.





WATER ENVIRONMENT & TECHNOLOGY
WE&T
 OPERATIONS & ENGINEERING

weftec



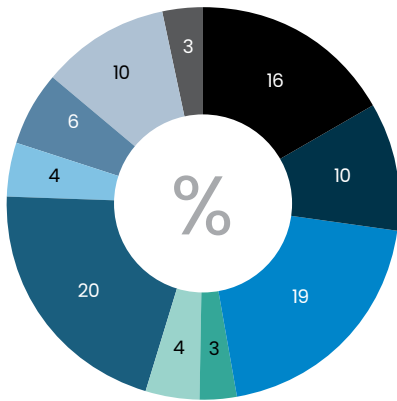
Water Environment & Technology (WE&T)

The 40,000 *WE&T* readers have billions of dollars in purchasing power, and they look to *WE&T* to help them make informed decisions.

Readers' Purchasing Areas

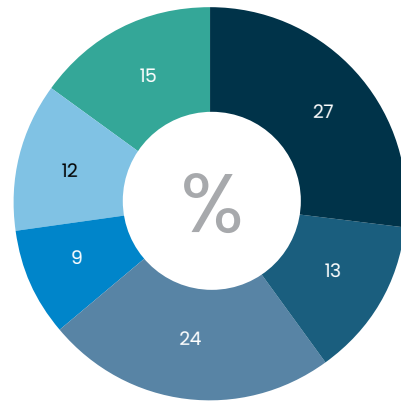
49%	Aeration equipment	56%	Pipe and valves
51%	Analytical testing equipment services	53%	Professional services
51%	Chemicals or polymers	63%	Pumps
49%	Disinfection chemicals or equipment	44%	Screening equipment and shredders
61%	Instruments, samplers, monitors	50%	Sludge/biosolids equipment
33%	Odor/VOC control	54%	Wastewater collection systems products

Readers' Job Functions



- Engineering and Design Staff - 16%
- Engineering, Lab, and Ops Management - 10%
- Operations - 19%
- Purchasing/Marketing Sales - 3%
- Scientific and Research Staff - 4%
- Senior Management - 20%
- Student - 4%
- Regulatory/Safety/Compliance - 6%
- Other - 10%
- Educator - 3%

Purchasing Power of Readers' Organizations



- \$10 million or more - 27%
- \$5 million to \$9.9 million - 13%
- \$1 million to \$4.9 million - 24%
- \$500,000 to \$999,999 - 9%
- \$100,000 to \$499,999 - 12%
- Less than \$100,000 - 15%





Quality Editorial Matters

WE&T is the water sector's prestige publication, so advertising in *WE&T* is a great way to enhance your company's image and stature.

As a paid circulation publication, *WE&T* must have compelling content to attract readers when so many free magazines are available. Survey data shows that *WE&T* is succeeding.

Help Drive Content

The *WE&T* editors want to hear your article ideas. In addition to technical features, which follow the editorial calendar, *WE&T* also includes many opportunities to help you share your news and accomplishments.

Problem Solvers

Lets companies share hands-on case studies from a user's point of view. Contact magazine@wef.org.

Business

Recognizes employee promotions, awards, and other company news. Send information to biznews@wef.org.

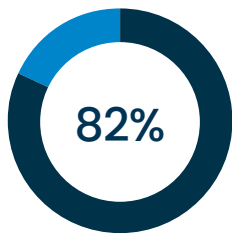
Projects

Provides quick synopses of who's doing what and where. Send information to magazine@wef.org.

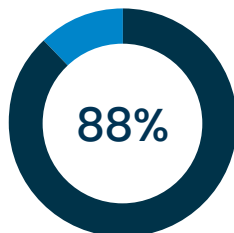
Products

Allows manufacturers to share descriptions of their newest products. Send information to prods@wef.org.

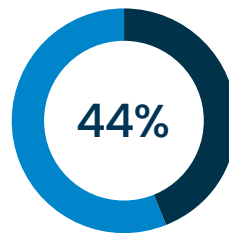
High Reader Interest



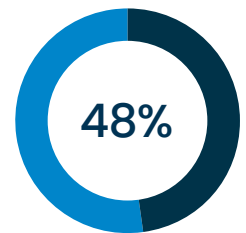
Call *WE&T* a "high-quality" publication.



Are pleased with the technical level of *WE&T* articles.



Share their copies with at least one colleague.



Have subscribed to *WE&T* for at least 10 years.

Readership data is from 2022 *WE&T* Readership Survey.



2026 Editorial Calendar

Get Published in WE&T

Water Environment & Technology (WE&T) is a benefit of WEF membership and goes to more than 40,000 water-sector leaders and front-line operators and engineers worldwide each month – and member voices add an additional value. Your contributions help your service area – your customers – every day. Take time to share those contributions with your global water sector community through *WE&T*.

Use the topics listed below to decide where your message might fit best. Also understand *WE&T* will expand the theme of our coverage beyond operations, engineering, regulations, and best practices to include the business side of the water sector and worldwide perspectives. Contact magazine@wef.org with ideas and questions.

JANUARY
2026 State of the Sector Microconstituents AI & Digital Transformation Public Outreach & Community Relations
Important Dates Ideas due: September 30, 2025 Manuscripts due: October 15, 2025
FEBRUARY
Utility Management Funding & Financing Drinking Water PFAS
Important Dates Ideas due: October 15, 2025 Manuscripts due: November 15, 2025
Bonus Distribution <i>2026 Utility Management Conference</i> March 24–27 Charlotte, North Carolina
MARCH
Stormwater Distributed Systems Pumps & Motors Safety
Important Dates Ideas due: October 31, 2025 Manuscripts due: December 15, 2025

APRIL
Residuals & Biosolids Technology Innovations Energy Conservation & Generation Sustainability
Important Dates Ideas due: November 15, 2025 Manuscripts due: January 15, 2026
Bonus Distribution <i>2026 Residuals & Biosolids and Innovations in Treatment Technology</i> May 11–14 Kansas City, Missouri
MAY
Circular Water Economy Water Reuse Industrial & High-Strength Wastes Disinfection
Important Dates Ideas due: December 15, 2025 Manuscripts due: February 15, 2026
Bonus Distribution <i>ACE 2026</i> June 21–24 Washington, D.C.

Advertising order deadlines are the first of the month prior to the issue month.



Quality Editorial Matters

JUNE

Collection Systems
Stormwater
Pipe Rehabilitation & Installation
Smart Water & Data Analytics

Important Dates

Ideas due: January 15, 2026
Manuscripts due: March 15, 2026

Bonus Distribution

2026 Collection Systems and Stormwater Conference
July 8–11 | Portland, Oregon

JULY

Nutrient Treatment & Recovery
Preliminary Treatment (Headworks)
Odor & Corrosion Control
Workforce Development

Important Dates

Ideas due: February 15, 2026
Manuscripts due: April 15, 2026

AUGUST

Drinking Water
Filtration
Flow Monitoring & Measurement
Public Outreach & Community Relations

Important Dates

Ideas due: March 15, 2026
Manuscripts due: May 15, 2026

WEFTEC Preview

SEPTEMBER

Operational Excellence & Optimization
Emergency Resilience
Sustainability
Decarbonization

Important Dates

Ideas due: April 15, 2026
Manuscripts due: June 15, 2026

Bonus Distribution



September 26–30 | New Orleans

OCTOBER

Residuals & Biosolids
CSOs/SSOs
PFAS
Utility Management

Important Dates

Ideas due: May 15, 2026
Manuscripts due: July 15, 2026

NOVEMBER

Water Reuse
Stormwater
Nutrient Treatment & Recovery
Energy Conservation & Generation

Important Dates

Ideas due: June 15, 2026
Manuscripts due: August 15, 2026

DECEMBER

Operations Challenge
Operator Training & Workforce Development
Membranes
Instrumentation

Important Dates

Ideas due: July 15, 2026
Manuscripts due: September 15, 2026

WEFTEC Report

This calendar is subject to change without notice.





WE&T Marketplace

MARKETPLACE

THE EASIEST WAY TO BUILD
PRECAST CONCRETE BUILDINGS FOR WATER & WASTE APPLICATIONS
VERSATILE • DURABLE • FAST • ECONOMICAL • SECURE

ONLINE QUOTE FORM
EASSETBUILDINGS.COM
866.252.8210

EASI-SET BUILDINGS

Custom & OEM Bags, Belts, & Filter Panels



American Fabric Filter Co.
Phone: 800.567.3993
Fax: 813.593.9790
www.americanfabricfilter.com

REPLACEMENT • REPAIR • RECOVERING



Equipump
Manufacturer of the Muniflo Rotary Lobe Pump (originally manufactured by Wemco since 1985)
• We also manufacture aftermarket pump parts for most models of Bürger®, Voegtling®, Lobeline®, Lobelco®, and Muniflo® Pumps
• Specialize in Rotary Lobe Pump Repair

www.equipump.com | www.muniflopump.com
800-783-5623 | fax: 800-693-5623 | info@equipump.com

QUICKLY CONNECT & DISCONNECT MOTORS



SWITCH-RATED Plugs & Receptacles
Rated up to 200A, 75hp

- ✓ Connector = Switch in 1 device
- ✓ Maximizes Arc Flash Protection
- ✓ Minimizes PPE Requirements

metric.com
800.433.7642

MELTRIC
A Division of Mettler Corporation

INCREASE PUMP EFFICIENCY WITH BETTER WEAR RINGS



VESCONITE BEARINGS
APPROVED FOR DRINKING WATER

+1 713 874 7295
vesconite@vesconite.com
vesconite.com

Is Your Company in the Next Marketplace? It Can be!

Contact Jenny Grigsby at jgrigsby@wef.org

Walker Process Equipment
Premium Equipment for Water Resource Facilities.



- Clarifiers
- Digester Covers, Digester Mixing, Sludge Heating
- Rotating Biological Contactors (RBCs)
- Scum Separation and Concentration

See our website for more products
Decades of Proven Quality and Durability
walker-process.com

Division of Mettler Corporation

WATER ENVIRONMENT & TECHNOLOGY
WE&T
OPERATIONS & ENGINEERING

www.wef.org/magazine

SHARE YOUR CLEVER FIXES
Seeking submissions for Operator Ingenuity

We want to share your great, simple, and creative fixes. Not all innovations come from a research lab. Sometimes, you need to tackle a persistent problem using just what is at hand and a big shot of ingenuity.

Send in your fix, invention, or idea to be featured in our regular column. All you need to provide is your contact information, some photos of your fix, and a few details:

- A thorough description of the problem you faced and the fix you discovered
- How others might adapt your idea
- The safety aspects of your solution

Get started today at www.WEF.org/Operator-Ingenuity

wef Buyer's Guide
Connect. Interact. Engage.



wefbuyersguide.wef.org

A GREAT CAREER FOR A GREAT CAUSE
Learn about careers in water



WORK FOR WATER
workforwater.org

Brought to you by
American Water Works Association
Water Environment Federation

Drop your most succinct message in front of readers with a WE&T Marketplace ad. Review editorial calendar topics to be featured in the issue of your choice.

File Formats

- 300 dpi
- PDF (preferred), JPG, TIF, EPS
- All artwork and fonts must be included with submitted ad file.

PLEASE DO NOT include crop marks, bleed marks, registration marks, or any data outside the borders of the ad.

Specifications and Rate

RATE PER ISSUE		INCHES		MILLIMETERS	
Color		Width	Height	Width	Height
\$1,097		2.375	2.375	60.325	60.325

Contact jgrigsby@wef.org for discounted multiple issue rates.



Quality Editorial Matters



WEFTEC Preview

Get an early start on your WEFTEC promotions with an ad in the official WEFTEC Preview.

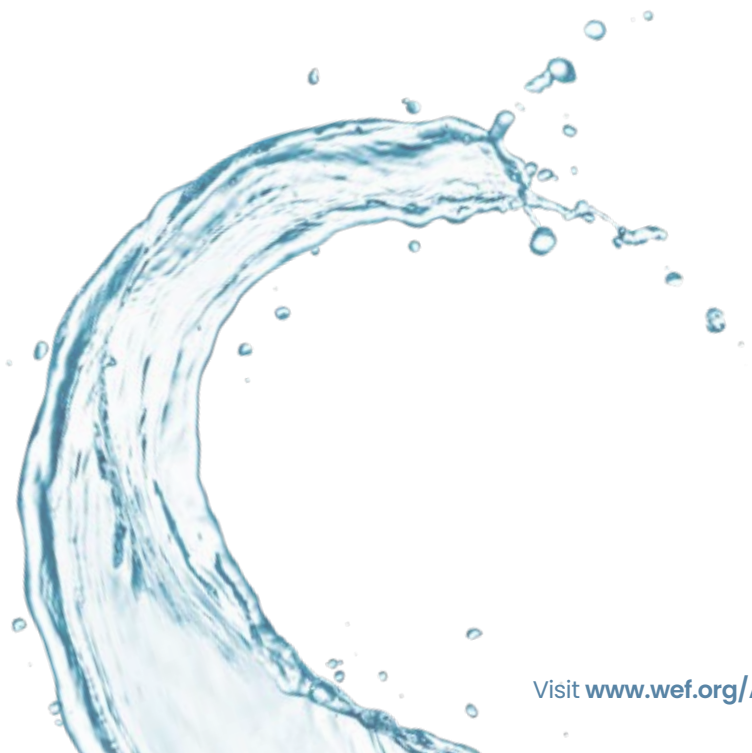
Published in spring, the WEFTEC Preview is delivered digitally to more than 75,000 recipients. The WEFTEC Preview includes the first look at the technical program, hotel and travel information, and registration details. Attendees can view the digital document right up until the show, giving it an extra-long shelf life.

	WEFTEC PREVIEW	CONFERENCE PROGRAM
Issue Date	June	September
Sales Closing Date	April 3	June 25
Materials Due	April 28	July 16



Official WEFTEC Conference Program

Distributed onsite to every attendee, the Program is the primary repository of all the information attendees need to know at the show, including times and locations of events and workshops, the technical program, exhibit descriptions, and the exhibition floorplan. An ad in the WEFTEC Program is the best way to ensure that you reach 100% of the attendees when it counts the most – during the show.





Advertising Rates

Display Advertising Rates for:

WE&T and WEFTEC Preview and WEFTEC Conference Program

	NUMBER OF INSERTIONS							
	1X	3X	6X	9X	12X	18X	24X	30X
Full Page	\$10,077	\$9,748	\$9,419	\$9,088	\$8,759	\$8,430	\$8,101	\$7,772
2/3 Page	\$7,802	\$7,546	\$7,292	\$7,037	\$6,781	\$6,526	\$6,271	\$6,016
1/2 Page Island	\$6,228	\$6,025	\$5,822	\$5,619	\$5,416	\$5,213	\$5,010	\$4,807
1/2 Page	\$5,941	\$5,746	\$5,552	\$5,357	\$5,162	\$4,969	\$4,774	\$4,579
1/3 Page	\$4,167	\$4,019	\$3,883	\$3,748	\$3,611	\$3,475	\$3,338	\$3,203
1/4 Page	\$3,396	\$3,285	\$3,175	\$3,065	\$2,954	\$2,843	\$2,732	\$2,622
Marketplace	\$1,097	—	—	—	—	—	—	—

A \$250 fee will be charged for all materials received for Advertorial Advertisements that are not supplied within the required materials spec (see page 11).

Frequency Rates

This ad rate is determined based on the number of display ad insertions placed in WE&T and the WEFTEC Conference Announcement during a 12-month contract period dating from the first insertion.

Premium Positions

Cover 2: earned rate + \$1,078

Cover 3: earned rate + \$760

Cover 4: earned rate + \$1,475

Reaching Your Audience Online

Top Leaderboard

Your exclusive advertisement appears at the top of every page of the selected issue(s) of WE&T on both desktop and mobile views.

Pricing (per year): \$24,490

Specs: 728 x 90 px, JPG, PNG, GIF

Page Left of Cover

Your exclusive advertisement sits opposite the cover of WE&T. Please provide print-ready PDF.

Pricing (per month): \$9,397

Ad Specs: 7 x 10 inch PDF

Email banner

Your exclusive advertisement appears in the email sent to all WE&T subscribers, announcing the new issue. This email has an average open rate of 24.2% and a total click-through rate of 27.8%.

Pricing (per month): \$3,542

Ad Specs: 728 x 90 px, JPG, PNG, GIF

Interstitial Ad

Your interstitial ad is an interactive full-screen ad that appears within WE&T.

Pricing: \$3,542

Ad Specs: 7 x 10 inch PDF for display. Video in .mp4 or .mov must be 100 MB or less to auto-play

Pop-Up Ad

Your exclusive advertisement will pop up over the front cover for WE&T.

Pricing: \$9,794

Ad Specs: Image file for display, maximum of 8 x 8 inch JPG, PNG, GIF. Maximum file size: 180 MB.



Advertising Sizes

Publications Specifications & Guidelines for:

WE&T and WEFTEC Preview and WEFTEC Conference Program

		INCHES		MILLIMETERS	
		Width	Height	Width	Height
Full Page	bleed size	8.25	11.125	210	283
	trim size	8	10.875	203	276
	live area	7	10	178	254
2/3 Page		4.5	10	114	254
1/2 Page	island	4.5	7.5	114	191
	horizontal	7	4.875	178	124
	vertical	3.375	10	86	254
1/3 Page	vertical	2.125	10	54	254
	square	4.5	4.875	114	124
1/4 Page		3.375	4.875	86	124

The darker shaded sizes above are unavailable options for the WEFTEC Conference Preview.

All ads must be submitted in CMYK. RGB ads or artwork will not be accepted. All graphics must be 300 dpi at 100% or vector based.

- DO NOT use system or composite fonts.
- Please DO NOT include any information beyond the ad's border, including crop and registration marks, unless the ad is a full page with bleed.
- For bleed ads, crop marks must be outside the bleed area.
- The submitted file's dimensions must equal that of the purchased ad space.
- Please do not submit partial ads centered in a full-page document.
- Unacceptable files: Corel Draw; Microsoft Publisher; Microsoft Word; PowerPoint.
- Acceptable File Formats
 - PDF (preferred)
 - Press-optimized PDF/X-1a. Industry standard fonts must be embedded (no subset).
 - TIF/JPG (not recommended)
 - 300 dpi, CMYK. Dimensions must be purchased ad size.

E-mail

- Naming protocol: All e-mails must include the publication name, issue, and advertiser name in the subject line.
- E-mail compressed files no larger than 50 MB to admaterials@wef.org.
- SITX files are not accepted.

Online Upload

If your file is too large to email, contact Kristen Martin at kmartin@wef.org to request a link to WEF's Online Upload System.

Inserts

Contact publisher for rates and specifications for preprinted inserts. Send sample to publisher for approval. Production and handling charges related to preprinted inserts are in addition to space rates, and are noncommissionable.

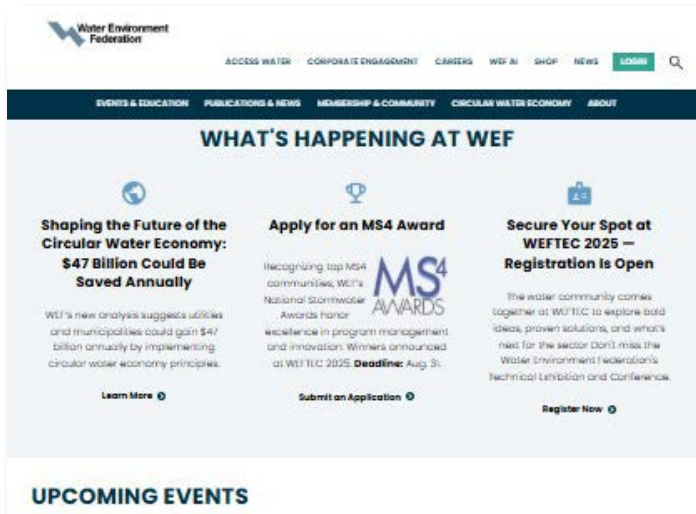
Digital Opportunities

A series of thin, light blue diagonal lines extending from the top right corner towards the center of the page, creating a sense of movement and modernity.



Web Banners

Each day, thousands of water quality professionals stay current and in touch by turning to WEF for the latest water sector news, products, blogs, webinars, white papers, videos, awards, education, and more. Discover how our web advertising opportunities can help you reach your target audience.



wef.org

Put your brand front and center by advertising on wef.org. Choose from wide and square banner options. Ads are mirrored throughout the site. A limit of 8 banners are sold for each of three banner positions. All banners are placed in a “pool” of banners that are accessed and displayed randomly every time a page is visited.

Avg. Monthly Pageviews: 412,115

Avg. Monthly Unique Pageviews: 318,224

	3 MOS.	6 MOS.	12 MOS.
Wide	\$4,451	\$5,863	\$8,783
Square	\$2,434	\$3,249	\$4,873



weftec.org

Align your brand with the world’s most comprehensive water quality technical conference and exhibition. Banners are sold on an annual basis and will run from May to April the following year. Choose from wide and square banner options. Ads are mirrored throughout the site. A limit of 8 banners are sold for each of three banner positions. All banners are placed in a “pool” of banners that are accessed and displayed randomly every time a page is visited.

Avg. Monthly Pageviews: 374,190

Avg. Monthly Unique Visitors: 229,199

	12 MOS.
Wide	\$7,326
Square	\$3,418



e-Newsletter Advertising

WEF's electronic newsletters reach an engaged audience of purchasers, decision-makers, influencers, and top executives, WEF newsletters reach out to every level and every niche of the water sector. WEF newsletters include banner advertising, allowing advertisers to promote a brand, service, or new products - while driving traffic to their own website.

Technology Platform & Exclusive Tech Platform

The WEF Technology Platform is a monthly e-mail that goes to industry professionals, including WEF members, WEFTEC attendees, and WE&T subscribers. Exclusive Technology Platform opportunities are available for those looking to stand out from the crowd. Talk to your Sales Rep today about our Exclusive Technology Platform schedule.

Technology Platform

Avg. Audience Size: 80,000+

Open Rate: 27%

Click to Open Rate: 2%

Exclusive TP

Avg. Audience Size: 80,000+

Open Rate: 32%

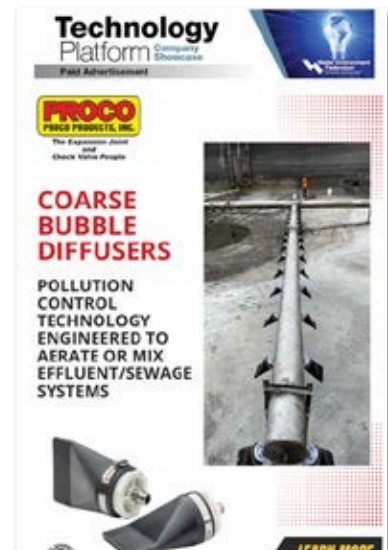
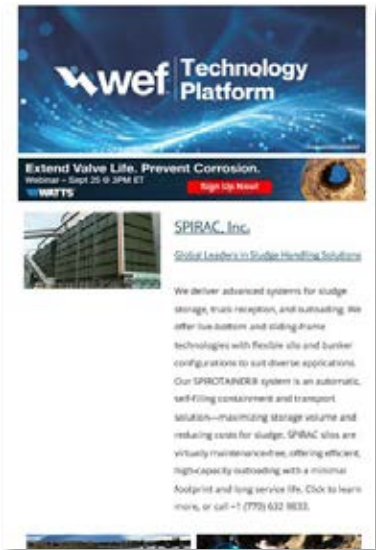
Click to Open Rate: 2%

Technology Platform

Entry: \$1,531

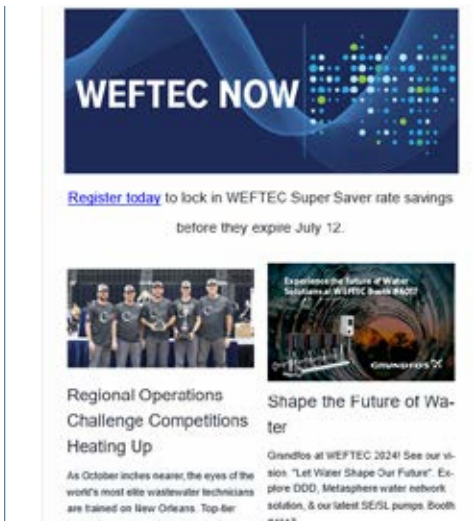
Banner: \$4,615

Exclusive: \$8,667





e-Newsletter Advertising



WEFTEC Now

WEFTEC Now is the official news source of WEFTEC. This online news center is updated throughout the year. Regular emails collect posted content and push it out to WEFTEC registrants. WEFTEC Now features timely coverage of major events leading up to, during, and after WEFTEC.

Audience Size: 76,000

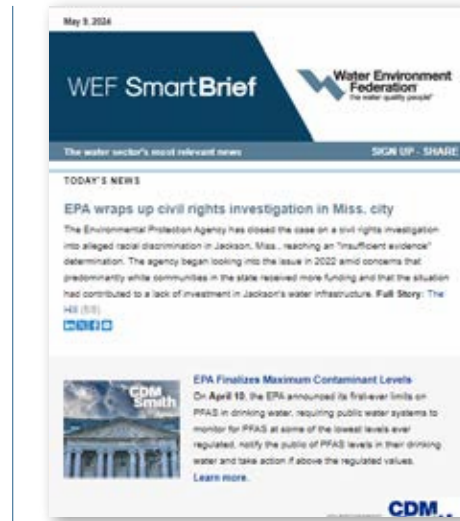
Open Rate: 35%

Click to Open Rate: 15%

Email Specs:

- 290 x 183 px JPG/PNG
- URL
- 2-4 word label
- 25 word descriptor

WEFTEC Now Email: \$3,041



WEF SmartBrief

WEF SmartBrief curates the water sector's most relevant news, education, training, and business opportunities into an easy-to-consume daily digest.

Contact Megan Kessler (mkessler@smartbrief.com) for more information on native advertising and content marketing opportunities to engage the daily audience.

Audience Size: 45,800

Open Rate: 29%

E-newsletter Advertising Avg. CTR: 0.20 - 1.70%

Exclusive Send Avg. CTR: 3.50 - 7.50%

Rates*:

- **Above-the-Fold Takeover:** \$1,550
- **Billboard:** \$1,200
- **News 1:** \$1,200
- **News 2:** \$1,075
- **News 3:** \$975
- **News 4:** \$700
- **News 5:** \$500
- **Exclusive Sends:** \$7,200 - \$10,000



Digital Media Advertising

Ready to build trust, elevate your brand, and become an industry thought leader? Our electronic media offerings put your published content in the right place at the right time. Reach our engaged audience of water quality professionals and show that you're an expert in your category and within the industry.



Sponsored eShowcase

An opportunity to reach a highly targeted and engaged audience of water professionals across the entire water, wastewater, and stormwater sectors with your company's webcast content. Includes two WEF sent emails, one social media blast to 100,000+ followers, webcast delivery logistics, marketing to targeted potential attendees, timeline development, platform training and rehearsal time. Includes mail and email addresses of all the registered attendees after the webcast.

Sponsored eShowcase | \$9,970

WEF Webcasts

WEF webcasts provide a cost-effective and efficient way to promote your company, products, and services to a highly engaged community of wastewater and stormwater professionals from around the world

WEF Webcast | \$9,970

Words on Water Podcast

Words on Water is a podcast from WEF focusing on the opportunities and challenges facing one of Earth's most precious resources delivered through casual conversations with influential experts and leaders from across the water sector. Wide-ranging topics include infrastructure, innovation, technology, resource recovery, business, operations, workforce, and more. This opportunity is ideal for companies that need to maximize marketing dollars, and for those wishing to establish a unique presence in the global water sector.

- 324,000+ total show listens
- 91% impactful plays

**Impactful plays are show listens through at least 75% of an episode.*

Words On Water | \$3,750

Sponsored White Papers

Publishing a Sponsored White Paper with WEF provides you with the opportunity to share your company's best technical information while generating leads at the same time. Prominently featured in the WEF White Paper Vault, we'll drive traffic to your white paper through a monthly email to 30,000+ contacts and return a lead report with contact information. Sponsored White Papers are an effective and cost-efficient way to establish thought leadership and promote your company's products and services to the water sector.

Webpage Specs:

- White paper - PDF format
- Title of paper
- Synopsis of white paper
- Company logo
- Company description

Email Specs:

- Image (236px x 157px)
- White Paper description (70 words max)
- White Paper headline (6 words max)

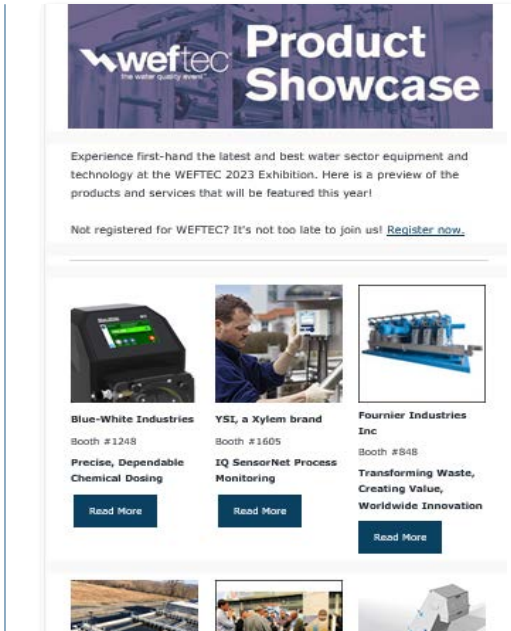
12-month Submission | \$4,712

6-month Submission | \$3,306



WEFTEC Digital Opportunities

WEFTEC is the largest water quality conference and exhibition in the world. With more than 20,000 registrants and 1,000 exhibitors, WEFTEC is truly the event of the year for the water and wastewater industry. Reach these buyers before, during, and after the show through WEFTEC digital advertising.



WEFTEC Product Showcase Email

The WEFTEC Product Showcase is an e-mail and web-based promotion that goes to all WEFTEC pre-registrants two weeks and one week before the show. Each entry includes company name, 4-6 word descriptor, booth number, link, and 150 x 150 pixel image.

Twenty companies max per email.

	PRODUCT SHOWCASE EMAIL
Submission	\$1,578
Top Row	\$2,325



WEFTEC eShowMail

eShowMail* is a contracted, third-party program that provides exhibitors the ability to pay for specific e-mail dates, during which time they can send customized messages to either pre-registered or final WEFTEC attendees.

**Use of this program does not give exhibitors access to email addresses.*

	WEFTEC ESHOWMAIL
Prime Dates	\$6,880
Non-Prime Dates	\$4,586





Retargeting

Drive sales and get your brand promoted in front of water quality decision-makers looking for solutions. WEF's digital retargeting ad program is the optimal way to reach, target, and influence your customers anytime, anywhere.



Measurable ROI

Detailed reporting breaks down your results and value. Track impressions, clicks, and geographic reach to optimize future campaigns.



Focused Marketing

Eliminate the guesswork. Reach your target audience. Tailor your campaign to reach only the customers in your specific vertical.



Digital Reach

Strategically position your ads to reach visitors of wef.org, weftec.org, and WEFTEC attendees before, during, and after the show.



Why Retargeting?

Retargeting uses cookies to track the visitors of one site and deliver relevant ads to them on other sites as they surf the web.

BANNER SIZES	
1.0816	Mobile
300 x 250	320 x 100
160 x 600	320 x 50
728 x 90	
180 x 150	

Sizes are pixels (w x h)

Standard Package 1 | **30K Impressions - \$2,645**

Standard Package 2 | **50K Impressions - \$4,105**

Standard Package 3 | **100K Impressions - \$6,994**

Standard Package 4 | **200K Impressions - \$12,133**



WEF Buyer's Guide

Connect through WEF

Interact with leading worldwide decision-makers who rely on WEF's Buyer's Guide as their water quality resource.

Engage with an expanded audience to now include WEFTEC attendees through the integration with the WEFTEC exhibitor directory.

As a WEF Buyer's Guide advertiser, you can:

- Customize your profile with your branded display graphics.
- Manage your profile. Add, change, and upload your content.
- Stream product and brand videos directly from your profile.
- Maximize search engine optimization with blog and press feed tools.
- Integrate your social media channels directly on your profile.
- Share your story through white papers, case studies, and press releases.

Allow us to connect you to the water sector ... and your next client.

Contact

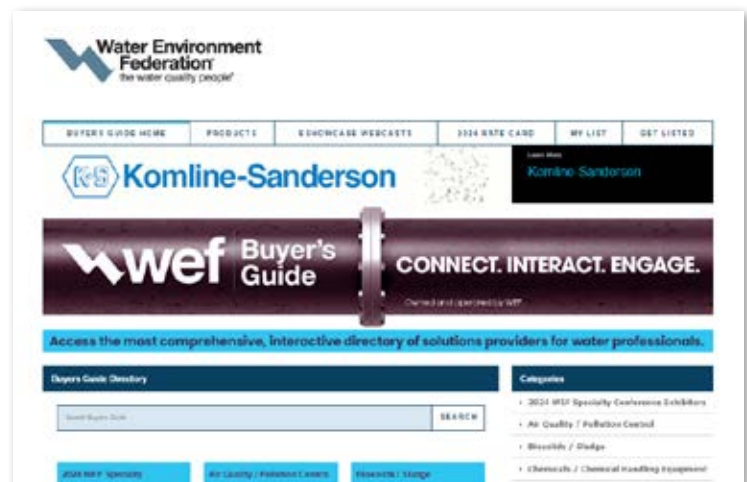
Jenny Grigsby

WEF Account Executive

703.684.2451 | jgrigsby@wef.org.



TYPE	COST
Gold Level Profile	\$3,875
Silver Level Profile	\$2,158
Bronze Level Profile	\$1,297
Enhanced Level Profile	\$576
BOOST YOUR PROFILE WITH THESE ADD-ONS	
Homepage Leaderboard Banner	\$7,221
Exclusive Category Sponsor	\$7,221
1st Placement in Category	\$2,174
2nd Placement in Category	\$2,174





Digital Advertising Rates & Specs

wef.org				DIMENSIONS (PIXELS)
	3 months	6 months	12 months	
Wide	\$4,451	\$5,863	\$8,783	598 x 250
Square	\$2,434	\$3,249	\$4,873	285 x 250

weftec.org				
Wide	–	–	\$7,326	598 x 250
Square	–	–	\$3,418	285 x 250

(Dimensions: width x height)

Website Advertising Submission Guidelines

Preferred Formats

JPG, GIF, or animated GIF.
Flash not supported (contact WEF for more information).
Maximum file size 150k.

Reporting

Automated impressions reports will be sent by e-mail.

Submissions

Contact your advertising sales representative.
Terms: Net 30 days. Invoiced in full when first posted.





Digital Advertising Rates & Specs

TECHNOLOGY PLATFORM	
Entry Submission	\$1,577
Banner Sponsor	\$4,615
Exclusive TP	\$8,927

WEFTEC Now	
WEFTEC Now Emails	\$3,041

SMARTBRIEF*	
Billboard	\$1,200
News 1	\$1,200
News 1 Video Text	\$1,500
News 2	\$1,075
News 2 Video Text	\$1,350
News 3	\$975
News 3 Video Text	\$1,200
News 4	\$875
News 5	\$800
Special Report	\$7,200

*Prices are subject to change in 2025.

Technology Platform Submission Guidelines

Entry Submission

- Name (6-word limit)
- Product/service description up to 75 words
- Product image 285 x 160 px JPG (max file size 100k)
- Up to two (2) hyperlinks

Banner Sponsor

- Ad image 468 x 60 px
- One (1) hyperlink

Exclusive TPs

- One (1) Image, 630 px wide, 72ppi
- JPEG strongly preferred
- One (1) hyperlink

Entry Submission Product Position

Ads will be accepted on a first-come, first-served basis, and placed from top to bottom in the e-mail based on the order in which signed order forms are received by WEF. If artwork submissions are late, promised positions may not be honored.

SMARTBRIEF

SUBMISSION GUIDELINES

Contact:

Megan Kessler
Account Director

mkessler@smartbrief.com



Digital Advertising Rates & Specs

Electronic Media Rate Summary

WEBCASTS	
WEF Webcast/eShowcase	\$9,725

WORDS ON WATER	
Words on Water	\$3,649

SPONSORED WHITE PAPERS	
12-month Submission	\$4,712
6-month Submission	\$3,306

WEFTEC Digital Opportunities Rate Summary

WEFTEC PRODUCT SHOWCASE EMAIL	
Submission	\$1,578
Top Row Placement	\$2,325

WEFTEC eSHOWMAIL	
Prime Date	\$6,880
Non-Prime Date	\$4,586

Sponsored White Papers Submission Guidelines

Webpage Specs:

- White paper - PDF format
- Title of paper
- Synopsis of white paper
- Company logo
- Company description

Email Specs:

- Image (236px x 157px)
- White paper description (70 words max)
- White paper headline (6 words max)

WEFTEC Product Showcase Email:

- Image (150px x 150px)
- 4-6 word blurb
- Booth #
- URL





Advertising Terms & Conditions

General Regulations

Terms

Net 30 days. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or its agency liable for monies owed. Unpaid advertisements over 120 days past due are eligible to be sent to an outside collection agency and may impact future advertising business with WEF.

WEF reserves the right to utilize an outside collection agency, restrict/transfer funds from future/current sponsorship and exhibition opportunities, and freeze future unfulfilled placements until all past due advertising invoices are no longer delinquent.

Short-Rates and Rebates

Advertisers who do not place within 12 months the number of insertions upon which their frequency rate is based will be rebilled the difference based upon the appropriate earned rate. Rebates will be applied if advertisers earn a better frequency rate by placing more insertions than originally contracted for.

Cancellations

No charge for cancellations made before the published advertising closing date. All cancellations made after the published advertising close date will be charged in full. If new materials or instructions are not provided by the published Materials Due date, WEF reserves the right to publish the advertiser's most recent ad for which we have materials.

Liability

Advertiser and agency agree to indemnify, defend, and save harmless the publisher from any liability for content of advertisements printed pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising.



Publishing and Advertising Contacts

Publishing Contacts



Water Environment Federation

601 Wythe Street
Alexandria, Virginia 22314 USA

Justin Jacques

Interim Editor in Chief

jjacques@wef.org

Michelle Kuester

Associate Editor

mkuester@wef.org

Advertising Sales Contacts



Amy LaTessa

Director, Sales and Customer Success

ALaTessa@wef.org | +1-815-621-3254

Raymond L. Bianchi

Managing Director, Business
Development, Sales and
Industry Relations

RBianchi@wef.org | +1-708-620-9738

Kristen Martin

Manager, Business Development Systems

Kmartin@wef.org | +1-703-684-2400

Jenny Grigsby

Account Executive

Jgrigsby@wef.org | +1-703-684-2451

Trent Nole

Account Executive

Tnole@wef.org | Direct: +1-703-684-2446

Shawana Spotwood

Account Executive

Sspotwood@wef.org | +1-703-684-2453

James Harrison

Account Specialist

Jharrison@wef.org | +1-703-684-2424

