

// POLLUTION ENGINEERING'S 2012 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSE MATERIALS DUE	12.02.11 12.08.11	01.03.12 01.09.12	02.03.12 02.08.12	03.02.12 03.08.12	04.02.12 04.06.12	05.03.12 05.09.12
ISSUE FOCUS	NEW Technologies			Remediation	Regulations	Air & Waste
ARTICLE TOPICS	<p>Top Ten Techs for 2012</p> <p>Managing Hazardous Waste</p> <p>SO_x, NO_x & Particulates</p> <p>Water Reuse</p>	<p>Annual Software Guide</p> <p>Recycling Strategies</p> <p>Sampling & Analysis</p> <p>The State of CO₂ Control</p>	<p>Odor Control</p> <p>Industrial Wastewater</p> <p>Site Assessment & Risk Management</p> <p>VOC Abatement</p>	<p>Water Storage Situations</p> <p>Solids Handling</p> <p>Remediation</p> <p>Vapor Intrusion</p>	<p>Managing Water Quality</p> <p>Remediation: Chem, Bio & Thermo</p> <p>Pumping Aggressive Fluids</p> <p>Mercury Control</p>	<p>MACTs, BACTs, & RACTs</p> <p>Soil & Groundwater Treatment</p> <p>Disaster Management</p> <p>Zero Waste</p>
PRODUCT FOCUS	<p>Air Emissions Control</p> <p>Flow & Level Monitoring</p>	<p>Environmental Software</p> <p>Sampling/Analysis Equipment</p>	<p>Odor Control</p> <p>Filtration & Membranes</p>	<p>Remediation Equipment</p>	<p>Pumps, Pipes & Valves</p> <p>Air Monitoring Equipment</p>	<p>Air Pollution Control</p> <p>Water Pollution Control</p>
ADVERTISER BONUSES	<ul style="list-style-type: none"> • Technology Profile Advertiser equivalent to ad space & web posting • Early Bird Special-Hold 2011 rates & qualify for bonuses. Commit to your 2012 program by 11/18! • Product Spotlight • PEs Last Word 	<ul style="list-style-type: none"> • 2nd AD: Advertise in both Jan AND Feb issues & get a second ad in Feb • Product-Spotlight: ePE-TV product image & write up in print & video on website • PEs Last Word 	<ul style="list-style-type: none"> • Product Spotlight • Ad Study: Recognize a key person at your company with photo & description • PEs Last Word 	<ul style="list-style-type: none"> • White Paper abstract in print + mobile tag & full content posted online • Product Spotlight • PEs Last Word 	<ul style="list-style-type: none"> • Double Your Ad Size for 25% more • Product Spotlight • 250 Direct Marketing Names • PEs Last Word 	<ul style="list-style-type: none"> • Video Channel on PollutionEngineering.com • Ad in A&WMA e-Show Planner • Product Spotlight • PEs Last Word
TRADE SHOWS	EUEC Jan 30-Feb. 1 Phoenix,		Brownfields 2012 WQA Aquatech March 6-9, Las Vegas AEHS March 19-22 San Diego	IFAT Entsorga May 7-11 Munich, Germany	Battelle Chlorinated & Recalcitrant Compounds May 21-24 Monterrey, CA	AWWA ACE June 10-14 Dallas A&WMA 105th Conference June 19-22 San Antonio

PE IS THE ONLY MEDIA BRAND THAT COVERS



AIR



WATER



WASTE



REMEDICATION

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
06.04.12 06.07.12	07.02.12 07.09.12	08.02.12 08.08.12	09.03.12 09.07.12	10.03.12 10.08.12	11.01.12 11.06.12
	WEFTEC Issue #1	WEFTEC Issue #2			Annual Buyers Guide
 Editor's Choice Awards Site Characterization & Sampling Air Toxics Control Chemical Treatment	 Membranes/ Filters The Facts of NAAQS Water Treatment Systems Separation Technologies	 Odor Control Industrial Wastewater Biosolids Handling Emerging Water Contaminants	 Stack Emissions Soil Remediation Emissions Analysis Monitoring Equipment	 REMTEC: A Look Ahead Particulate Control Haz Waste Handling Ground-water Remediation Environmental Consulting Review	
 Waste Handling Equipment Sampling/Measuring	 Waste Water Equipment Remediation Equipment	 Municipal Water Treatment Industrial Water Treatment	 Instrumentation Pumps & Systems	 Air Pollution Control Water Pollution Control	
<ul style="list-style-type: none"> •Executive Profile: Advertorial equivalent to ad space •Product Spotlight: ePE-TV •PE's Last Word 	<ul style="list-style-type: none"> •Case Study Advertorial: equivalent to ad space & web posting •Product Spotlight •Ad in WEFTEC e-Show Planner •PE's Last Word 	<ul style="list-style-type: none"> •White Paper abstract in print +mobile tag & full content posted online •Product Spotlight •PE's Last Word 	<ul style="list-style-type: none"> •Product Spotlight •Executive Profile: Advertorial equivalent to ad space •PE's Last Word 	<ul style="list-style-type: none"> •How To Advertorial equal to ad space & post a How To video on website •Product Spotlight •PE's Last Word 	<ul style="list-style-type: none"> •Buyer's Guide Listing •2013 Early Bird Special •PE's Last Word
	WEFTEC Sept. 30-Oct. 3 New Orleans	WEFTEC Sept. 30-Oct. 3 New Orleans	ISA Automation Week	Pollutec Nov. 27-30 Lyon, France	

*Editorial calendar subject to change including trade show distribution