

# 2008 Editorial Calendar

BR = Blue Ribbon Sponsorship

Issue	Keys	Article Topics	Special Editions	Resource Guides
<b>January</b> Ad Close: Dec. 1 Materials: Dec. 7	H A H/W ALL	Waste Handling Abatement Control Water Reuse Sampling Systems	<b>Digital Edition:</b> <b>Technology Profile</b>	<b>Technology Profile**</b> A description of the products, services and environmental industry.
<b>February</b> Ad Close: Jan. 3 Materials: Jan. 7	A H A/H ALL	Stormwater Control Filtration and Membranes VOC Control <b>Annual Software Review Chart</b>		<b>Clean Technologies Resource Guide</b> Technologies and equipment that reduce pollution usage in comparison to the technologies they replace.
<b>March</b> Ad Close: Feb. 1 Materials: Feb. 7	H/A H/R H/W H	Municipal Systems Groundwater Pumps and Systems Air Monitoring	<b>Chinese-language Edition</b> <b>Digital English Edition</b>	<b>Industrial Pollution Control Resource Guide</b> Control technologies and equipment that come from industrial processing.
<b>April</b> Ad Close: March 3 Materials: March 7	R/W W H H	Remediation Waste Handling Water Treatment Emission Control Systems	<b>Digital Edition:</b> <b>Remediation Resource Guide</b>	<b>Remediation Resource Guide** BR</b> (see <a href="#">www.pollutionengineering.com</a> ) Brownfields/Groundwater/Property Transactions/Testing Equipment/Monitors/Instrumentation/
<b>May</b> Ad Close: April 1 Materials: April 7	A A/W/I H/C H/W	Odor Control Gas Detection Equipment Industrial Wastewater Municipal Solids Handling	<b>Chinese-language Edition</b>	<b>Instrumentation Resource Guide</b> Air/Water/Gas Monitors Air/Water/Gas Quality Test Equipment Field Testing/Sampling Equipment Alarms/Flowmeters/Data Collection Devices
<b>June</b> Ad Close: May 1 Materials: May 7	A H/W W/C H/W/A	Air Abatement Control Pumps and Systems Solid Wastes Recycling Equipment/Services		<b>Clean Air/Waste Resource Guide BR</b> (see <a href="#">www.pollutionengineering.com</a> ) RTO/RCO/Dust Collectors/ Bag Houses or Blowers/Burners or Diffusers/Measurement of Samplers/Analyzers/Waste Storage/Waste Treatment/NO <sub>x</sub> /SO <sub>x</sub> /Hg
<b>July</b> Ad Close: June 2 Materials: June 6	A H H/W/R A/H/W	Incineration Equipment/Systems Environmental Management Systems Above/Below Ground Storage Tanks Industrial Pollution Abatement		<b>White Paper Exposé Resource Guide</b> Papers that describe a product or process will appear in the White Papers section of our Web site. Our editors will select a paper from each advertiser.
<b>August</b> Ad Close: July 1 Materials: July 7	H/R/W H A H/A	Groundwater Remediation Flow Measurement Equipment/Systems Heat Exchangers Treatment Chemicals	<b>Chinese-language Edition</b> <b>Digital English Edition</b>	<b>Case Study Resource Guide</b> Stories of successful application of environmental technologies.
<b>September</b> Ad Close: Aug. 1 Materials: Aug. 7	H H/A/I ALL H	Separation Technologies Water/Air Instrumentation Field Analyzers Stormwater Handling		<b>WEFTEC Resource Guide</b> Free product highlights.
<b>October</b> Ad Close: Sept. 1 Materials: Sept. 5	H/W A H/W A/W	Membranes/Filters Fans/Blowers Equipment Water Treatment Systems Instrumentation		<b>Municipal Systems Resource Guide BR</b> (see <a href="#">www.pollutionengineering.com</a> ) Pumps/Piping/Valves/Screens/Aerators/Mixers/Control/Sludge Processing/ Flow/Level/Quality Control Equipment/Chemicals/Tanks
<b>November</b> Ad Close: Oct. 1 Materials: Oct. 6	A/W A/H/R W R/W	Electrostatic Precipitators Chemical Treatment Haz/Non-Haz. Waste Handling Remediation	<b>Chinese-language Edition</b> <b>2009 PE Calendar</b> <b>(12 sponsorships available)</b>	<b>How-to Resource Guide</b> Technology topic discussion. Each company provides a list of products and services.
<b>December</b> Ad Close: Nov. 3 Materials: Nov. 7		<b>Annual Buyers Guide</b>		The industry's most respected Buyers Guide. It lists the products and services of leading companies and their contact information. <a href="#">www.pollutionengineering.com</a>

## Product Focus Monthly Show Distribution/Additional Opportunities

equipment used by the	<ul style="list-style-type: none"> <li>Filtration and Membranes</li> <li>Flow &amp; Level Monitoring</li> </ul>	<ul style="list-style-type: none"> <li><b>Free</b> Technology Profile - Equivalent advertorial space to tout new technologies and/or products</li> <li>Everything About Water 2008, Jan. 31 - Feb. 2, Mumbai, India</li> <li>EUEC: Energy &amp; Environment Conference, Jan. 28-30, Tuscon, AZ</li> </ul>
BR (see pg. 8) Pollution, waste or energy y replace.	<ul style="list-style-type: none"> <li>Environmental Software</li> <li>Biosolids</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> Ad in February - Buy an ad in both the January &amp; February issues and get a <b>FREE</b> ad in the February issue</li> <li><b>FREE</b> ePE-TV Submission: Pollution control videos (see pg. 9)</li> <li>Power-Gen Renewable Energy &amp; Fuels, Feb. 19-21, Las Vegas, NV</li> <li>DBIA's Water &amp; WW Conference, Feb. 13-15, Atlanta, GA</li> <li>EBJ's Environmental Summit VI, Feb. 20-22, San Diego, CA</li> </ul>
<b>Guide BR</b> (see pg. 8) Control any type of pollution	<ul style="list-style-type: none"> <li>Pumps, Pipes and Valves</li> <li>Air Monitoring Equipment</li> </ul>	<ul style="list-style-type: none"> <li><b>NEW!</b> • <b>FREE</b> White Paper Submission on PollutionEngineering.com</li> <li><b>FREE</b> E-Leads (see pg. 9)</li> <li>WQA Aquatech 2008, March 25-29, Las Vegas, NV</li> <li>EPTEE+CIEPEC 2008, Shanghai, China (<a href="#">Chinese-language Edition</a>)</li> </ul>
pg. 8) ions/Soil Handling or Sampling Equipment	<ul style="list-style-type: none"> <li>Remediation Equipment</li> </ul>	<ul style="list-style-type: none"> <li><b>NEW!</b> • <b>FREE</b> Product Release for all advertisers</li> <li>Battelle Remediation Chlorinated/Recalcitrant Compounds, May 19-22, Monterey, CA</li> <li>IFAT, May 5-9, Munich, Germany</li> </ul>
and Software	<ul style="list-style-type: none"> <li>Odor Control</li> <li>Sampling/Analysis Equipment</li> </ul>	<ul style="list-style-type: none"> <li><b>NEW!</b> • Double-up for 25% More: Double the size of your ad for only 25% more</li> <li>Enhanced Listing/Logo for Instrumentation Companies</li> <li><b>NEW!</b> • <b>FREE</b> ePE-TV Submission: Pollution control videos (see pg. 9)</li> </ul>
see pg. 8) Precipitators/Ducts/Fans/ Control Equipment/Air treatment/Waste Handling/	<ul style="list-style-type: none"> <li>Air Pollution Control</li> <li>Fans, Blowers and Systems</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> Ad in AWWA and/or A&amp;WMA Email Show Planner</li> <li><b>FREE</b> Exhibitor Spotlight Ad</li> <li>AWWA Annual Conference, June 8-12, Atlanta, GA</li> <li>A&amp;WMA 101st Conference, June 24-27, Portland, OR</li> </ul>
be posted to the ctors will abstract one white	<ul style="list-style-type: none"> <li>Chemicals</li> <li>SCADA Systems</li> </ul>	<ul style="list-style-type: none"> <li><b>NEW!</b> • <b>FREE</b> White Paper on PollutionEngineering.com and abstracted in print</li> </ul>
ental products or services.	<ul style="list-style-type: none"> <li>Wastewater Equipment</li> <li>Flow Monitors</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> 2nd Ad in the August Case Study Guide (1/2 page or larger) with paid ad in August &amp; December</li> <li><b>NEW!</b> • <b>FREE</b> ePE-TV Submission: Pollution control videos (see pg. 9)</li> <li>IFAT China, 3rd International Trade Fair for Environmental Protection, Sept. 23-26, Shanghai, China (<a href="#">Chinese-language Edition</a>)</li> </ul>
	<ul style="list-style-type: none"> <li>Instrumentation</li> <li>Material Safety and Storage</li> </ul>	<ul style="list-style-type: none"> <li>WEFTEC Show Issue #1</li> <li><b>NEW!</b> • <b>FREE</b> Ad in WEFTEC Enviro Tabloid</li> <li><b>FREE</b> Ad in WEFTEC Email Pre-show Planner</li> <li>WEFTEC, Oct. 18-22, Chicago, IL</li> </ul>
<b>R</b> (see pg. 8) rs/ Oxidizers/Odor ity Monitors/Disinfecting	<ul style="list-style-type: none"> <li>Municipal Water Treatment</li> <li>Monitoring Equipment</li> </ul>	<ul style="list-style-type: none"> <li>WEFTEC Show Issue #2</li> <li><b>FREE</b> Exhibitor Spotlight Ad</li> <li>ISA Expo Show Issue, Oct. 14-16, Houston, TX</li> <li>WEFTEC, Oct. 18-22, Chicago, IL</li> </ul>
chooses a unique topic.	<ul style="list-style-type: none"> <li>Spill Control and Containment</li> <li>Pumps and Systems</li> </ul>	<ul style="list-style-type: none"> <li><b>FREE</b> Advertorial in How-To Resource Guide</li> <li>12 Calendar Sponsorships Available</li> <li><b>NEW!</b> • <b>FREE</b> White Paper Submission on PollutionEngineering.com</li> <li>250 <b>FREE</b> Direct Mail List Names</li> </ul>
<b>NEW</b> online <a href="#">com/buyersguide</a> .		<ul style="list-style-type: none"> <li><b>FREE</b> Buyers Guide Listing and Enhancements</li> </ul>

### Key: Industry Keys for Article Topics

- A** Air Quality Control
- H** Water Quality Control
- W** Waste Management
- R** Remediation Equipment & Services
- I** Instrumentation & Control
- C** Consulting & Training Services