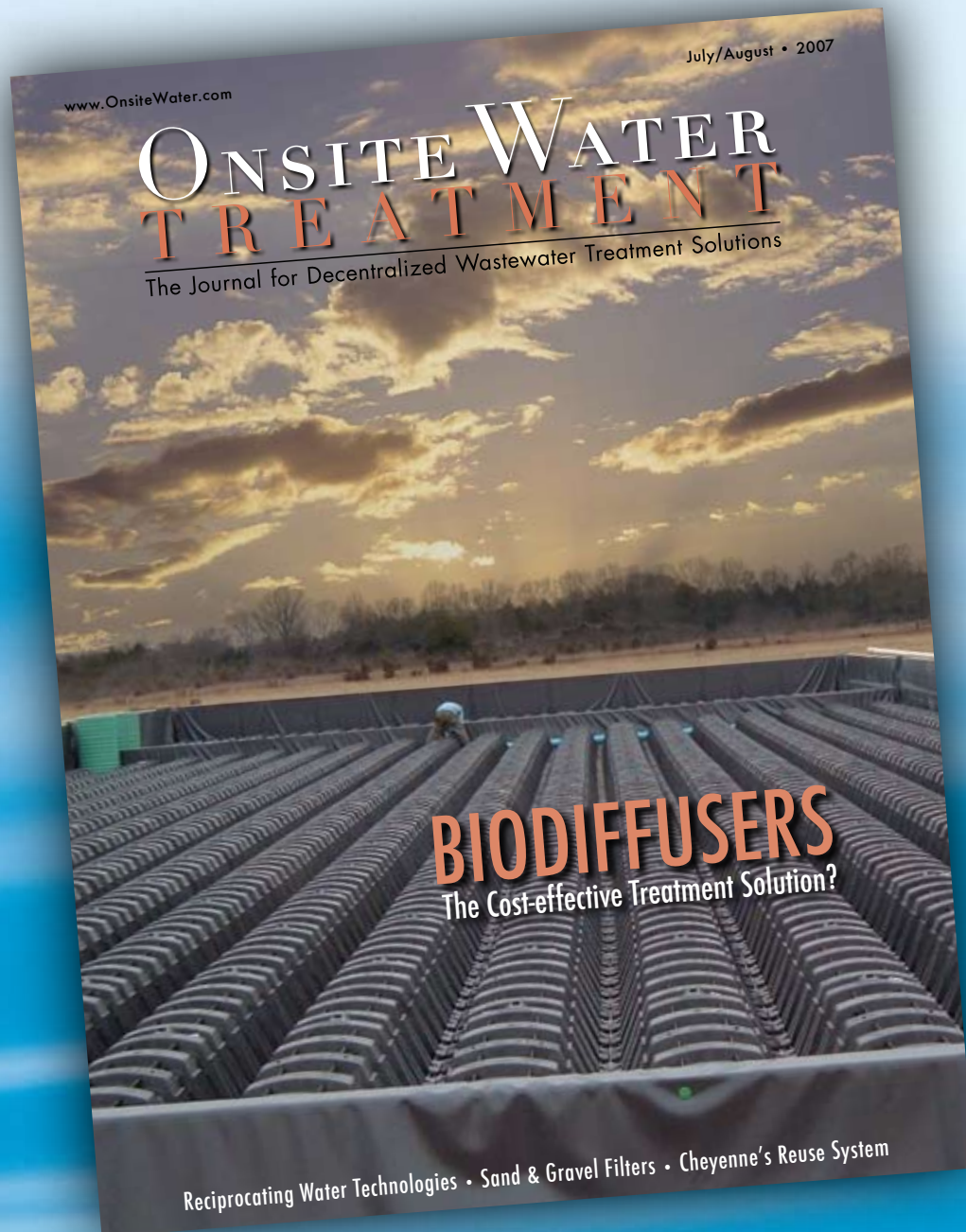


The nation's first publication to exclusively reach decentralized wastewater treatment professionals.



2008 MEDIA KIT

# ONSITE WATER TREATMENT

The Journal for Decentralized Wastewater Treatment Solutions

Established in 2005, *Onsite Water Treatment* is the only magazine in the nation to focus on technological solutions and emerging issues that are driving rapid growth in the onsite wastewater treatment industry. *Onsite Water Treatment* reaches more than 20,000 readers per issue, who purchase, design, specify, and regulate decentralized water treatment systems, equipment, technology, products, and services.

*Onsite Water Treatment* is published six times each year.

## Welcome to *Onsite Water Treatment's* marketplace.

*Onsite Water Treatment* is the first publication to address the unique concerns of engineers, contractors, and municipal officials who are responsible for designing and engineering, building, and maintaining onsite wastewater treatment systems for large-scale residential developments, commercial enterprises, and industry. *Onsite Water Treatment* reaches professionals who need to treat wastewater in new ways, to meet new regulations, and fast-growing demand. This means keeping up with technological innovations, case studies, and applications that provide new possibilities and greater efficiencies.

## A hungry and exponentially growing market

You can help shape the rapidly growing industry with your products and services. Your ads in *Onsite Water Treatment* are seen by decision-makers in the nation's top engineering and design firms and end users at the industry's top conferences and trade shows.

*Onsite Water Treatment* has bonus distribution at numerous conferences, including NOWRA, Pumper Cleaner, WEFTEC, NRWA, and WateReuse.

Your best customers are right here.

Circulation<sup>1</sup> **20,261**  
Impressions per year<sup>2</sup> **121,566**

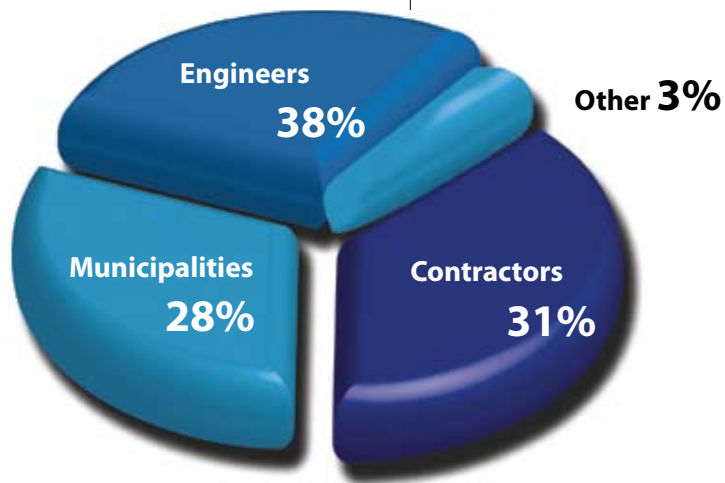
*Onsite Water Treatment* readers drive the billion-dollar marketplace.<sup>1</sup>

**Engineers:** Architecture/design, private-sector engineering **38%**

**Contractors:** Construction contractors, private treatment systems, system maintenance providers **31%**

**Municipalities:** Public-sector engineering, public/government treatment, public health official **28%**

**Other** **3%**



*Onsite Water Treatment* readers are buying decision-makers.

Owner, president, vice president, elected official **45%**

Manager, director, foreman, supervisor, operator **18%**

Engineer, technician, specialist, designer **17%**

Superintendent, specifier, program manager, coordinator, project manager, planner **14%**

Other **6%**

<sup>1</sup> *Onsite Water Treatment* publisher's statement, May/June 2007.  
<sup>2</sup> Total subscribers per issue multiplied by 6 issues per year.

# What Our Clients Have to Say

“There are two major reasons why we like *Onsite Water Treatment*: one, better ad exposure because there’s less clutter, and two, the publication has more relevant content than any other magazine. I like how focused the content is. *Onsite Water Treatment* has its niche, and it does it well. The articles are interesting and innovative. That’s what we all want as advertisers.”

– **David Heiman**, *Marketing Communications Manager, Containment Solutions Inc.*



“The calls we’ve received since placing our ads in *Onsite Water Treatment* have opened up new markets for our products. We’re reaching a higher level of clientele, such as engineers and product specifiers. No other publication has provided us access to these key target audiences.”

– **Ron Suchecki**, *General Manager, Hoot Systems Inc.*



“*Onsite Water Treatment* has been a key partner in growing our onsite market. I would highly recommend that anyone seriously considering promoting themselves in the wastewater industry take advantage of its robust advertising, including editorial opportunities such as the Product Gallery.”

– **Mark Huntebrinker**,  
*Director of Marketing,  
Zoeller Pump Co.*



“As a leading national onsite controls provider, SJE-Rhombus relies on *Onsite Water Treatment* as an effective means of getting our advertising message to the onsite market. *Onsite Water Treatment* is a quality publication with informative articles on important onsite water/wastewater issues, and we will continue to increase SJE-Rhombus brand awareness by advertising in *Onsite Water Treatment*.”

– **Sharlene Delaney**,  
*Advertising Designer,  
SJE-Rhombus Controls*



# Editorial Calendar 2008

<b>Issue</b>	<b>Ad Closing</b>	<b>Materials Deadline</b>	<b>Feature Articles</b>	<b>Product Gallery</b>	<b>Bonus Distribution</b>
January/ February	<b>11/21/07</b>	<b>11/28/07</b>	<ul style="list-style-type: none"> <li>• Aeration</li> <li>• FOG</li> <li>• Water reuse</li> <li>• Turnkey systems</li> <li>• Pumps-sumps</li> <li>• Decentralized municipal systems</li> </ul>	Septic systems Software	
March/April	<b>1/14/08</b>	<b>1/21/08</b>	<ul style="list-style-type: none"> <li>• Septic maintenance</li> <li>• Cluster systems</li> <li>• Septic tanks</li> <li>• Drainage leach fields/monitoring</li> <li>• Dewatering/sludge</li> <li>• Water storage</li> </ul>	Membranes & filters Pumps	NOWRA Pumper
May/June	<b>3/24/08</b>	<b>3/31/08</b>	<ul style="list-style-type: none"> <li>• Aeration</li> <li>• Package systems</li> <li>• Denitrification</li> <li>• Ozone/UV/contaminant removal</li> <li>• MBR</li> <li>• Pumps &amp; pump enhancements</li> </ul>	Cluster systems Vacuum trucks	AWWA
July/August	<b>5/12/08</b>	<b>5/19/08</b>	<ul style="list-style-type: none"> <li>• Drainage</li> <li>• Septic maintenance</li> <li>• Monitoring systems</li> <li>• Testing/specialty instruments</li> <li>• Graywater systems</li> <li>• Wastewater treatment</li> </ul>	Aeration Ozone & UV systems	StormCon
September/ October	<b>7/1/08</b>	<b>7/8/08</b>	<ul style="list-style-type: none"> <li>• Algae control</li> <li>• Septic systems</li> <li>• FOG</li> <li>• MBR/filtration</li> <li>• Anaerobic treatment systems</li> <li>• Working with regulations</li> </ul>	Software & monitoring systems Pumps	
November/ December	<b>8/27/08</b>	<b>9/3/08</b>	<ul style="list-style-type: none"> <li>• Pumps</li> <li>• Aeration</li> <li>• Cluster systems</li> <li>• Package systems</li> <li>• Ozone/UV/RO/contaminant removal</li> <li>• Maintenance programs</li> </ul>	Oil/water separators Ozone/UV/RO systems	WEFTEC

# Advertising Rates 2008

**For Print/Production Specifications** log on to [http://www.forester.net/production\\_requirements\\_print.html](http://www.forester.net/production_requirements_print.html).

**For Web Advertising Specifications** log on to [http://www.forester.net/production\\_requirements.html](http://www.forester.net/production_requirements.html).

## Issuance and Closing Dates

Published six times annually. Advertising closing dates are published on the Editorial Calendar. All materials are due five (5) working days later. Cancellations are not accepted after closing date. When new copy is not furnished on or before the closing date for advertising forms, *Onsite Water Treatment* is authorized to repeat the advertisement that last appeared or, in the event of no prior ad or no on-hand material, to print advertiser's name, address, and phone number. Fast-Close Availabilities: Up until 10 days before publication date, *Onsite Water Treatment* may offer a fast-close service; however, service is not available for all issues. Contact publisher to confirm fast-close availabilities for specific issue date. If no fast-close is available and late ad copy must be inserted after deadline, a noncommissionable payment of \$120.00 additional is required. Cover schedules can be cancelled only on a 90-day notice before closing date.

## Inserts Supplied by Advertiser

Standard, multifold, and die-cut inserts accepted. Backup charge for single-sheet insert: \$1,925 plus binding charge (contact publisher for rates). Publisher should be supplied with sample insert four weeks prior to publication date in order to determine exact production requirements and costs. All inserts to be shipped prepaid.

## Commission

Agency commissions: 15% of gross to recognized agencies on space, color, bleed, and position *only if total amount due is paid in full within 30 days from invoice date*. Finance charge of 1.5% monthly will be assessed on all overdue accounts.

## Payment Policy

Invoices are rendered at date of publication and are due 30 days following publication. Prepayment is required for advertisers

## Display Advertising Rates

	1X	3X	6X	12X	18X
Full Page	\$2,970.00	\$2,900.00	\$2,855.00	\$2,800.00	\$2,730.00
2/3 Page	\$2,395.00	\$2,345.00	\$2,305.00	\$2,245.00	\$2,195.00
1/2 Page Island	\$2,150.00	\$2,110.00	\$2,070.00	\$2,020.00	\$1,975.00
1/2 Page	\$1,815.00	\$1,775.00	\$1,735.00	\$1,690.00	\$1,650.00
1/3 Page	\$1,325.00	\$1,300.00	\$1,280.00	\$1,250.00	\$1,195.00
1/4 Page	\$1,095.00	\$1,085.00	\$1,055.00	\$1,035.00	\$1,010.00

Rates are based on insertions placed during advertiser's contract within 12-month period.

## Postcard and Position Rates

Postcard Insert	\$2,150.00 plus noncommissionable binding charge of \$585.00
Preferred Positions	\$355.00 additional per page
Inside Covers	\$605.00 additional per page (4-color only)
Back Cover	\$725.00 additional per page (4-color only)
Bleed	additional 10% of space only

## Color Rates (Plus space cost)

Standard Second Color*	\$540.00 per page or fraction thereof
Second Color, Matched	\$560.00 per page or fraction thereof
Four Color	\$1,100.00 per page or fraction thereof
Metallic Color	\$1,005.00 per page or fraction thereof

\*A standard second-color ad includes two colors, black plus one of the following: cyan, magenta, or yellow. Anything else will not be considered a standard second-color ad.

without established credit. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising that the advertiser or its agent ordered and which was published.

## Production Charges

Production charges, including layout, design, and copy changes, are \$125 per hour (noncommissionable), with a quarter-hour minimum. Advertiser will be advised of estimated charges if changes have to be made to digital files because production specs are not met. If film is submitted in lieu of digital files, a flat rate of \$175 will be charged for digitizing.

## General

All advertisements are accepted and published by the publisher on the representation that the agency and/or the advertiser are properly authorized to publish the

entire contents and subject matter thereof. Publisher reserves the right to add reader service numbers to any advertisement in a position of our choice. It is understood that, in the consideration of the publication of advertisements, the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, liability for use of classified material, and any other claims based on the contents or subject matter of such advertisements. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

# Production Specifications

State-of-the-art printing technology guarantees the highest-quality product available.

To give you the best reproduction at the best possible price we print computer-to-plate. Improperly prepared files increase the chances of an error being made in printing your ad—an error we cannot be responsible for. If you have questions, call our Production Department at 805-682-1300 or e-mail [production@forester.net](mailto:production@forester.net).

**Media:** MAC-formatted CD or DVD.

**PC Submission:** Submit as a PDF or TIF.

**Native File Formats:** Adobe InDesign is preferred but we will accept QuarkXPress, Adobe Photoshop, and Adobe Illustrator. Do not send multiple files. Send one file only, the one you want us to print.

**Fonts:** All fonts should be Adobe Postscript Level 2. Both the screen and printer fonts for all the type used in your file must be included on your disk. We do not accept Windows or printer-embedded fonts.

**Image Formats:** EPS, JPG, and TIF for images and scans; Adobe Postscript Level 2 for fonts.

**File Size:** Images, colors, and scans must be in CMYK mode at 300 dpi. Include all image links and fonts. No LZW compression, no jpeg encoding.

**Build Ad to Trim Size, Use Live Area:** For a full-page, *nonbleed* ad, float it on the page, and place crop marks at trim size. Do not place type or nonbleed items closer than 0.25 inch to trim.

**Content and Position Proofs:** Supply hard-copy proofs printed from the digital file submitted—if the proof doesn't match your files we can't be responsible for the printing outcome. We accept color lasers but cannot match color unless you supply us with an Iris or other high-quality proof. We cannot be responsible for matching problem files. Fax proofs are acceptable for line copy only (not for photographs and illustrations).

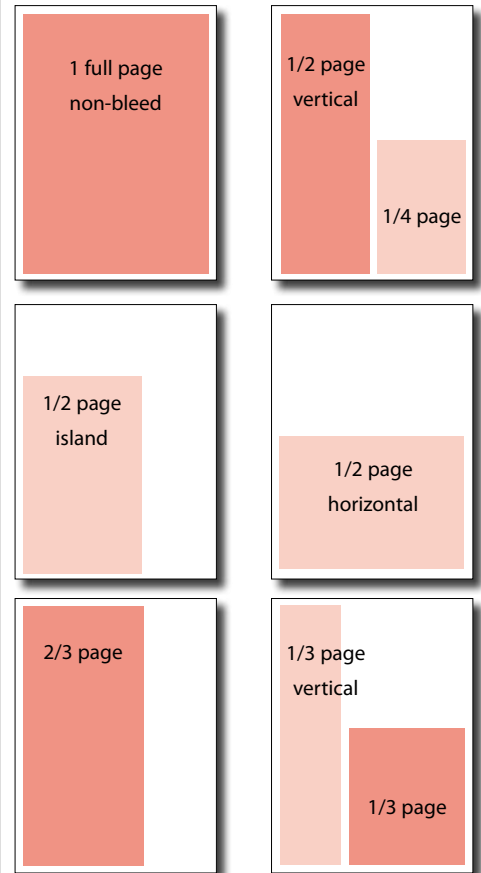
**PDF Submission:** 300 dpi for image resolution. Embed all fonts. Do not compress or downsample text or images. You may e-mail or ftp (e-mail [production@forester.net](mailto:production@forester.net) for ftp instructions) PDF file, but you must send a proof. Check to see if PDF is converting correctly and advise us which program you used to create the PDF. Things *can* go wrong! You can look on the Internet for more detailed instructions and trouble shooting: [www.prepressure.com](http://www.prepressure.com).

**Label Your Materials:** We publish seven different magazines, so please indicate which magazine and issue you want your ad to go into. If e-mailing your ad, include this information in the subject line. List contact number of file preparer.

**Inserts:** Approval of insert content and printing specifications is required *prior* to acceptance.

**Printing:** Web offset. Computer to plate. Binding: Perfect-bound. AAAA/MPA/ASP Offset Standards apply. Four-color

solids should not exceed SWOP intensity of 300%.



Mechanical Requirements						
Ad Size		Width	Depth		Width	Depth
Full Page, Live Area, Nonbleed		7-5/8"	10-3/8"			
Full Page, Trim		8-1/8"	10-7/8"			
2/3 Page		4-7/8"	9-7/8"			
1/2 Page Island		4-7/8"	7-3/8"			
1/2 Page	Horizontal	7-1/2"	4-7/8"	Vertical	3-1/2"	9-7/8"
1/3 Page	Vertical	2-5/16"	9-7/8"	Square	4-7/8"	4-7/8"
1/4 Page	Vertical	3-1/2"	4-7/8"			

Bleed Size: 8-1/4" x 11-1/8" • Live Area: 7-5/8" x 10-3/8" (1/4" from trim, 3/8" from bleed)  
Two-page spread should be supplied as single pages: 8-1/8" x 10-7/8"

# Some of the Smartest Marketers in the World Have Joined Forces With Us

We solve our readers' toughest problems. That puts them in the mood to buy the equipment, products, and services they see in our magazines. No wonder our advertisers get results. Advertisers in recent issues of *Stormwater*, *Erosion Control*, *Grading & Excavation Contractor*, *Distributed Energy*, *MSW Management*, *Onsite Water Treatment*, and *Water Efficiency* include the following:

ABB Inc.  
AbTech Industries  
ACF Environmental  
Advanced Drainage Systems  
Al-Jon  
Allison Transmission  
Allmand Bros. Inc.  
American Concrete Pipe Assoc.  
American LaFrance  
Apache Technologies  
ASCO Power Technologies  
Atlantis Water Management  
Autocar LLC  
Bandit Industries Inc.  
BaySaver Technologies Inc.  
Bell Equipment  
Black & Veatch  
Bobcat Co.  
Bomag Americas Inc.  
Bridgestone Industrial Products  
Brown and Caldwell  
CANFOR  
Capstone Turbine Corp.  
Cascade Engineering  
Case  
Castrol  
Caterpillar  
CDM  
CH2M Hill  
Chevron Energy Solutions  
CITGO Petroleum Corp.  
Contech Construction Products Inc.  
Cotton Inc.  
Cummins Power Generation  
Dandy Products Inc.  
Datamatic Ltd.  
MTU Detroit Diesel

Dodge Truck  
Doosan Infracore America Corp.  
Dressta North America  
DuraTech Industries  
Dust Control Technology  
Elster AMCO Water  
Erosion Control Blanket  
Ewing  
Federal Signal  
Firestone Specialty Products  
Generac Power Systems Inc.  
General Electric  
Goodyear  
Heil Environmental Industries  
Horizon  
Ingersoll-Rand  
Invisible Structures Inc.  
ITT Flygt  
JM Eagle  
John Deere  
Kawasaki Construction Machinery  
Koch Membrane Systems Inc.  
Komatsu America Corp.  
KriStar Enterprises Inc.  
Kobelco  
Kubota Tractor Corp.  
Labrie Environmental Group  
Landfill Service Corp.  
Leica Geosystems  
Liebherr  
Link-Belt  
MAN TURBO  
Master Meter Inc.  
McNeilus  
MicroCool  
Mitsubishi Electric  
Automation Inc.

New Holland  
North American Green  
Petersen Industries Inc.  
Profile Products LLC  
Propex Inc.  
Rain for Rent  
Rain Bird  
Rinker Materials  
Rolls-Royce  
RSC Equipment Rental  
Solar Turbines  
Schaefer Systems  
International Inc.  
StormTrap  
Tarpomatic Inc.  
Terex Construction  
Terra Compactor Wheel Corp.  
Topcon Positioning Systems Inc.  
Toyota  
Transcraft Corp.  
Trimble  
United Rentals  
U.S. Gypsum Co.  
Vermeer Manufacturing Co.  
Volvo Construction Equipment  
Wallingford Software Ltd.  
Waste Management  
Wastequip Inc.  
Werk-Brau Co. Inc.  
XL Specialized Trailers Inc.  
Zoeller Pump Co.

*We invite you to join us! Contact our advertising sales manager today at 800-546-4679 x100 or [adsales@forester.net](mailto:adsales@forester.net).*

# Forester Publications Reach Decision-makers

## Our readers, your customers

If *Onsite Water Treatment* reaches your audience, consider our other award-winning magazines, conferences, and multimedia opportunities to drive your sales and branding in other infrastructure markets.

We deliver millions of impressions each year to your best customers. Why wait to capture the attention of your market? The eyes of the infrastructure markets are on Forester media.

	Public Works/ Public Sector	Engineers	Construction/ Contractors/ Homebuilders	Compliance Professionals	Facilities Professionals	Solid Waste Professionals	Wastewater Professionals	Water Infrastructure Professionals
Onsite Water Treatment	✓	✓	✓	✓	✓		✓	✓
Water Efficiency	✓	✓		✓	✓			✓
StormCon	✓	✓	✓	✓	✓			✓
Stormwater	✓	✓	✓	✓			✓	✓
Distributed Energy		✓	✓		✓			✓
MSW Management	✓	✓		✓	✓	✓		
Erosion Control	✓	✓	✓	✓				✓
Grading & Excavation Contractor	✓	✓	✓	✓				

## StormCon®

The North American Surface Water Quality Conference & Exposition

StormCon, the North American Surface Water Quality Conference & Exposition, is the world's largest stormwater pollution prevention conference and trade show. Each year thousands of the industry's leading professionals attend, including municipal, state, and federal officials; engineers and consultants; highway and heavy construction contractors; developers; and compliance officers for regulated industries and special sites such as ports, airports, and military bases.

[www.StormCon.com](http://www.StormCon.com)

## The Journal for Surface Water Quality Professionals

# Stormwater

Established in 1999, *Stormwater* is the stormwater industry's leading publication, reaching more than 50,000 stormwater professionals per issue. *Stormwater* is BPA audited and published eight times a year.

[www.StormH2O.com](http://www.StormH2O.com)

## EROSION CONTROL

*Erosion Control*, the Journal for Erosion and Sediment Control Professionals, reaches over 56,000 readers with more than 23,000 subscribers. The official publication of the International Erosion Control Association, *Erosion Control* is published seven times a year.

[www.ErosionControl.com](http://www.ErosionControl.com)

## GX

GRADING & EXCAVATION CONTRACTOR

*Grading & Excavation Contractor*, published eight times a year, is BPA audited and reaches 88,000 readers per issue with more than 29,000 subscribers engaged in highway and heavy construction, grading, excavating, and earthmoving.

[www.GradingandExcavation.com](http://www.GradingandExcavation.com)

## WATER EFFICIENCY

THE JOURNAL FOR WATER CONSERVATION PROFESSIONALS

Published seven times a year, *Water Efficiency*, the Journal for Water Conservation Professionals, reaches more than 25,000 subscribers and is the first publication to exclusively address water conservation and water supply, distribution, and utility management efficiency.

[www.WaterEfficiency.net](http://www.WaterEfficiency.net)

## DISTRIBUTED ENERGY

THE JOURNAL FOR ONSITE POWER SOLUTIONS

Published six times a year, *Distributed Energy*, the Journal for Onsite Power Solutions, reaches 46,000 readers with more than 20,000 subscribers who are responsible for reliable, efficient, and environmentally sound onsite power.

[www.DistributedEnergy.com](http://www.DistributedEnergy.com)

## MSW Management

The Journal for Municipal Solid Waste Professionals

Published eight times a year, *MSW Management*, the Journal for Solid Waste Professionals, is BPA audited and reaches 82,000 readers per issue with more than 27,000 subscribers. *MSW Management* is the Official Journal of SWANA, the Solid Waste Association of North America.

[www.MSWManagement.com](http://www.MSWManagement.com)

## Forester Publications, at the heart of the infrastructure industries.

Forester Communications provides unsurpassed award-winning editorial and design. The most respected publisher in the infrastructure industries, we deliver millions of impressions to your best customers.

Contact our advertising sales manager at 800-546-4679 x100 or [adsales@forester.net](mailto:adsales@forester.net).

Forester Communications  
2946 De la Vina Street  
Santa Barbara, CA 93105  
phone: 805-682-1300  
fax: 805-456-3978  
[adsales@forester.net](mailto:adsales@forester.net)  
[www.forester.net](http://www.forester.net)

**Forester**  
COMMUNICATIONS