



Air & Waste Management Association

# em

THE MAGAZINE FOR ENVIRONMENTAL MANAGERS



# 2011 MEDIA KIT

REACHING THE WORLD'S TOP ENVIRONMENTAL PROFESSIONALS



AIR & WASTE MANAGEMENT  
ASSOCIATION

# Introduction

## Hit Your Environmental Targets

The Air & Waste Management Association (AWMA) represents thousands of the most respected environmental professionals in the world. As a nonprofit organization dedicated to the balanced exchange of ideas and solutions, we provide a forum like no other in the industry.

In today's market place, reaching current and prospective customers with specific messages is only as successful as the marketing vehicles you select to communicate. It's not about reaching the most people, it's about getting through to the **RIGHT** people.

Our members are executives and decision-makers. They know science, engineering, project management, law, policy, and regulation. A&WMA members and other environmental professionals approach our publications, conferences, workshops, professional development offerings, and online activity expecting the high quality of information necessary to support their businesses, projects, research, and daily work. We reach them when they're busy tackling the most challenging issues facing the planet.

With so many opportunities to reach key industry decision-makers directly, why wouldn't you want to advertise, sponsor, or underwrite one of our products?



## About EM

*EM*, the premier magazine of A&WMA, explores a range of issues affecting the environmental industry with timely, provocative articles and regular columns written by leaders in the field. *EM* keeps readers abreast of important developments throughout the year with coverage of regulatory changes; EPA research; new technologies; market analyses; environment, health, and safety issues; new products; professional development opportunities; and more. Readers rely on *EM* for the most up-to-date information, as well as the industry's leading products and services.

*EM* is printed on 100% post-consumer recycled paper, using 100% vegetable-based ink.

*EM* covers a wide range of topics, including:

Air Quality/Air Pollution Control; Climate Change; Compliance/Auditing; Emergency Response; Environmental Justice; Environmental Management Systems; Hazardous Waste; Environmental Health and Safety; Health Effects; Indoor Air Quality; Measurement/Monitoring; Natural Resource Conservation; Noise; Odor; Plant/Location Operations Management; Policy and Regulation; Pollution Prevention; Remediation; Research and Development; Transportation; Urban Environmental Management; Waste/Wastewater



## Zero In on the Right Customer with Targeted Conferences & Events

A&WMA is known the world over for the high quality of its conferences and events. With some of the most connected and respected environmental professionals among our members, we're able to deliver the speakers and presenters people in a wide variety of industries want to hear from when it comes to advances in technology, new research, emerging methodology, environmental policy, and regulatory compliance.

Most notably, our Annual Conference & Exhibition (ACE) has offered high-quality information, technical background, and networking for members and other industry professionals for more than a century. Our most popular ACE sponsorships include the grand reception, keynote program, special sessions and panels, the Internet café, attendee tote bags, and the Environmental Challenge International (ECi). Affordable sponsorship opportunities for ACE are available for organizations and businesses of all sizes, and can be customized to meet specific needs. A menu of ACE sponsorship is available at the Annual Conference Web site at [www.awma.org](http://www.awma.org).

Sponsorship opportunities are available for many of the specialty conferences, workshops, and Webinars A&WMA organizes during the year as well. A&WMA's

variety of events allow sponsors to fine tune their targeting of environmental professionals by issue. Visit our events Web page to see what topics we're addressing in programming. Contact us to see what types of opportunities are offered for each event.

### Recent event topics have included:

- Thermal Treatment Technologies & Hazardous Waste Combustion
- Air Quality Measurement Methods & Technology
- Vapor Intrusion
- Power Plant Air Pollution Control
- Aerosol & Atmospheric Optics: Visual Air Quality & Radiation
- Air Quality Impacts of Oil & Gas Production in the Rocky Mountains
- Harmonizing Greenhouse Gas Assessment & Reporting Processes
- The Clean Air Transport Rule



# Rates & Specifications

## A Snapshot of *EM* Magazine Subscribers

### Who they are:

- 69% of *EM* readers have purchasing power
- The average reader has more than 20 years of experience in the environmental field
- Over 50% of *EM* subscribers have a post-graduate degree

### What they do:

- On average, readers have been receiving *EM* for 7+ years
- *EM* readers spend an average of 42 minutes with the magazine each month
- Three in five subscribers save their copies of *EM* for reference

### Where *EM* goes:

- *EM* is distributed to environmental professionals in all 50 U.S. states and over 45 countries throughout the world
- *EM* is distributed at key A&WMA workshops and conferences

### About A&WMA and Our Members

A&WMA is a nonprofit, nonpartisan professional organization that provides training, information, and networking opportunities to environmental professionals in 65 countries.

- 75% of A&WMA members choose to receive *EM* as their primary publication
- A&WMA members rate *EM* as their most valuable member benefit

## 2011 Advertising Rates and Specifications

### Advertising Specifications (Specifications are width by height)

Trim Size:	8-1/8 x 10-7/8 in.
Bleed Size:	8-3/8 x 11-1/8 in.
Full-Page Ad:	Type and art must be 3/16-in. from trim.
Border Rule:	All ads other than full or spread bleed pages must have a border rule of at least one point.
Screen ruling:	150-line screen
<i>EM</i> Binding:	Saddle-stitched
Size:	Please follow these sizes (specified in inches).

### Standard Width/Depth (in inches)

Full Page, Non Bleed	7.375 x 9.792
2/3 Page	4.347 x 9.792
1/2 Page Vertical	2.861 x 9.792
1/2 Page Horizontal	7.375 x 4.708
1/2 Page Island	4.347 x 7.375
1/3 Page Vertical	2.125 x 9.792
1/3 Page Horizontal	7.375 x 3.014
1/3 Page Square	4.347 x 4.708
1/4 Page	2.861 x 4.708
1/6 Page Vertical	2.125 x 4.708
1/6 Page Horizontal	4.347 x 2.5
Double Professional Card	2.125 x 4
Single Professional Card	2.125 x 2

### Programs:

QuarkXpress and Pagemaker files are preferred. Illustrator and Photoshop files are also acceptable. Please include the application file, high-resolution images, and all fonts.

### Fonts:

PostScript Type 1 fonts are required for all advertisements except simple, black-and-white art. Be sure to include copies of the printer and screen fonts for every font used in your file, including the fonts in EPS (encapsulated PostScript) illustrations. Do not use TrueType fonts or apply stylized versions of bold or italic, such as those selected from the menu bar of a word processing program. Care should be taken that all fonts and graphics are included: Missing fonts or graphics could require additional composition charges.

### Image file formats:

All image files must be a minimum of 300 dpi. Acceptable formats include TIFF, EPS, JPEG, GIF, PICT and BMP. Include PDF in the submitted copy.

### Platforms

Mac files are preferred, but not required.

### Preparing black-and-white artwork:

For black-and-white art, it is best to use one of the programs referenced previously. Microsoft Word files will also be accepted as long as they include type only. Your fonts must be Postscript Type 1. WordPerfect files are not acceptable. If your artwork includes graphics of any kind, you must use a program other than Microsoft Word. Artwork may be submitted as a scannable laser print, on disk, or electronically. Macintosh artwork must be submitted on disk or as a laser print via U.S. Mail.

## Preparing Your Materials

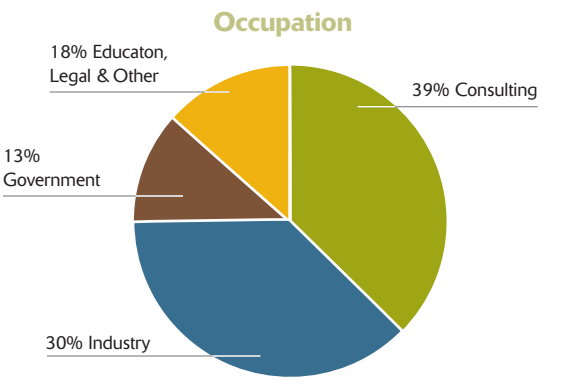
### Submission formats:

Diskette, ZIP disk, CD, or electronic transmission (e-mail or ftp) are acceptable. Two same-size proofs (color, if applicable) must accompany each submission. PDF proofs are acceptable for electronic submissions. Acceptable platforms, programs, and file formats appear below. If you are unable to furnish your artwork according to this criteria, you must furnish scannable art. Call for FTP site instructions.

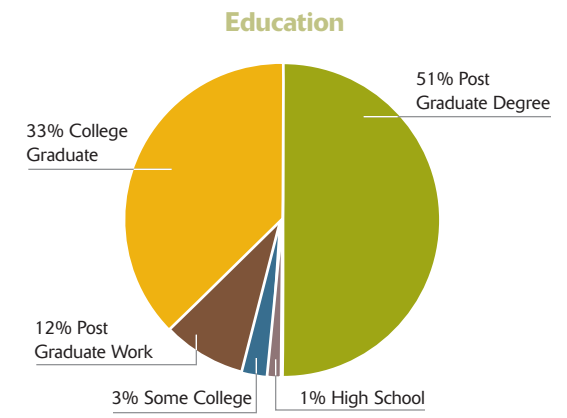
# EM Readership Breakdown

## Reach the Right Audience

EM is read by a targeted and powerful audience of industry leading environmental professionals. Sixty-nine percent of EM readers are involved in purchasing for their companies.



EM readers are professionals from all areas of the environmental industry. From compliance and regulation, to research and development, to consulting and academia, by advertising in EM you'll have the environmental industry covered.



Note: Because of the nature of the program, Microsoft Word files sometimes appear differently on our system than on yours. This is one reason proofs are necessary. A charge of \$100 may apply if we need to realign your Word file with your proof. Additional charges may apply if you include graphics with your Word file and/or if you do not include Type 1 fonts.

### Preparing color artwork:

QuarkXpress and InDesign files are preferred. Illustrator and Photoshop files are also acceptable. Please include the application file, high-resolution images and all fonts. PMS colors should be created as screen builds using CMYK unless prior arrangements have been made (please see below). All files must be 300 dpi

or greater and must be one of the file formats referenced above. All ads must be color-separated prior to submission (150-line screen ruling). RGB ads are not acceptable.

### Contract conditions:

Cancellations: Contracts may be cancelled by advertiser or publisher on written notice 30 days prior to closing date. Cancellations are not accepted after closing date. Publisher's copy protective clause: advertisers and advertising agencies assume liability for the content of all advertisements printed as well as responsibility for any claims arising therefrom against the publisher. The publisher reserves the right to reject any advertising that does not conform to Association policy or publication standards.

EM Advertising Sizes and Rates				
4-Color	1X	3X	6X	12X
Full	\$4120	\$3890	\$3525	\$3185
2/3	\$3490	\$3330	\$3095	\$2815
1/2 Island	\$3275	\$3090	\$2890	\$2695
1/2 H or V	\$3050	\$2880	\$2630	\$2440
1/3	\$2715	\$2585	\$2350	\$2205
1/4	\$2385	\$2305	\$2095	\$1955
1/6	\$2245	\$2145	\$2060	\$1840

Covers	1X	3X	6X	12X
Cover II	\$4830	\$4480	\$4210	\$4095
Cover III	\$4710	\$4350	\$4095	\$3985
Cover IV	\$5075	\$4715	\$4440	\$4325

Black & White Rates				
B&W	1X	3X	6X	12X
Full	\$2885	\$2725	\$2465	\$2230
2/3	\$2445	\$2330	\$2165	\$1970
Island	\$2295	\$2165	\$2025	\$1887
H or V	\$2135	\$2015	\$1840	\$1710
1/3	\$1900	\$1810	\$1645	\$1545
1/4	\$1670	\$1615	\$1465	\$1370
1/6	\$1570	\$1500	\$1445	\$1290

Professional Cards/Classified Ads (B&W)				
	1X	3X	6X	12X
Single	\$425	\$350	\$290	\$265
Double	\$715	\$635	\$520	\$465
Triple	\$995	\$915	\$750	\$660
Quadruple	\$1280	\$1195	\$980	\$860



# Editorial Calendar

Issue	Topic*	Editorial Deadline	Reserve Ad Space By	Art Due By
January	<b>Outdoor Boilers—The Dark Side of Biomass</b> With rising energy costs, people are choosing to reduce their costs by burning wood—both readily available (particularly in North America’s rural areas) and cheap. Outdoor boilers are often the solution to heating homes in rural Canada and the United States. The January issue considers the environmental and health impacts of residential woodsmoke emissions.	Oct. 15, 2010	Nov. 22, 2010	Dec. 2, 2010
February	<b>Vapor Intrusion—Recent Policy Developments</b> Vapor intrusion, the potential for vapors from subsurface contamination to enter buildings, is an exposure pathway that continues to present difficulties for both regulators and potentially responsible parties. The February issue will provide information about changes and developments in regulatory policy.	Nov. 15, 2010	Dec. 20, 2010	Jan. 7, 2011
March	<b>Waste Management—Emerging Issues within a Constant Concern</b> Issues continue to arise even for what are sometimes described as “mature programs” such as waste management. The March issue will address a wide range of topics, including the continued discussion on the regulatory definition of hazardous waste under the Resource Conservation and Recovery Act (RCRA), the newly proposed rules addressing coal combustion residuals (potentially bringing management of this material under the hazardous waste management requirements of RCRA), electronic waste recycling, and case studies providing real-world demonstrations of comprehensive waste management.	Dec. 15, 2010	Jan. 20, 2011	Feb. 7, 2011
April	<b>Short-Lived Climate Forcers</b> In the past decade, evidence has mounted that certain air pollutants—particles and ozone—are playing an important role in climate change. Although they can travel long distances, their lifespan of weeks is very short compared to carbon dioxide, so they are termed “short-lived climate forcers.” The April issue will provide insights from recent authoritative summaries on the importance of these pollutants, which lie at the intersection of traditional air quality management and climate change programs, with an emphasis on black carbon and associated organics; the role of “reflective” particles (e.g., sulfates and nitrates); and ozone, including relevant precursor gases.	Jan. 14, 2011	Feb. 21, 2011	March 7, 2011
May	<b>An Essential Resource: Water Management, Conservation, and Preservation</b> Corporations, governments, and other groups are looking beyond carbon management toward water management when seeking to enhance their sustainability. The May issue will examine the following aspects of water management: water footprinting, environmental impacts of products/ processes on water, and responsible use of water in arid climates.	Feb. 15, 2011	March 21, 2011	April 7, 2011
June	<b>Annual Conference Issue: The Aftermath of the Gulf Oil Spill</b> The June issue will focus on environmental issues in the aftermath of the 2010 Gulf Oil Spill, to coincide with the 2011 A&WMA Annual Conference & Exhibition in Orlando, FL.	March 15, 2011	April 20, 2011	May 6, 2011

## EM’s Regular Columns:

- Canadian Report:** Important federal and provincial environmental news from Canada.
- EPA Research Highlights:** Reports of ongoing research activities at the U.S. Environmental Protection Agency’s (EPA) national laboratories.
- Washington Report:** The latest legislative, regulatory, and agency happenings from our nation’s capital.

- PM File:** You can count on this column to provide proven, actionable advice that will help you advance environmental service projects that are important to both your career and your organization’s success.
- Competitive Strategy:** Commentator Richard MacLean focuses on key issues affecting all environmental managers.
- Inside the Industry:** An insider’s look at the issues driving today’s environmental industry.

Issue	Topic*	Editorial Deadline	Reserve Ad Space By	Art Due By
July	<b>Agriculture and Air Quality</b> Air quality issues related to agricultural activities are continuously coming to the attention of regulators and the public. The July issue will focus on the emissions and resulting concentrations from a variety of agricultural activities.	April 15, 2011	May 20, 2011	June 6, 2011
August	<b>Environmental Research from the International Arena</b> The August issue will include articles on current environmental research from the international arena, providing a broader overview of the status of ambient air quality regulations, current/future research agendas, and special studies in countries across the globe.	May 16, 2011	June 20, 2011	July 7, 2011
September	<b>Setting Standards for Welfare Impacts: Invoking an Overlooked Part of the U.S. Clean Air Act?</b> The September issue will cover aspects of establishing separate national air quality standards for criteria air pollutants to protect non-health values (e.g., vegetation and visibility) that differ in function and form from current health-based air quality standards.	June 15, 2011	July 20, 2011	Aug. 8, 2011
October	<b>The Utility Industry</b> The electric power industry is the focus of numerous federal regulatory initiatives (e.g., interstate transport rule to replace CAIR [the Clean Air Interstate Rule], maximum achievable control technology [MACT], greenhouse gas [GHG] best achievable control technology [BACT], coal ash, and cooling towers). Federal legislation of GHGs and/or air quality programs may ease or complicate planning the future of the industry's electric generation resources. The October issue will address the transition of the industry from different perspectives.	July 15, 2011	Aug. 22, 2011	Sept. 7, 2011
November	<b>Air Pollution Exposure and Associated Health Outcomes</b> The health community relies on ambient air quality data in examining the relationships between air pollutant levels and associated health outcomes. There are significant challenges to discerning the health signal from currently available ambient data. The November issue will address the latest thinking regarding the air quality–health relationship and how advances in air quality modeling, exposure, and direct characterization can be directed to refining the air quality–health relationship for improved health risk assessment and policy decisions.	Aug. 15, 2011	Sept. 20, 2011	Oct. 7, 2011
December	<b>Sustainable Supply Chains</b> Corporations, governments, and other entities worldwide are looking to trim supply chain impacts from their environmental footprint. The December issue will examine the tools used in supply chain environmental footprint management, trends in supply chain management (e.g., the CDP supply chain questionnaire), and how suppliers can prepare to meet the information and sustainability needs of their customers.	Sept. 16, 2011	Oct. 20, 2011	Nov. 7, 2011

\*Subject to change without notice

## Other topics covered by *EM* include:

**IT Insight:** A look at the world of information technology, with a focus on emerging tools and technologies for managing environment, health, and safety data.

**IPEP Quarterly:** Certification news from the Institute of Professional Environmental Practice (IPEP).

**New for 2011—YP Perspective:** A new monthly column written for and by A&WMA's young professionals, sponsored by the Young Professionals Advisory Council.

Clean Air Act  
 Environmental Health & Safety  
 Greenhouse Gas  
 New Source Review  
 Title V  
 Wastewater

Environmental Consulting  
 Environmental Justice  
 Mobile Source Emissions  
 Superfund/RCRA  
 Vapor Intrusion  
 Waste Minimization



# Log On & Reach Out

With its speed, reach, and numerous information options, the Internet has become a key medium in reaching any audience. Environmental professionals are no exception. And for those who work in the field, Cyberspace offers one additional benefit: less paper.

If your prime target is the tech-savvy professional, A&WMA offers many ways to get your message out.

## Web Advertising

A&WMA's Web site, [www.awma.org](http://www.awma.org), receives over 52,000 hits per month. Featuring the popular Career Center, a growing Online Library with thousands of downloadable articles, and a dynamic offering of conferences, Webinars, and workshops, A&WMA's Web site is the online resource for environmental professionals around the world.

Web advertising opportunities are available on the home page, as well as on internal pages upon request.



## Web Advertising Sizes & Rates

**A&WMA Home Page** (Multiple month discounts are available.)

### Skyscraper

Location: Left side of page  
Size: 120 px x 600 px  
Rates: \$1050 for 30-day run

### Leaderboard

Location: Bottom of page  
Size: 728 px x 90 px  
Size: \$750 for 30-day run

### Vertical Banner

Location: Left or right side of page  
Size: 120 px x 240 px  
Rates: \$550 for 30-day run

## Web Ad Specifications

JPG, GIF and SWF file formats are acceptable. File size limited to 100 KB (JPG and SWF) or 200 KB (SWF). All ads must arrive electronically as either jpg or gif files. If you do not have an ad prepared, A&WMA can prepare it for you. There is a \$200 minimum charge for this service.

## Monthly E-Newsletter Advertising

Send your company's message straight to A&WMA's membership. A&WMA's monthly e-newsletter is sent to all A&WMA members, updating them on upcoming events, news, promotions, and other Association happenings.

## E-Newsletter Advertising Sizes and Rates

### Hyperlinked Horizontal Ad

Location: Above Top E-Newsletter Article  
Size: 700 px x 90 px  
Rates: \$650/month

### Hyperlinked Company Logo

Location: Bottom of E-Newsletter  
Size: 180 px x 120 px  
Rates: \$300/month