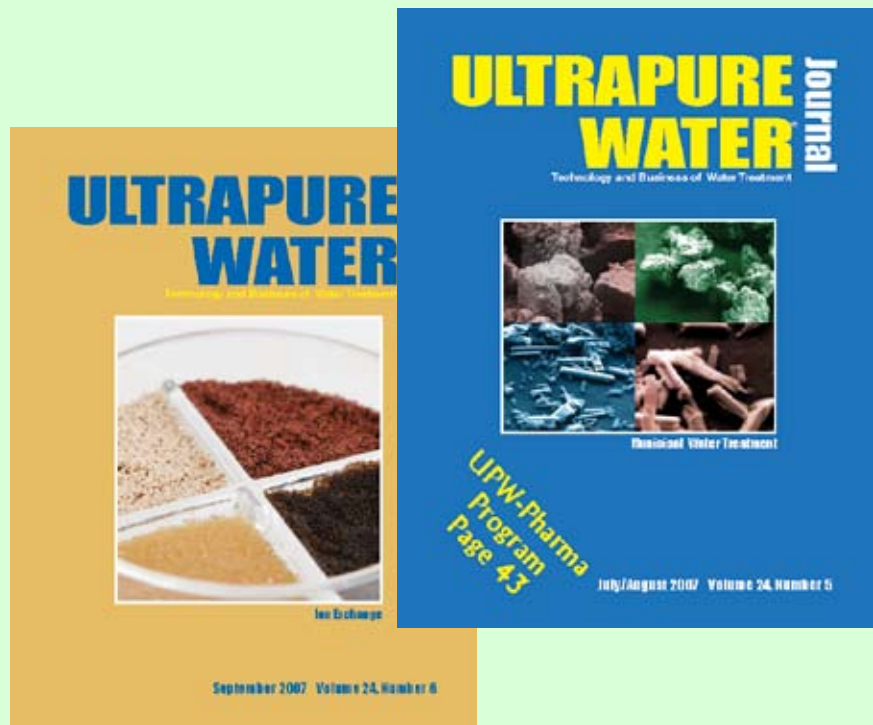
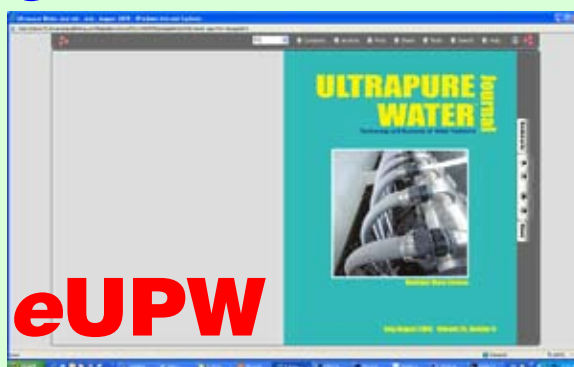


# ULTRAPURE WATER<sup>®</sup> journal

Technology and Business of Industrial Water Treatment--since 1984



Introducing:



Tall Oaks Publishing Inc.  
[www.ultrapurewater.com](http://www.ultrapurewater.com)

2009-10

MEDIA FILE

# ULTRAPURE WATER<sup>®</sup> journal

Technology and Business of Industrial Water Treatment

--since 1984

## USING HIGH TECHNOLOGY IN WATER TREATMENT

High-purity water is used as a critical medium in a multitude of different industries affecting nearly every product manufactured today. For example, the majority of electric-generating **power plants** employ steam as the medium for driving a turbine. Regardless of whether the fuel used is coal, oil, gas, or nuclear fission, modern high-pressure boilers require very high-purity feedwater.

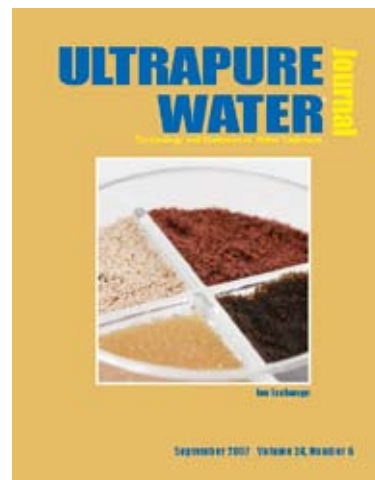
The manufacture of **petrochemicals**, fertilizers, petroleum products, pulp & paper, and many other large-volume products in continuous processes requires large quantities of steam. Industrial complexes where these products are manufactured have their own power generation plants—for generating steam, and often for the **cogeneration** of electricity. These modern industrial boilers and cogeneration plants require high-purity feedwater in order to minimize corrosion of the boiler and the turbine.

**Semiconductor** manufacture, as well as the manufacture of related microscale components such as computer magnetic storage media, compact disks, flat panel displays, and solar cells, requires ultraclean processing and use high-purity water in the rinsing of impurities from their surface. High-purity water is a key critical manufacturing medium.

Water used in the manufacture of **pharmaceuticals**, in the preparation of injectable products, in the formulation of cosmetic products, and in kidney dialysis, also requires a high level of purity. Biotechnology is a new area where high-purity water is employed as a critical process medium. Recently upgraded **USP** standards have prompted the pharmaceutical industries to take a more critical approach to purifying their water.

Many **municipal water** systems are now employing membranes for deionization or for removing other contaminants. These plant engineers are now reading ULTRAPURE WATER journal because it offers greater coverage of membrane technology than the traditional water supply publications.

These high technology industries have a critical need for high-purity water. As their manufacturing processes increased in sophistication during the past decades, so have their requirements for ever-increasing levels of water purity. In the future, their requirements will continue to increase. Where ten years ago impurities were often specified in the parts-per-million (ppb) range, now these same impurities are removed to the parts-per-trillion (ppt) levels. Parts-per-quadrillion levels are now being considered in many applications. ■



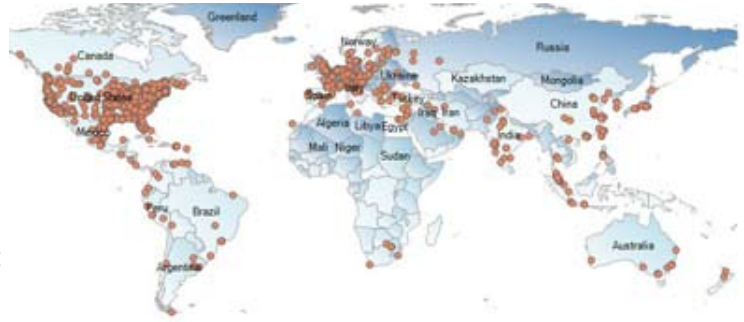
## REACHING THE MARKET

*ULTRAPURE WATER*<sup>®</sup> journal was launched in 1984 to serve the needs of high-purity water users in high technology industries. The magazine was founded on the premise that water users in these diverse industries had similar needs, that the technologies employed for purification and monitoring were similar, and that the vendors and suppliers were the same. Prior to the introduction of *ULTRAPURE WATER*, users in these industries depended on their own industry trade magazines for information on water treatment. Unfortunately, industry-specific trade magazines must have a broad focus on a narrow industry—they must cover all aspects of their industry, with water treatment being only a very small aspect of it. Moreover, readers of a magazine in one industry have little opportunity to learn about water treatment from users in other industries.

*ULTRAPURE WATER* journal, on the other hand, covers only water treatment, in a fashion that is applicable to the water users in all these industries. *This publication has a high-tech focus on a broad spectrum of industries.* *ULTRAPURE WATER* has taken the small number of water users in these critical markets and created a high-technology water treatment *market*. No other publication uses a similar of covering the diverse high-purity water treatment industries in this market. Since its founding, *ULTRAPURE WATER*, has become the information standard of the industry publishing over 230 issues containing over 1,700 technical articles (as of June 2009). In addition to the magazine, Tall Oaks Publishing Inc., offers related information products to the industry: conferences, books, article reprints, and a comprehensive web site: [www.ultrapurewater.com](http://www.ultrapurewater.com). ■

## DIGITAL EDITION

beginning with the January, 2009 issue, ULTRAPURE WATER will be published exclusively in digital format on the web. This edition will be an exact copy of a typical printed version. Digital enhancements will permit direct links to advertiser's web pages using the URL address found in the advertisement copy. Furthermore, the landing page-which every visitor will first see-will permit placing advertisement, visual, audio, as well as video. Please contact us for pricing on this service. The digital edition will expand the circulation of the magazine to a growing international audience that traditionally is not reached by conventional postal distribution.



## EDITORIAL COVERAGE

- Industry news, new patents, and economic statistics affecting the water industry
- Water industry executive interviews
- State-of-the-art technical articles written by industry experts
- Back to basics tutorials on fundamental principles of water treatment technologies
- Calendar of events pertinent to the water industry

## BUILDING A CUSTOMER BASE

Advertisers in *ULTRAPURE WATER* journal are reaching new customers as well as reinforcing their image with existing ones. Our reader surveys have shown that only 30% of the readers knew about a given supplier before seeing their advertisement. However, only 13% of these are existing customers of the advertiser. Advertisers in this journal consist of newcomers to the market as well as established firms. The knowledge the readers had about a given advertiser before seeing their ad ranged from 7% to 48% (28% average); and those who said they were existing customers of the advertisers ranged from 1.6% to 39% (12% average).

**JOB FUNCTIONS**--Readers of *ULTRAPURE WATER* are the key decision makers when it comes to purchasing capital equipment involving water treatment at their facility. The job functions of our readers are as follows:

Engineering or Project Management	43%
Operations & Maintenance	12%
Corporate management/Owner	10%
Facilities Operations & Management	8%
Consulting	7%
Other Functions	20%

**PURCHASING POWER**--*ULTRAPURE WATER* journal measures the buying power of its readers with a comprehensive survey required by each subscriber. Analysis of the data provides a clear picture of the water treatment market. Readers are asked whether they plan to purchase or specify certain water treatment products and services during the upcoming 12 months. These ongoing surveys reveal that 85% of the readers are directly responsible for the purchase or specification of water treatment equipment. The accompanying table gives the percentage of the readers who said they purchased or specified these water treatment products. Readers generally specify one or more type of product.

<b>Product</b>	<b>%Readers Purchasing</b>
Flowmeters	51.5%
pH/Conductivity meters	48.9%
Ion-exchange resins or equipment	44.7%
RO membranes or equipment	42.6%
Corrosion inhibitors	35.1%
Clarifiers	34.7%
UV equipment	30.1%
UF and Microfilters	29.9%
Coagulants and flocculants	29.4%
Turbidity meters	29.2%
Boiler water chemicals	27.0%
RO membrane cleaners	24.9%
Cooling tower chemicals	24.2%
Ozonation equipment	23.4%
O <sub>2</sub> and O <sub>3</sub> monitors	23.0%
Na/Cl/Ca measuring instruments	19.2%
TOC monitors	18.1%
DI water heaters	17.3%
Microbiological analysis services	16.1%
Silica measuring instruments	13.2%
Electrodeionization equipment	12.9%
Long-term DI equipment leasing	9.4%
Trailer DI rental services	8.1%

## Media Requirements:

Files should be sent on a CD or by FTP. **DO NOT EMAIL** if file is larger than 2 MB. For uploading to our FTP site, please see instructions at: [www.ultrapurewater.com/htm/ftp.htm](http://www.ultrapurewater.com/htm/ftp.htm).

## Software:

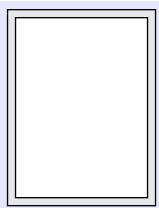
**PDF (Acrobat Portable Document Format) is the only accepted method for supplying digital files.--** Files must be created with Distiller version 7.0 or higher. Important Acrobat Distiller requirements:

- Embed all fonts
- Do not use TrueType fonts.
- **Do not** downsample graphics--include all as high-resolution images--Choose 1600 dpi resolution.
  - Leave color unchanged. All colors must be as CMYK.
- Always *deactivate* the 'Preserve OPI Comments' option in Distiller.
  - Do not use OPI references to high-res graphics not embedded in file
  - Flatten all layers before distilling file

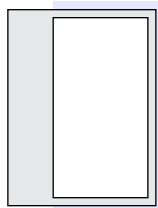
**Any document supplied in non-CMYK color mode, or with incorrect, or missing fonts, WILL NOT display correctly.**

**Publisher is not responsible for quality problems due to improperly prepared PDF files.**

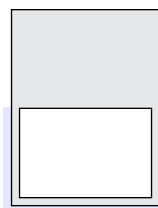
**Color Proof:** All ads should be accompanied with a suitable proof for assessing color and layout requirements. Publisher will not be responsible for any printing errors that may occur should digital files not adhere to these requirements. These requirements are subject to change. Please check [www.ultrapurewater.com](http://www.ultrapurewater.com) for updates on these requirements.



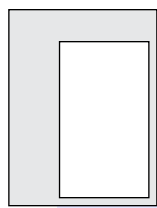
Full Page  
Bleed: 8.75" x 11"  
Trim: 8.50" x 10.75"  
Type: 7.00" x 10.00"



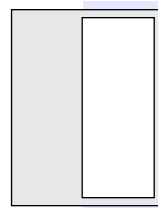
2/3 Page  
Bleed: 5.50" x 11"  
Trim: 5.25" x 10.75"  
Type: 4.63" x 10.00"



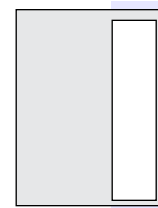
Half Page Horizontal  
Bleed: 8.75" x 6.0"  
Trim: 8.50" x 5.65"  
Type: 7.00" x 5.00"



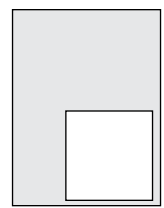
Half Page Island  
Bleed: 5.50" x 8.25"  
Trim: 5.25" x 8.0"  
Type: 4.65" x 7.75"



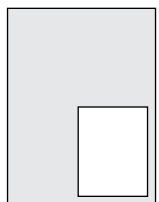
Half Page Vertical  
Bleed: 4.50" x 11.00"  
Trim: 4.25" x 10.75"  
Type: 3.50" x 10.00"



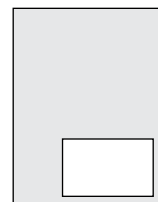
Third Page Vertical  
Bleed: 3.15" x 11.00"  
Trim: 2.90" x 10.75"  
Type: 2.25" x 10.00"



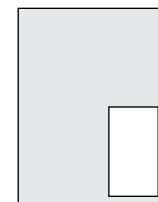
Third Page Square  
Type: 4.65" x 5.00"



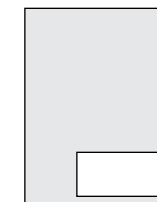
Quarter Page Vertical  
Type: 3.65" x 5.00"



Quarter Page Horizontal  
Type: 4.75" x 3.65"



Sixth Page Vertical  
Type: 2.25" x 5.00"



Sixth Page Horizontal  
Type: 4.65" x 2.25"

**Send all insertion orders and materials to:**  
**TALL OAKS PUBLISHING, INC.**

60 Golden Eagle Lane  
Littleton, CO 80127

Phone/ Fax: 303/973-6700

E-mail: [info@ultrapurewater.com](mailto:info@ultrapurewater.com)

# ULTRAPURE WATER® journal digital edition

Digital Edition Space Ads		Home Page Banner Ads		Discounts															
FULL PAGE	\$1,800	150 x 150 px	\$200/month		<p><b>Discounts</b></p> <ul style="list-style-type: none"> <li>• Discounts are applied when multiple ads are placed at same time for 2010.</li> <li>• All media ads (space, banner and video) placed in 2010 may be counted toward discounts.</li> </ul> <table border="1"> <thead> <tr> <th>Advertising Level</th> <th>Total</th> <th>Discount</th> </tr> </thead> <tbody> <tr> <td>Standard</td> <td>up to \$10K</td> <td>No discount</td> </tr> <tr> <td>Silver</td> <td>\$10K to 20K</td> <td>10%</td> </tr> <tr> <td>Gold</td> <td>\$20K to \$35K</td> <td>15%</td> </tr> <tr> <td>Platinum</td> <td>Over \$35K</td> <td>20%</td> </tr> </tbody> </table>	Advertising Level	Total	Discount	Standard	up to \$10K	No discount	Silver	\$10K to 20K	10%	Gold	\$20K to \$35K	15%	Platinum	Over \$35K
Advertising Level	Total	Discount																	
Standard	up to \$10K	No discount																	
Silver	\$10K to 20K	10%																	
Gold	\$20K to \$35K	15%																	
Platinum	Over \$35K	20%																	
2/3 PAGE	\$1,260	150 x 100 px	\$150/month																
1/2 PAGE	\$990	150 x 70 px	\$100/month																
1/3 PAGE	\$684	<div style="border: 1px solid black; padding: 5px;">                     Web Banner ads may alternate with 4 other ads on a random basis.                 </div>																	
1/4 PAGE	\$540																		
1/6-Page	\$360	<p><b>Landing Page Video</b></p>																	
Marketplace	\$400																		
COVER 2	\$2,000		\$400/ month																

Note: Paper editions of specific issues will be distributed at selected water conferences.

## 2009-2010 EDITORIAL CALENDAR

### JANUARY

#### Instrumentation

Conductivity, pH, Specific Ions  
Space & Materials: December 15

### FEBRUARY

#### Microbial Control

Dechlorination, UV, Ozonation  
Space & Materials: January 15

### MARCH

#### Pharmaceutical Water

Bacterial Control, Validation  
Space & Materials: February 15

### APRIL

#### Membrane Systems

RO, UF and NF, Pumps  
Space & Materials: March 15

### MAY

#### Microelectronics

Water Systems, Reuse, POU  
Space & Materials: April 15

### JUNE

#### Electrodeionization

System design, Operation  
Applications  
Space & Materials: May 15

### JULY

#### Reverse Osmosis

Desalination, Membrane Treatment  
Chemicals  
Space & Materials: June 15

### AUGUST

#### Water Reclaim

RO Reject, Waste Minimization,  
ZLD Power Plants  
Space & Materials: July 15

### SEPTEMBER

#### Ion-Exchange

Ion Exchange Resins  
System Design, Operation  
Space & Materials: August 15

### OCTOBER

#### Deionization

Ion Exchange, RO and EDI  
Space & Materials: September 15

### NOVEMBER

#### High-Purity Materials

Materials, Valves, Tanks  
Space & Materials: October 15

### DECEMBER

#### Power Generation

Condensate Polishing  
Boiler Feedwater  
Annual Buyer's Guide  
Space & Materials: November 15

All rates are for color ads provided as digital files. All ads must be supplied in CMYK color space and 300 dpi resolution. WEB Banner ads should be supplied as RGB files at 72 dpi resolution.

SPECIAL POSITIONS--Including ads to run on consecutive right, or left pages will be charged a 10% premium to above rates.

All ads are accepted and placed in the digital magazine in accordance with the accompanying Terms and Conditions

# ADVERTISING TERMS & CONDITIONS

## GENERAL

All advertisements are subject to Publisher's approval and acceptance. All advertisements are accepted and published upon representation that the party placing such material is authorized to publish any and all such material. In consideration of the acceptance, advertiser and/or agency agrees to indemnify and save the publisher harmless from and against any loss or expense on claims based upon the subject matter of such advertisements. Further, the Publisher shall not be liable for damages if for any reason he fails to publish an advertisement.

## POSITIONING

Except for the positions carrying a premium price, all advertisements will be positioned at the discretion of the publisher. The publisher cannot guarantee special positioning unless a 10% premium is paid by the advertiser.

Unless otherwise indicated by the advertiser before the materials closing date, the most current ad material will be repeated in subsequent issues.

## QUANTITY DISCOUNTS

Discounts are based on the total amount of advertising placed for a calendar year.

## TERMS

1.5%/mo. fee will be charged to accounts not paid in full within 30 days of date of invoice, until paid in full. In the event advertiser and/or agency default in payment of bills, advertiser and/or agency shall be totally liable for all fees and sums of collection, including but not limited to reasonable attorney's fees and court costs incurred by publisher in the collection of said bills.

**INSERTS** Inserts are accepted as digital files and are priced as standard display ads.

## MECHANICAL REQUIREMENTS FOR ADVERTISEMENTS

When ads are submitted that do not conform to the specifications below, they will be corrected by the publisher, and costs billed to the advertiser.

**Trim Size:** 8-1/2" x 10-3/4"

		<i>Width</i>	<i>Depth</i>
2-page spread	(bleed)	17-1/4"	11"
Full page	(bleed)	8-3/4"	11"
2/3 page	(vertical)	4-5/8"	10"
1/2 page	(horizontal)	7"	5"
1/2 page	(vertical)	3-3/8"	10"
1/2 page	(island)	4-5/8"	7-3/4"
1/3 page	(vertical)	2-1/4"	10"
1/3 page	(square)	4-5/8"	5"
1/4 page	(vertical)	3-3/8"	5"
1/4 page	(horizontal)	4-3/4"	3-3/8"
1/6 page	(vertical)	2-1/4"	5"
1/6 page	(horizontal)	4-5/8"	2-1/4"

## ACCEPTED PRODUCTION MATERIALS:

**Mechanicals and/or films are no longer accepted.** Advertising materials should be submitted as digital files. Preferred formats are properly-prepared Adobe Acrobat files. All graphics must be embedded and should be distilled in high resolution and their colors must be in CMYK format. All spot colors must be in CMYK colorspace. All fonts must be embedded.

Banner ads should be submitted in RGB color space as .TIF or .GIF files at 72 dpi resolution for the width and height of the ad.

Digital files emailed to address below IF LESS THAN 2MB in file length. Larger files can be uploaded to our FTP site. For further information on FTP protocols, please see:

[www.ultrapurewater.com/html/ftp.htm](http://www.ultrapurewater.com/html/ftp.htm).

## CHANGES

A charge will be made for any changes required in advertising material. Changes requested after the materials deadline are on an "if possible" basis only.

## CANCELLATIONS

No cancellations are accepted after the closing date.

## PRODUCT RELEASES

New product releases, or other commercial press releases are considered advertising, not editorial, by this publication. These releases will be published, free-of-charge to current advertisers, as space permits, in the marketplace section.

Non-advertisers may have these product releases published in the marketplace section at the published rate.

## BUYER'S GUIDE

All advertisers during a calendar year will be listed in the Buyer's Guide appearing in the December issue, and will be included in the On-Line Buyer's Guide according to the rules provided separately.

## CLASSIFIEDS

Classified advertising is charged at \$25/line for 4.25" width (26 picas) layout.

## ADVERTISEMENT ACCEPTANCE

Tall Oaks Publishing reserves the right to refuse to publish any advertisement by any advertiser for any reason without explanation to the advertiser.

**Send all insertion orders and materials to:  
TALL OAKS PUBLISHING, INC.**

Send correspondence to:

E-mail: [info@ultrapurewater.com](mailto:info@ultrapurewater.com)

Mail: 60 Golden Eagle Lane

Littleton, CO 80127

Phone/Fax: 303/973-6700

Rev. August, 2009

# ULTRAPURE WATER® journal Digital Edition

## 2009/2010 ADVERTISING INSERTION ORDER FORM

Please reserve the following space in ULTRAPURE WATER® journal:

Issue	Features	Space & Materials Closing	Advertisement code from below	Amount from Rate Card
<input type="checkbox"/> January	Instrumentation	Dec. 15	_____	_____
<input type="checkbox"/> February	Microbial Control	January 15	_____	_____
<input type="checkbox"/> March	Pharmaceutical Water	February 15	_____	_____
<input type="checkbox"/> April	Membranes	March 15	_____	_____
<input type="checkbox"/> May	Microelectronics	April 15	_____	_____
<input type="checkbox"/> June	Industrial Water	May 15	_____	_____
<input type="checkbox"/> July	Municipal Water/Membranes	June 15	_____	_____
<input type="checkbox"/> August	Water Reclaim	July 15	_____	_____
<input type="checkbox"/> September	Ion Exchange and EDI	August 15	_____	_____
<input type="checkbox"/> October	Deionization	September 15	_____	_____
<input type="checkbox"/> November	High-Purity Materials	October 15	_____	_____
<input type="checkbox"/> December	Power Generation	November 15	_____	_____
	Annual Buyer's Guide			

### Advertisement sizes and codes:

1-page (1V)

2/3-page (TT)

150 x 150 px Banner (AB)

150 x 100 px Banner (BB)

150 x 70 px Banner (CB)

1/2-page island (HI)

1/2-page horizontal (HH)

1/2-page vertical (HV)

MarketPlace (MP)

1/3-page vertical (TV)

1/3-page square (TS)

1/4-page vertical (QV)

1/4-page horizontal (QH)

\_\_\_\_\_ Name

\_\_\_\_\_ Company name

\_\_\_\_\_ Address

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip

\_\_\_\_\_ Phone

\_\_\_\_\_ E-mail

\_\_\_\_\_ Authorized Signature

The total amount will be invoiced according to the terms listed in the Rate Card in effect at publication date. All advertising materials must be delivered by the 15th of the month preceding publication date. Unless otherwise indicated by the advertiser before the materials closing date, the most current ad material will be repeated in subsequent issues. Discounts are based on amount of advertising placed for the calendar year. **For discounts to apply, the number of ads, and the issues, must be specified at the time the initial order is submitted. There are no rebates for prior ads. Cancellations are subject to short-rate billing. All advertisements will be positioned at the discretion of the publisher, generally at a first-come-first-serve basis. The publisher cannot guarantee special positioning.**

Send all insertion orders and materials to:

**ULTRAPURE WATER journal**

Phone/Fax: 303-973-6700

E-mail: info@ultrapurewater.com

60 Golden Eagle Lane

Littleton, CO 80127

*All ads are accepted and placed in the magazine in accordance with the published Terms and Conditions*

# ULTRAPURE WATER<sup>®</sup> journal

PUBLISHER'S STATEMENT September 1, 2008

ULTRAPURE WATER journal is distributed to those who are responsible for specifying and/or purchasing water treatment equipment and services that are used in the production of high-purity water. The purchase of products in this market is done at the following distribution levels.

**Component suppliers** are the primary vendors of the multitude of components used in the production of high-purity water: ion exchange resins, RO, ultra-filtration (UF), microfiltration, and EDR membranes, monitoring and control instruments, sterilizers, pumps, and valves.

**Original Equipment Manufacturers (OEMs)** purchase specific components, design a water treatment system or subsystem, manufacture it, and sell it to the marketplace. In this capacity they are both buyers and vendors.

**Service Suppliers** may also be OEMs, but instead of

selling the final product, they maintain control over the installation and operation of the system, and sell just the water to their customers, charging them a set fee based on the amount of high-purity water consumed. Service suppliers are vendors, and they may also be thought of as being "endusers."

**Consultants and Architectural Engineers (A&Es)** often act as a vital link between the final customer and the suppliers of components, equipment, and water treatment services. They research the needs of their customers, then make recommendations on the purchase of water treatment products and services.

**Endusers** are the ultimate users of water. They consist of the engineers and chemists at the industries who employ high-purity water as a critical medium in their plants. They are responsible for specifying and purchasing water treatment products and services. Since they have the ultimate responsibility for operating the water treatment system, endusers are a powerful buying and specifying influence for products and services.

## International Distribution

ARGENTINA  
 AUSTRALIA  
 AUSTRIA  
 BELGIUM  
 BELIZE  
 BRAZIL  
 BULGARIA  
 CANADA  
 CHILE  
 CHINA  
 COLOMBIA  
 COSTA RICA  
 CROATIA  
 CZECH REPUBLIC  
 DENMARK  
 ECUADOR  
 EGYPT  
 EL SALVADOR  
 FINLAND  
 FRANCE  
 GERMANY  
 GRAND CAYMAN  
 GREAT BRITAIN  
 GREECE  
 GUATEMALA  
 HONG KONG  
 HUNGARY  
 INDIA  
 INDONESIA  
 IRAN  
 IRAQ  
 IRELAND  
 ISRAEL  
 ITALY  
 JAPAN  
 JORDAN  
 KOREA  
 LATVIA  
 LIBYA  
 MALAYSIA  
 MEXICO  
 NETHERLANDS  
 NEW ZEALAND  
 NICARAGUA  
 NIGERIA  
 NORWAY  
 OMAN  
 PAKISTAN  
 PERU  
 PHILIPPINES  
 POLAND  
 PORTUGAL  
 ROMANIA  
 RUSSIA  
 SAUDI ARABIA  
 SINGAPORE  
 SLOVAKIA  
 SLOVENIA  
 SOUTH AFRICA  
 SPAIN  
 SWEDEN  
 SWITZERLAND  
 TAIWAN  
 THAILAND  
 TUNISIA  
 TURKEY  
 UNITED ARAB EMIRATES  
 URUGUAY  
 VENEZUELA  
 VIETNAM  
 WEST INDIES  
 YUGOSLAVIA

		Total	Percentage
<b>New England</b>	CT, ME, MA, NH, RI, VT	1,025	6.7%
<b>Middle Atlantic</b>	NJ, NY, PA	2,292	14.9%
<b>East North Central</b>	IL, IN, MI, OH, WI	2,251	14.6%
<b>West North Central</b>	IA, KS, MN, MO, NE, ND, SD	952	6.2%
<b>South Atlantic</b>	DE, DC, FL, GA, MD, NC, PR, SC, VA, VI, WV	2,370	15.4%
<b>East South Central</b>	AL, KY, MS, TN	446	2.9%
<b>West South Central</b>	AR, LA, OK, TX	1,259	8.2%
<b>Mountain</b>	AZ, CO, ID, MT, NV, NM, UT, WY	1,095	7.1%
<b>Pacific</b>	AK, CA, GU, HI, OR, WA	2,154	14.0%
<b>Canada</b>		221	1.4%
<b>Europe</b>		411	2.7%
<b>Asia &amp; Pacific</b>		595	3.9%
<b>Latin America</b>		169	1.1%
<b>Misc.</b>		166	1.1%
<b>TOTAL</b>		<b>15,395</b>	

## CIRCULATION ANALYSIS

<b>ENDUSERS:</b>	<b>5,014</b>	<b>32.6%</b>
<b>A</b> MICROCIRCUIT MANUFACTURING	776	
<b>B</b> ELECTRIC POWER GENERATION	1,014	
<b>C</b> PETROCHEMICALS, REFINERIES & CHEMICALS	371	
<b>D</b> PULP & PAPER	67	
<b>E</b> PHARMACEUTICALS / HEALTH CARE PRODUCTS	1,104	
<b>F</b> FOOD / BEVERAGE	270	
<b>G</b> MUNICIPAL DRINKING WATER	624	
<b>H</b> STEEL, AUTO & INDUSTRIAL MFG.	118	
<b>I</b> GOVERNMENT AGENCIES	271	
<b>O</b> OTHER ENDUSE APPLICATIONS	399	
<b>VENDORS:</b>	<b>6,228</b>	<b>40.4%</b>
<b>J</b> WATER TREATMENT CHEMICALS	1,146	
<b>K</b> ARCHITECTURAL, ENGINEERIN & CONSULTING	968	
<b>L</b> (OEM) EQUIPMENT MANUFACTURERS	2,261	
<b>M</b> DI WATER SERVICES, OR EXCHANGE TANKS	409	
<b>N</b> OTHER VENDORS	1,444	
<b>MISCELLANEOUS WATER APPLICATIONS</b>	<b>4,153</b>	<b>27.0%</b>
<b>TOTAL:</b>	<b>15,395</b>	

# ULTRAPURE WATER® journal

## 2010--CLASSIFIED ADVERTISING

Classified advertising is charged at \$25/line for 4.25" across (26 picas width) layout. Classified advertising is noncommissionable to advertising agencies.

Typical advertisement:

### TECHNICAL SALES

XYZ Water, Inc., an environmental equipment mfg specializing in water treatment systems, is currently seeking an experienced technical salesperson with a chemical engineering or chemistry background. Degree preferred but not required. Industrial water treatment background is a plus. Position may involve up to 30-40% travel. Send cover letter and resume to:

**XYZ Water Inc., attn: HR, 2021 Main Drive, Anytown, KS 74097.**

The above is a typical layout for a classified advertisement. The above would be charged \$175 (7 lines). Black & White logos may be included at a \$25 premium.

### SUBMISSION PROCEDURE:

E-mail: [info@ultrapurewater.com](mailto:info@ultrapurewater.com)

Mailings: 60 Golden Eagle Lane  
Littleton, CO 80127

Advertisement will be typeset and faxed to advertiser for proofing and approval. All classified advertising must be prepaid by either check or major credit card at the time the typeset ad is proofed and approved by the advertiser.

All classifieds will also be posted for free on the On-line classifieds section of our web site.

## 2009--ON-LINE BANNER ADS

Banner ads on [www.ultrapurewater.com](http://www.ultrapurewater.com) appear on the **Home Page** on a random basis shared among 10 ads. Advertiser may select higher exposure by selecting more than 1x frequency.

Large banner: 150 x 150 px	\$200/month (1x/10 frequency based on random selection)
Medium banner: 150 x 100 px	\$150/month (1x/10 frequency based on random selection)
Small banner: 150 x 70 px	\$100/month (1x/10 frequency based on random selection)

### ADVERTISEMENT ACCEPTANCE

Tall Oaks Publishing reserves the right to refuse to publish any advertisement by any advertiser for any reason without explanation to the advertiser.

**ULTRAPURE WATER® journal**

**Phone/fax: 303-973-6700**

**[www.ultrapurewater.com](http://www.ultrapurewater.com)**

# ULTRAPURE WATER® journal

## 2009-2010 ON-LINE BUYER'S GUIDE

The **On-Line Buyer's Guide** posted on [www.ultrapurewater.com](http://www.ultrapurewater.com) generates thousands of click-throughs to advertiser's web sites annually. During 2009 this Buyer's Guide will again be expanded and promoted to reader's of ULTRAPURE WATER® journal as an alternative to the traditional Reader's Service Card which is no longer used in the publication. Here are the rules and regulations regarding the On-Line Buyer's Guide.

**Qualification:** This *Free-of-Charge* listing is made available only to advertisers in ULTRAPURE WATER® journal as a *Value Added Bonus*. This On-Line Buyer's Guide is an extension of the printed version published each year in the December issue of the publication. New advertisers are added as they begin advertising in ULTRAPURE WATER journal. Advertisers will be included for a six-month period after their most recent advertisement appears in the digital edition of ULTRAPURE WATER® journal.

**Product Listings:** The product categories listed for an advertiser are taken directly from the print advertisement copy. A multi-product firm that advertises only one product, pumps for example, will be listed under Pumps, even though they might market many different products to the high-purity water market. There are currently over 45 categories. New categories will be added, and current ones modified, as necessary. Ads that bridge product categories will be assigned to more than one product. However, a 1/4-page ad will be limited to two product categories, and a full-page ad to 5 products. This Buyer's Guide is a *Free, Value Added Bonus* to advertisers, and as such, additional categories that are not advertised in the ads cannot be "purchased" for listing.

**Advertiser's Contacts:** The firm's mailing address, web address and e-mail information that is listed in the Buyer's Guide is generally taken from information appearing on the ad and/or where the print ad is billed. Only one address is given for each advertiser. Regional offices are not listed separately. Advertisers who have separate divisions that advertise independently can have individual listings. International firms are listed either at the corporate headquarters address, or at the address where the print ad originates.

**[www.ultrapurewater.com](http://www.ultrapurewater.com)** is the web address where individuals can locate over 1,700 technical articles on industrial water treatment, and find a full array of technical books, CDs and video training material. This is the driving force behind the increasing popularity of this site. The **On-Line Buyer's Guide** provides ULTRAPURE WATER® journal advertisers with increasing value-added opportunities to reach potential buyers at **no additional cost**.