

ADVERTISE ON THE #1 WATER CONSERVATION WEBSITE ON THE INTERNET

wateruseitwisely.com



WATER-SAVING DEVICE

#37

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RESULTS THAT NEVER FALL BELOW THE FOLD

Thanks to the popularity of WaterUseItWisely.com, and to its partnership with more than 400 public and private entities throughout North America, Water - Use It Wisely has established itself as the leading voice in water conservation.

Now in its 10th year, the Water - Use It Wisely campaign makes smart water use fun and easy for everyone. And several top brands have taken notice. These include Home Depot, Lowe's and Rain Bird, all of whom have partnered with Water - Use It Wisely to draw attention to their water-saving products and services.

The top-ranked site for popular search terms such as "water conservation" and "water saving tips," WaterUseItWisely.com features more than 100 tips on how to save water in and around the home, along with articles and instructions on everything from programming sprinklers to landscaping with water-friendly plants.

Now, you can promote your own contribution to smart water use and management by advertising on WaterUseItWisely.com, the number one water conservation website on the internet.

#01

BENEFITS OF ADVERTISING WITH WATER - USE IT WISELY

Advertising with Water - Use It Wisely provides many benefits. Here are just a few of them:

- **A Motivated Readership** - Visitors to the site are passionate about wise water use and use the site as a resource to evangelize their unique water mission.
- **A Growing Readership** - Site readership is up to an average of 25,000 visits a month and continues to grow.
- **A Targeted Readership** - Our readers are looking to save water, and for products that will help them do just that. They actively search for water-saving technology and tips, and they find WaterUseItWisely.com.

Advertising with Water - Use It Wisely will provide you with a growing, targeted, and most importantly, a motivated readership looking to make a difference through the use of your product or service.

ONLY FOR SELECT ADVERTISERS

Advertising and promotion on WaterUseItWisely.com is limited only to organizations with a proven and measurable track record of promoting smart water use. Prior to appearing on the site, all ads and promotional materials must first be approved by Park&Co, creators of the Water - Use It Wisely campaign. No advertising for alcohol, tobacco or firearms will be considered.

ONLINE STATISTICS*

Over the past 6 months, WaterUseltWisely.com's readership has grown by 66%. Traffic will continue to grow as the messages of water conservation and green living gain traction and grow in popularity.

AVERAGE MONTHLY TRAFFIC

Visits	25,000
Pageviews.....	56,000
New Visits	87%
Time on Site.....	2:35
Pages/Visit.....	2.5

The search performance of WaterUseltWisely.com is second to none. Placing your ad on this site will put your product at the top of search engine rankings for these highly searched terms and others.

TOP KEYWORD PHRASES	RANKING PAGE	RANK
water conservation.....	Home	1
save water	100+ Ways To Conserve.....	3
save water	Home	4
saving water	100+ Ways To Conserve.....	2
saving water	Home	3
water saving tips.....	100+ Ways To Conserve.....	1
water saving tips.....	Home	2

WaterUseltWisely.com's most popular pages provide users with valuable product information, water-saving tips, and advice. Users are motivated to action by the site and will likewise be moved to purchase products featured on its pages.

PAGES	PAGEVIEWS/MONTH
Home	18,000
100+ Ways to Conserve	12,000
Links and Resources	2,000
Indoor Tips	1,300
Outdoor Tips	800
Indoor Water Saving Products	700
Outdoor Water Saving Products	600

* Statistics gathered using Compete, Quantcast, and Google Analytics and Google Search Rankings.

ADVERTISING OPPORTUNITIES

WaterUseItWisely.com offers a variety of advertising opportunities ranging from banners to buttons to skyscrapers. The variety of placement opportunities provides advertisers high exposure and rich contextual relevance. We offer Premium and Standard levels of exposure. The pages included in each package and the numbers of pageviews per package are outlined in the charts below. Your ad will appear on all pages of the package continually for the duration of your purchase.

PREMIUM PACKAGE PAGES	PAGEVIEWS/MONTH
Home	18,000
100+ Ways to Conserve	12,000
Indoor Tips	1,300
Outdoor Tips	800
TOTAL	32,100

STANDARD PACKAGE PAGES	PAGEVIEWS/MONTH
100+ Ways to Conserve (Below Fold)	12,000
Links and Resources	2,000
Indoor Tips (Below Fold)	1,300
Outdoor Tips (Below Fold)	800
Indoor Water Saving Products	700
Outdoor Water Saving Products	600
TOTAL	17,400

Ads will be accepted in multiple formats including static GIFs and JPEGs. Flash, SWF and pop-ups will not be accepted. All ads must be approved by Water - Use It Wisely prior to placement on the site.

Ad sizes and page positions are illustrated on the page 6.

AD SPECIFICATIONS

AD TYPE	SIZE	MAX. FILE WEIGHT
SKYSCRAPER	160 PX (W) X 600 PX (H)	40K
FULL BANNER	468 PX (W) X 60 PX (H)	40K
BUTTON	120 PX (W) X 60 PX (H)	40K

SPONSORED TEXT ADS

WaterUseltWisely.com also offers a sponsored text link program for both indoor and outdoor water-saving product and services. Two package placement opportunities provide advertisers high exposure at an affordable price. Pages included in this program and the number of associated pageviews, are outlined in the charts below. Your link will appear continually on all pages of the package continually for the duration of your purchase.

INDOOR WATER-SAVING PACKAGE PAGES	PAGEVIEWS/MONTH
Indoor Tips	1,300
Outdoor Water Saving Products	700
TOTAL	2,000


OUTDOOR WATER-SAVING PACKAGE PAGES	PAGEVIEWS/MONTH
1Outdoor Tips	800
Outdoor Water Saving Products	600
TOTAL	1,400

In order to maintain the integrity and trustworthiness of WaterUseltWisely.com, and to meet SEO standards, all paid text links will be listed in a section of package pages clearly defined as "Sponsored Links". In addition, the rel="nofollow" tag will be added to all paid links.

Sponsored text link page position is illustrated on the next page. Rates can be found in section #4 Online Rates.

AD SIZES & PAGE POSITIONS:

100+ WAYS TO CONSERVE LINKS & RESOURCES KIDS JOIN THE CAUSE BLOG



WATER- SAVING DEVICE
#1 IT ALL STARTS WITH YOU.
 FIND MORE WATER SAVING TIPS »

THERE ARE A NUMBER OF WAYS TO SAVE WATER, AND THEY ALL START WITH YOU. »

Select Your Region
 Global Site

SEND THIS SITE TO A FRIEND
 Your Name
 Friend's Email
 Send

CONNECT
 Subscribe »

CONTACT INFO
 Water - Use It Wisely
 4144 N 44th St
 Suite A-2
 Phoenix AZ 85018
 (602) 682-0622
 Send us a note »

SAVE WATER OUTDOORS
 Did you realize that the majority of the water you use in your home is used outdoors? You can save a lot by picking the right plants and watering smartly.
 View all outdoor tips »

Play the TIP TANK Game
 Click here for a fun way to learn new water-saving tips »

May 14 2009 Water - Use It Wisely featured in popular children's book...
 The Water - Use It Wisely, "Family Water Audit" quiz is featured in the popular book, "The New 50 Simple Things Kids Can Do To Save The Earth..."

May 01 2009 Are you "shirtworthy?" Tell us why and we'll send you a free Water - Use It Wisely shirt...
 Remember how Elaine from Seinfeld went through the painstaking exercise to ensure all of her suitors were "spongeworthy?" Well, we've just launched new t-shirts here at Water -

Apr 30 2008 Previewing the new Water - Use It Wisely tshirt...
 We'd like to introduce you to the newly designed, limited edition, Water - Use It Wisely tshirt.
 Designed from 100 percent USDA certified organic cotton as part of...

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 This site validates for XHTML and CSS

Large Skyscraper
 160px x 600px

Button
 120px x 60px

Full Banner
 468px x 60px

Ad size and placement are consistent throughout all pages of the site for both **Premium** and **Standard** Packages.

100+ Ways to Conserve Links & Resources Kids Join the Cause Store Blog

Home » 100 Ways To Conserve »

Indoor Tips

Home Water Audit
 Indoor Tips
 Water Saving Products
 Outdoor Tips
 How To
 Water Saving Products
 Monthly Planner

Select Your Region
 Global Site

Email Newsletter Signup
 Sign up for water conservation tips and news.
 Email Address
 Sign Up

ShareThis »
 Subscribe »
 Shop the Store

SPONSORED TEXT LINKS
 Up to 50 character headline. Up to 130 character description.

#2 When washing dishes by hand, don't let the water run while rinsing. Fill one sink with wash water and the other with rinse water.

#5 Run your washing machine and dishwasher only when they are full and you could save 1000 gallons a month.

#8 Use the garbage disposal sparingly. Compost instead and save gallons every time.

#10 For cold drinks keep a pitcher of water in the refrigerator instead of running the tap. This way, every drop goes down you and not the drain.

#13 Wash your produce in the sink or a pan that is partially filled with water instead of running water from the tap.

#16 If your shower can fill a one-gallon bucket in less than 20 seconds, then replace it with a water-efficient showerhead.

#17 Collect the water you use for rinsing produce and reuse it to water houseplants.

#22 When you shop for a new appliance, consider one offering cycle and load size adjustments. They are more water and energy-efficient than older appliances.

#23 Time your shower to keep it under 5 minutes. You'll save up to 1000 gallons a month.

#24 Install low-volume toilets.

SAVE GREEN TO GET GREEN
 with hundreds of water and energy conservation products
 its. easy being green
 green shopping made easy

ONLINE RATES

Ad placements are priced according to a standard cost per day model, with spaces occupied for the time paid. Placement packages determine rates. Pages receiving higher traffic are priced accordingly. Availability of space is on a first-come first-served basis.

AD TYPE	PLACEMENT	CPD	MIN. COMMITMENT
Skyscraper	Premium	\$35.00	30 Days (\$1050)
Skyscraper	Standard	\$30.00	30 Days (\$900)
Banner	Premium	\$25.00	30 Days (\$750)
Banner	Standard	\$20.00	30 Days (\$600)
Button	Premium	\$15.00	30 Days (\$450)
Button	Standard	\$10.00	30 Days (\$300)
Text	Indoor Tips	\$1.50	30 Days (\$45)
Text	Outdoor Tips	\$1.50	30 Days (\$45)

HOW IT WORKS

Follow these steps to purchase your ad on WaterUseItWisely.com:

1. Go to <http://wateruseitwisely.com/advertise>
2. Fill out our form and upload your ad(s)
3. Submit the form to send us the file and notify us of your wish to purchase the space
4. Use the Google Checkout selector to choose your placement size and package
5. Submit your payment information
6. Wait to hear from us

Once we've received your order and approved your ad, you'll receive an email from us confirming your placement date.

CONTACT

Contact Water - Use It Wisely today to start reaching our growing, targeted, and motivated audience of water-conscious readers. Visit <http://wateruseitwisely.com/advertise> to purchase your space, or contact us using the information below.

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4144 N 44th Street
Suite A-2
Phoenix AZ 85018
advertise@wateruseitwisely.com
(602) 682-0622
