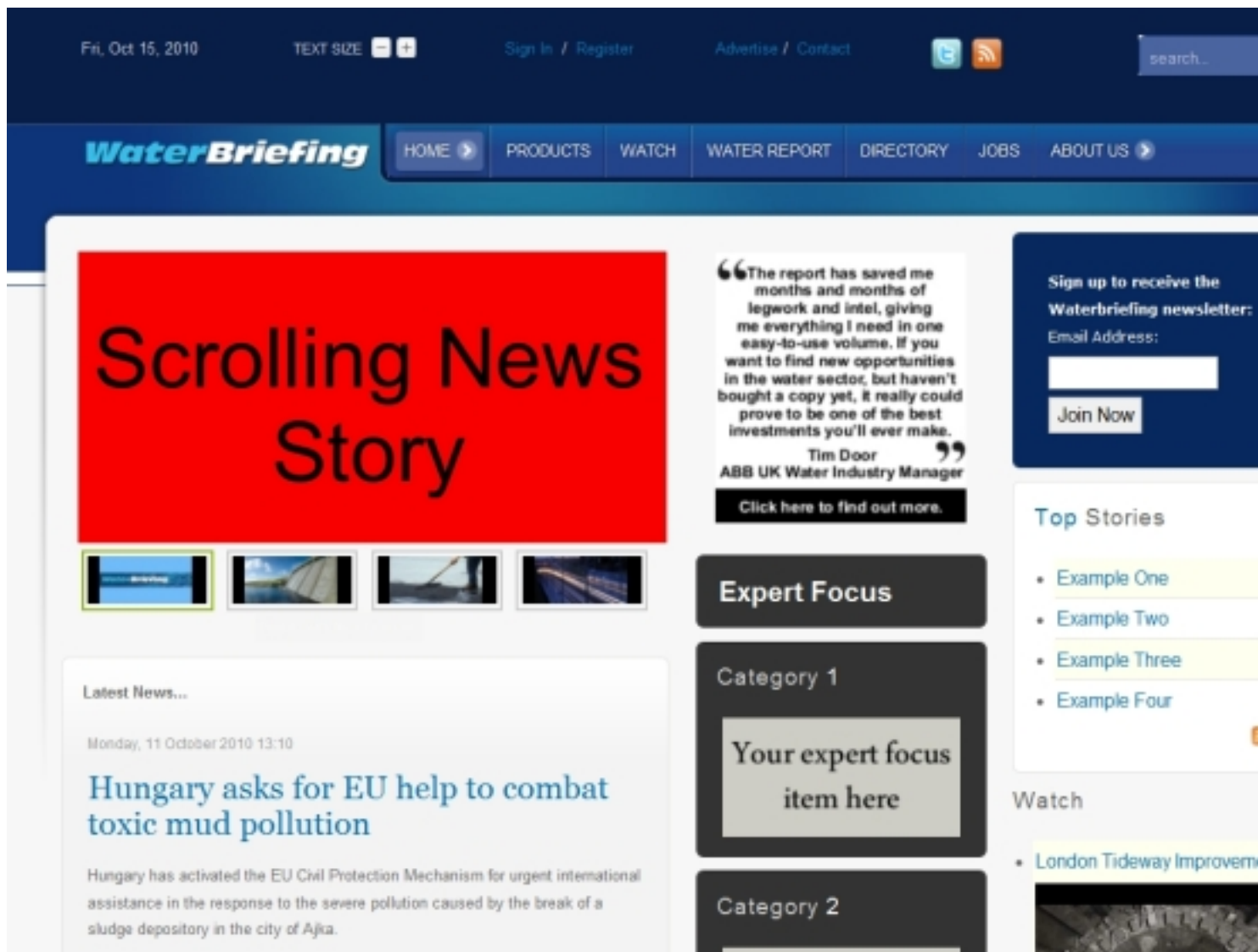


Our readership values the information and intelligence they get from WaterBriefing – ranging from our daily news stories to the key messages our advertisers want to get across. We believe our advertisers’ information should receive the same attention that we devote to the issue-driven editorial coverage that we provide – so we make sure it appears as premium content on the site.

Scrolling News Story

Located in the top left hand section of the home page, this campaign includes an image and click through to story of up to 500 word story with links through to company site. This campaign receives a high number of hits and also includes a listing on the Product News section of the site which appears next to all news stories.



Product Showcase

Entry-level advertising to publish an article (including an image) in the WaterBriefing Product Showcase. Your article will receive home page coverage, will be displayed in the Product Showcase area and will be run on the site for a guaranteed six months.

Product showcase positioned directly beneath the latest news stories.

The screenshot displays a website layout with several key sections:

- News Article:** Titled "Elgin flood prevention scheme", dated Friday, 08 October 2010 06:50. The text states: "Scottish Ministers are seeking views on changes to plans designed to safeguard a Morayshire town from the impact of flooding." It includes a "Read more..." link and a pagination bar showing "Page 1 of 652".
- Product Showcase:** A section titled "Product Showcase" containing two items:
 - Protecta-Line range grows with new ferrule:** Describes the GPS PE Pipe System's award-winning barrier pipe system, extended with a unique saddle ferrule. Includes an image of the ferrule.
 - Safety Interlock Key Exchange Unit with Integrated Switch Function:** Describes an industrial safety specialist's integrated key switch function for isolating power and releasing access keys. Includes an image of the unit.
- Advertisements:** Two vertical ads are present. The top one is for "IMS Business Information Services" offering confidential research. The bottom one is for "StakeholderTALK" offering online tools for stakeholder engagement.
- Latest Jobs:** A sidebar section listing job opportunities:
 - MI Analyst 12 month FT...
 - Gas Fitter - Commercial Knowledge Based Swindon
 - Environmental Regulation Manager
- Navigation and News Categories:** At the bottom, there are buttons for "Company News", "Water Issues", and "People and Places". Below these are three columns of news items:
 - Company News:** "New £2M Wastewater Treatment Works opens in Londonderry"
 - Water Issues:** "Water, water everywhere: domestic water leaks cost britons £1.8 billion per"
 - People and Places:** "Welsh Water Chairman Lord Burns to stand down in 2010"

Dedicated product showcase page

The screenshot shows the WaterBriefing website interface. At the top, there is a navigation bar with the logo 'WaterBriefing' and menu items: HOME, PRODUCTS, WATCH, WATER REPORT, DIRECTORY, JOBS, and ABOUT US. The main content area is titled 'Product Showcase' and features several articles:

- Protecta-Line range grows with new ferrule**: GPS PE Pipe System's award winning Protecta-Line barrier pipe system has been extended with a unique saddle ferrule. Includes an image of a pipe connection.
- Safety Interlock Key Exchange Unit with Integrated Switch Function**: Industrial safety specialist Fortress Interlocks has integrated a key switch function into key exchange units, making it possible to isolate the power and release access keys in one operation. Includes an image of a key exchange unit.
- Grade 50 Stainless Steel Pump lifting chains with master links**: Bradney Chain has further developed its range of Grade 50 Stainless Steel Pump lifting chains with master links. Includes an image of a chain link.
- Manhole Buddy**: The newly expanded Manhole Buddy manhole... Includes an image of a manhole cover.
- Elemental analysis – anywhere, anytime, anyplace**: A transportable version of the Teledyne Leeman Labs Prodigy ICP Spectrometer has been developed to enable high quality laboratory analysis in the field.
- Self-Cleaning HYDRA nitrate analyzer system for water quality monitoring saves time & money**: Featuring a precision nitrate ISE electrode sensor with an integral self-cleaning sprayer, the new HYDRA Nitrate Analyzer System from Electro-Chemical Devices, Inc. (ECD) offers superior...

On the right side, there is a sidebar advertisement titled 'Get your product noticed' with a 'buy now' button.

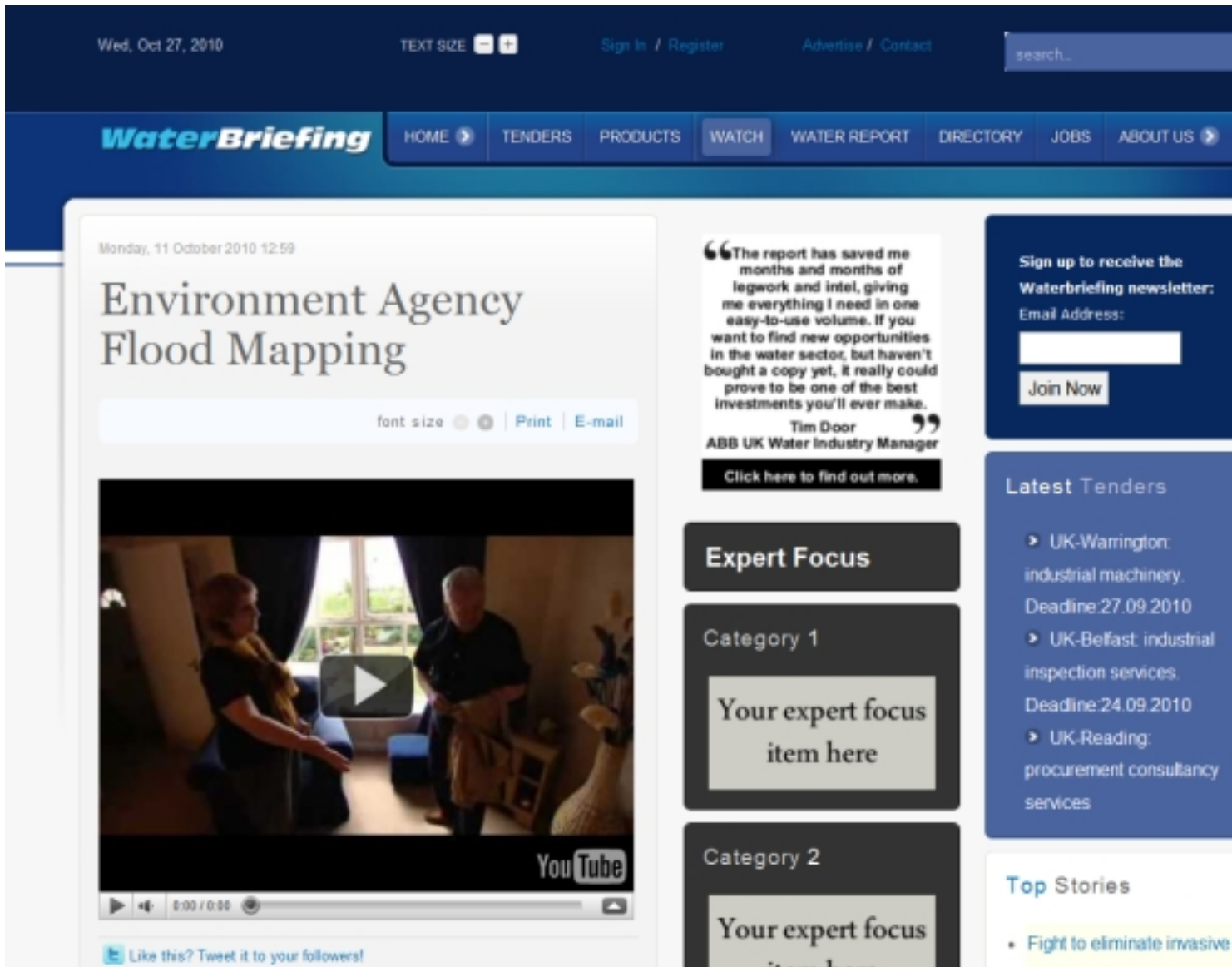
Supplier Directory

Be listed in the WaterBriefing Supplier Directory and ensure your company is clearly visible to the water companies and their key contractors looking to procure technologies, equipment and services.

[Click here for more information.](#) **WaterBriefing Video Channel**

From placing a static advert at the beginning or end of a relevant editorial video to a full video series profiling your company, product and brands, WaterBriefing's video channel has the flexibility to meet all your marketing requirements.

Upload your videos to demonstrate your company's products, capabilities, views and news with a direct click-through to your website. From live webinars to practical demonstrations of your technology's capabilities, WaterBriefing will put your company in front of an informed professional audience keen to obtain the latest available information and intelligence.



[Contact us now to discuss advertising opportunities.](#)