



Description of the NAEP *E-News* Newsletter Content:

The NAEP *E-News* newsletter is a bimonthly (6 issues per year) newsletter on environmental news such as climate change, air and water pollution, natural resources, renewable energy and energy policy, and regulatory and legislative updates as well as NAEP Association updates. The NAEP *E-News* is the primary communication vehicle that is used for NAEP to communicate to its 900 members, 2,000 past members, prospects and industry contacts as well as our 14 affiliate chapters members. Many of the Chapters also share the publication with their chapter members with provides an additional 3,600 subscriber base. Each issue of the NAEP *National Desk* newsletter contains approximately 2 in-depth articles on current national issues affecting the environmental professional as well as association information and chapter updates. The NAEP *E-News* newsletter estimated distribution is to more than 6,500 NAEP members/contacts and affiliate chapter members (see [NAEP Membership/Potential Readership Information](#) below). Current and archived issues are also posted on the NAEP website. News articles in the NAEP *E-News* are provided through contributions by NAEP Leadership, Members and other industry experts.

Advertising in this important publication will be limited to two pages per issue so if you are interested in advertising please act quickly to secure your space.

Circulation Method:

Each issue of the NAEP *E-News* newsletter will be emailed as a link to each NAEP general member and to the representative of each affiliate chapter. The link will connect recipients directly to a PDF of the current issue available on the NAEP website at www.naep.org. Chapter representatives are expected to forward the email or link to their membership. The email can also be printed for additional exposure and the pdf can be forwarded by email to give your company additional exposure.

The National Association of Environmental Professionals (NAEP) is a multidisciplinary, professional association dedicated to the promotion of ethical practices, technical competency, and professional standards in the environmental fields. Our members reflect a diversity of employers, including government, industry, academia, consulting firms, and the private sector in the U.S. and abroad. They have access to the most recent developments in environmental practices, research, technology, law and policy.

NAEP Membership/Potential Readership Information

The NAEP *E-News* newsletter is emailed to more than 2,900 NAEP members/contacts and is routinely forwarded to an estimated 3,600 affiliate chapter members. Those membership numbers are defined as follows:

- More than 900 General, Associate, Student, Senior and Corporate members.
- More than 2,000 past members, prospects and other industry contacts
- More than 3,600 chapter affiliate members through 17 state or regional affiliate chapters. In accordance with current NAEP bylaws and chapter affiliation agreements, NAEP does not hold or have access to chapter membership roles. NAEP expects that chapter representatives will forward the NAEP *E-News* newsletter to its membership. However, the NAEP cannot guarantee that chapter representatives will forward each issue to its membership or the timing of their action. Chapter representatives have volunteered the following membership counts:

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| 1) Alaska – still awaiting count | 10) Mid-America – still awaiting count |
| 2) Arizona – 35 | 11) Mid-Atlantic – 40 |
| 3) California – 1,600 | 12) North Carolina – 145 |
| 4) Florida – 800 | 13) Northwest – 185 |
| 5) Georgia – 46 | 14) Pennsylvania – 255 |
| 6) Hawaii – 72 | 15) Rocky Mountain - 149 |
| 7) Illinois – 65 | 16) Texas – 180 |
| 8) Indiana - 120 | 17) North Texas – still awaiting count |
| 9) Michigan – still awaiting count | |

Membership by Type:

During February 2009, NAEP polled current and former members using a 14-question survey. A total of 647 people responded to the survey. About 57 percent were members and 20 percent were former members. About 41 percent identified themselves as NEPA professionals, 32 percent were in planning, 32 percent were in permitting, 29 percent were in monitoring and auditing, 21 percent were in Environmental Management Systems (EMS), and 20 percent were in regulation. Most respondents listed their role in the profession as project management, followed by technical specialist. Major topics of professional involvement included environmental planning (62 percent), environmental regulation (54 percent), public participation (42 percent), training (36 percent) and assessment of policies, plans and programs (32 percent). Geographically, the largest group responding were in the Southeast (26 percent), followed by the Southwest (22 percent) and Mid-Atlantic (13 percent). The question allowed people to categorize where they worked by either state or region. States most commonly listed were California, North Carolina, and Florida. For the percentages above, California was included with the Southwest, and North Carolina and Florida were included in the Southeast. About 5 percent indicated that they worked nationwide. The largest group of respondents was educated in the biological sciences (44 percent), although 38 percent indicated “other” as the subject area for their college degree; 15 percent checked ‘engineering’ and 12 percent checked ‘planning.’ Most members report also being a member of other environmentally related associations.

Advertising Information:

Production Schedule:

The NAEP *E-News* newsletter is a bimonthly (6 issues per year) newsletter published on the schedule below. This schedule may change based on content delivery time.

- Wednesday, February 23, 2011
- Wednesday, April 20, 2011
- Wednesday, June 22, 2011
- Wednesday, August 24, 2011
- Wednesday, October 19, 2011
- Wednesday, December 14, 2011

Deadline for receipt of ad(s):

NAEP anticipates running the same ad each issue. If an advertiser/newsletter sponsor wants to change or run a different ad the new ad must be received by COB on the Wednesday prior to the issue date (i.e., 2/16 for the 2/23 issue).

Advertising Rates for 2011:

Sponsorship advertisements are each 1/4 page (approximately 3.375 x 4.125 inches) or in 1/2 page (approximately 7.25 x 4.75 inches vertical) or (approximately 3.375 x 8.625 inches horizontal).

The NAEP newsletter requires that all ads be submitted in camera ready format (.jpg, .pdf or similar) meeting the dimensions of the requested ad size. The file size is requested to be no more than 100 kb. There will be a six ad maximum per issue so please contact us ASAP if you want to place an ad.

- Single ad price: 1/4 page \$600 or 1/2 page \$1,000
- 3-5 ad price: 1/4 page \$500 per ad or 1/2 page \$850 per ad
- 6 ad price (an ad in each issue): 1/4 page \$375 per ad or 1/2 page \$625 per ad

Past issues of the NAEP *E-News* newsletter are posted on the NAEP web site (www.naep.org).

To Place an Ad:

To place an ad, further information or inquiries, or to request a sample Newsletter contact:

NAEP Newsletter
PO Box 460
Collingswood, NJ 08108
Tel: 856-283-7816
Fax: 856-210-1619
Email: naep@naep.org

To place an ad, send the ad PLUS the following information:

- contact person (include name, address, phone, fax and email)
- billing address (if different than contact person)
- ad size