

# The Clarifier

## 2026 Advertising Information



WISCONSIN WASTEWATER  
OPERATORS ASSOCIATION

### First off – Thank you!

The Clarifier's publication and continued success  
would not be possible without your support.

*Seriously – the newsletter is compiled solely by*  
*volunteers and printed locally in Wisconsin.*

Advertising supports over 99% of the cost of an issue – keeping  
membership dues low while providing widespread information!

### Why continue to support the Clarifier?

The Clarifier provides a platform to reach EVERY WWOA member 5  
times per year.

Advertising is prominently featured throughout the issue alongside  
informative articles and information.

Each issue is posted on the WWOA website for member access,  
increasing the number of contacts.

#### 2026 Contacts

##### WWOA Directors:

Kevin Berg, Chair

[kberg@walcomet.com](mailto:kberg@walcomet.com)

Brooke Klingbeil, Committee

[bnklingbeil@gmail.com](mailto:bnklingbeil@gmail.com)

##### Clarifier Staff:

Jon Butt, Editor

[Jon.butt@meadhunt.com](mailto:Jon.butt@meadhunt.com)

Doralee Piering, Coordinator

[Doralee.piering@energenecs.com](mailto:Doralee.piering@energenecs.com)

Jeremy Cramer, Contributor

[jcramer@cityofsunprairie.com](mailto:jcramer@cityofsunprairie.com)

#### Quick Facts

The Clarifier reaches **over 1,000**  
members every edition.

In 2025, the Clarifier published  
over **200,000 total pages.**

### New for 2026

- Online web portal for advertising payments and uploads.
- Advertising rates increased slightly due to increased cost of production since 2022, about 12%.
  - New content and articles, article spotlight emails.

**Please reach out with any questions,  
issues or suggestions!**

Kevin Berg, Clarifier Committee Chair  
[kberg@walcomet.com](mailto:kberg@walcomet.com)  
262-755-9229

#### 2026 Advertising Payments are online only!

**Payments due by 1/30** for February issue advertising.

Information and payment portal is available here:

<https://www.wwoa.org/clarifier-advertisement>