

Daily Power News Network E-Newsletters

The industry's first and largest free e-publication is your daily doorway to the market.

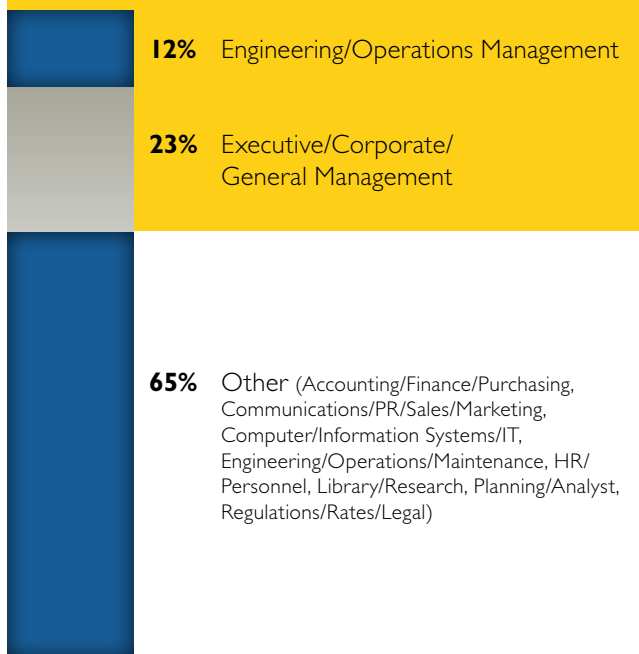
Imagine the impact of having more than 50,000 power industry professionals — all of whom actively seek out information, news and events — view your ads every day. That's exactly what you get by advertising in **Energy Central Daily**. In addition, you can choose to stretch your marketing reach with bonus distribution to **Energy Central Professional**, the go-to subscription service for power pros.



- » Communicate with **more than 42,000 opt-in subscribers** each business day through Energy Central Daily.
- » As a leaderboard advertiser, you can obtain bonus delivery to **9,000 Energy Central Professional subscribers** daily, extending your reach to **more than 50,000 professionals**.
- » **Detailed monthly reporting** ensures you can closely track your marketing investment.

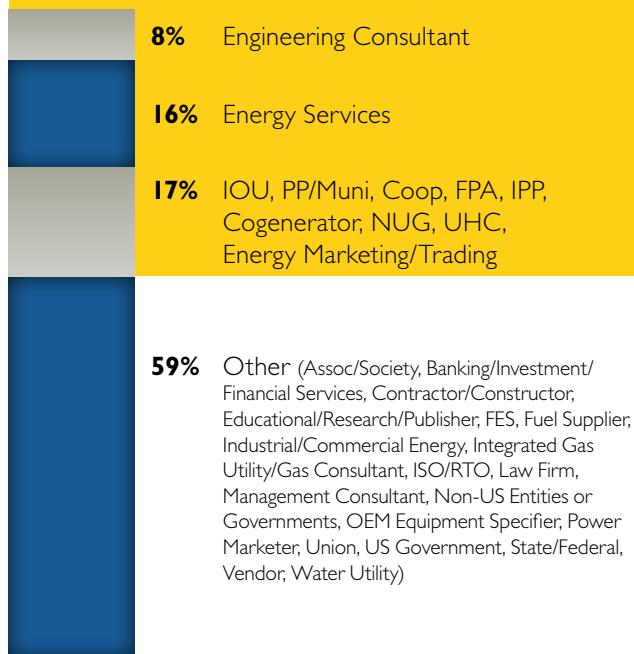
Job Type

35% of recipients are management level and above, so you can easily target and reach decision makers.



Company Type

More than 41% of recipients are employed by energy providers, engineering consultants and service organizations.



Daily Power News Network E-Newsletters cont.

Sample



Leaderboard Ad

728 pixels wide by 90 pixels high
Format: jpg or gif
Max File Size: 30K

Sponsorboard Ad (EC Daily ONLY)

Maximum of 3
180 pixels wide by 150 pixels high
Format: jpg or gif
Max File Size: 20K

Newsletter Sponsor

Text only
4 lines – 70 characters per line
Format: txt

Press Release

Text only
No length limit
Format: txt

Wide Billboard Ad (EC Daily ONLY)

500 pixels wide by 175 pixels high
Format: jpg or gif
Max File Size: 35K

Skyscraper Ad (EC Daily ONLY)

160 pixels wide by 600 pixels high
Format: jpg or gif
Max File Size: 30K

For rate information contact an Energy Central Account Executive.

Telephone: 800.459.2233 or 303.782.5510

E-Mail: sales@energycentral.com
Online: www.energycentral.com/rates.cfm

Graphic Ads

No Flash permitted. This includes GIF and JPG formats. Please specify the URL link and alternate text. If alternate text is not specified, the company name will be used.

Text Ads

All text ads must be submitted in a plain text format. No graphics are permitted in any of the text ads.

Online Frequency Discount

Placements Contracted*	4	12	24	48	96+
Discount	5%	7%	10%	12%	15%

*All website & e-newsletter placements (except PowerAds) contracted at the same time can be combined for frequency volume rates. All prices subject to change without prior notice.