

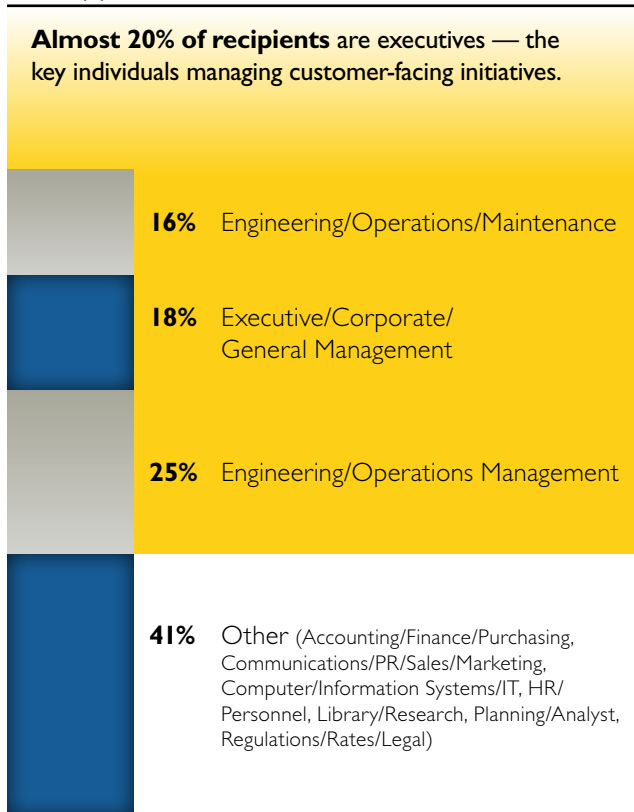
End-Use Weekly E-Newsletter

The place to reach professionals focused on improving energy consumption efficiency.

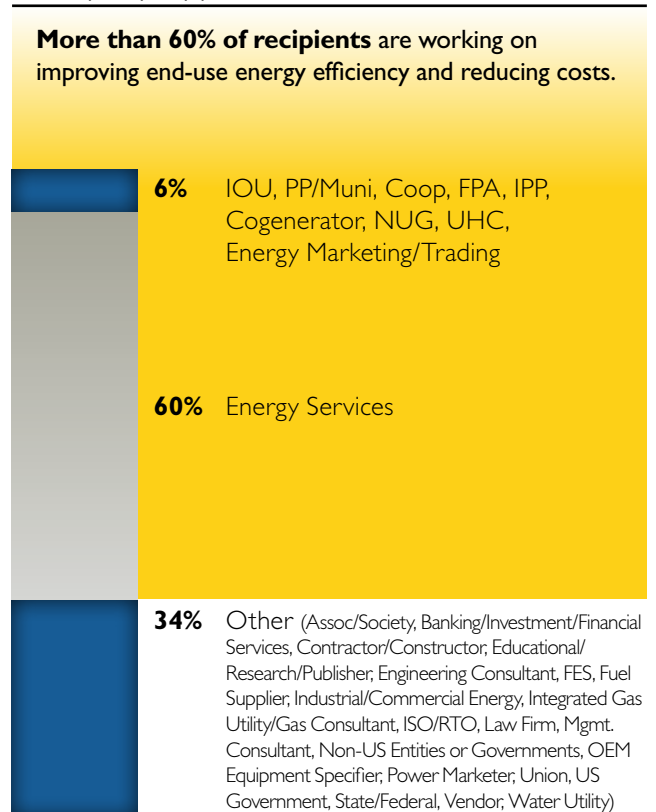
This focused newsletter appeals to C-level executives — CFOs within utilities and energy services organizations, in particular — who are interested in the key challenges and opportunities that require customer buy-in, including rate structure, new technology deployments and energy efficiency initiatives. Because it serves as a communication conduit between energy providers and consumers, it is a great venue for reaching all industry professionals interested in consumer issues.

- » Covers energy consumption topics that **drive financial decision making**, such as rate structure.
- » Superb vehicle for reaching all **customer-facing areas of responsibility within a utility** — including customer service, billing, premise devices and networks and energy efficiency.
- » **Detailed monthly reporting** to help you track your advertising investment.

Job Type



Company Type



End-Use Weekly E-Newsletter cont.

Sample



Leaderboard Ad

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

Sponsorboard Ad

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

Wide Billboard Ad

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

Skyscraper Ad

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.