

## EnergyBiz<sup>®</sup> Magazine

Drive home your message to executives and managers via one of the most respected publications in the industry.

**D**on't just count the people you reach, reach the people who count! When your brand is included in the pages of *EnergyBiz* Magazine, you are not only instantly associated with what is timely and topical in the energy business ... you are also reaching a highly qualified and exclusive audience of decision makers.

*EnergyBiz* focuses on the issues that are top-of-mind for C-level executives as well as the strategies, practices and technologies that senior managers must know to run a utility in the 21st century. This industry-leading publication offers thought-provoking content, cutting-edge design and more executive management subscribers than its competitors.

- » Put your brand in front of more than **24,000 energy professionals**.
- » Reach an exclusive subscribership — **75% are executives and managers**.
- » Rely on a magazine with **proven, superior circulation to executive management** subscribers versus the competition.\*
- » Create a marketing solution that works for your organization with a **wide variety of advertising and promotional options**.



Winner of *Folio's* prestigious "Eddie" award for editorial excellence: 2005, 2006, 2007, 2008 & 2009.

### Audience Reach

**24,415** total subscribers

**16,250** receive print version



**3,750** receive both print & digital versions (unduplicated)



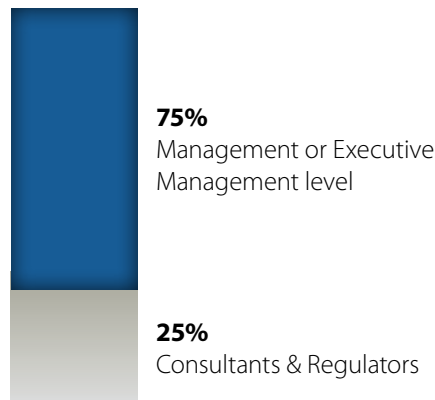
**4,415** receive digital version



**8,000+** in Executive Management





### Subscriber Types



\*BPA Circulation Statement, June 2009.

### Editorial Calendar

Issue	Ad Close	Materials Due	Featured Articles	Special Industry Report	Bonus Distribution
Jan/Feb 	12/1/09	12/8/09	Coal Industry Forecast CFOs Grapple with the Economy Congress Sets Energy Agenda	21st Century Transmission & Distribution	EnergyBiz Leadership Forum, AESP National Conference
Mar/Apr	1/28/10	2/4/10	Obama's Energy Report Card Gas Pipelines Multiply Utilities Prepare Carbon Strategies	Customer Care: Demand Response, CIS	Electric Power
May/June	4/1/10	4/8/10	State Regulators: Tackling Transmission Leading Global Utilities Workforce of Tomorrow EnergyBiz Leadership Forum event coverage	Renewables and Efficiency: Wind, Solar, Hydro, load management	Wind Power, EEI, UTC, APPA National Conference and Public Power Expo
July/Aug 	6/3/10	6/10/10	State Regulators: Tackling Renewables Executive Compensation Review Capturing Efficiency	Smart Grid Nation: AMI, Smart Meter, Demand Response	PPA Business & Financial Conference
Sept/Oct	7/29/10	8/5/10	Investors' Favorite Utility Stocks Smart Grid Build Out – Progress Report Natural Gas Outlook	Information Technology: Core business, Strategic value	Knowledge Summit, Autovation, FRA Renewable Energy Finance & Investment Summit, APPA Customer Connections, GridWeek
Nov/Dec	9/30/10	10/7/10	Nuclear Projects – National Update Chief Information Officers Get Strategic Inside the Department of Energy	Cutting Edge Generation Technologies: the future of Coal and Nuclear Power Work	*TBA

**New in 2010: Ad Effectiveness Study.** Gain critical information on the effectiveness of your ad and message, how it compares to your competitors, and the mind share your brand captures. Ad effectiveness studies are offered in both January/February and July/August issues with complimentary feedback provided to all full page and larger advertisers.

Topics subject to change due to current events.

## EnergyBiz<sup>®</sup> Magazine cont.

### Rates:

Four Color Rates	1x	3x	6x	12x
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Full Page

Half Page

Third Page

Quarter Page

Inside Front Cover For rate information contact an Energy Central Account Executive.

Inside Back Cover Telephone: 800.459.2233 or 303.782.5510

E-Mail: sales@energycentral.com

Outside Back Cover Online: www.energycentral.com/rates.cfm

Spread – 2 Pages

Spread – Inside Front Cover

Spread – Inside Back Cover

Premium Placement

EnergyBiz and Intelligent Utility placements contracted at the same time can be combined for frequency volume rates. All prices subject to change without prior notice.

## EnergyBiz® & Intelligent Utility® Magazine

### Mechanical Specifications

<b>FULL PAGE</b> <b>BLEED SIZE:</b> 8.625" X 11.125" <b>NON-BLEED SIZE:</b> 7.25" X 9.75"	<b>BLEED SIZE:</b> 4.25" X 11.125" <b>NON-BLEED SIZE:</b> 3.5" X 9.75"	<b>HALF PAGE VERTICAL</b>
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<b>BLEED SIZE:</b> 8.625" X 5.5" <b>NON-BLEED SIZE:</b> 7.25" X 4.75"	<b>NON-BLEED SIZE:</b> 2.25" X 9.75"	<b>THIRD PAGE</b>
<b>HALF PAGE HORIZONTAL</b>		

<b>NON-BLEED SIZE:</b> 3.5" X 4.75"	<b>QUARTER PAGE</b>
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### Publication Trim Size

Trim size is 8 3/8" x 10 7/8". Bleed size is 8 5/8" x 11 1/8". Keep live matter 3/8" from all sides that bleed; 1/4" from trim. Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. Allow 3/16" safety at gutter of spreads. For thought leadership sections, a 1/2" white space is required at bottom of each page for the *EnergyBiz* folio; a 1/2" white space is required on the outside margin for the *Intelligent Utility* folio.

Publisher reserves the right to charge for all costs incurred in preparing the material submission that does not meet mechanical specifications.

### Specifications for Digital Ads

- High resolution (300 dpi), CMYK, all fonts embedded Acrobat PDF.
- For color matching, please provide an accurate color printout of the ad. (If an accurate color proof is not provided, Energy Central is not be responsible for the reproduction.)

Failure to supply all necessary resource files and fonts may result in additional charges. If additional work is necessary to ensure proper output, additional production charges may apply and advertiser will forfeit any agency commission. If delays due to missing resource or font files are incurred, late charges will apply.

### Shipment of Materials

Materials should be securely packaged and thoroughly protected to prevent any possible scratching, puncture or folding. Ship materials to:

Production Coordinator  
Energy Central  
2821 S. Parker Rd, Suite 1105  
Aurora, CO 80014

e-mail: [sales@energycentral.com](mailto:sales@energycentral.com)  
phone: 303.782.5510