

EnergyBiz Insider E-Newsletter

Connect with the entire spectrum of utility professionals — from C-level execs to front-line engineers and everyone in between.

Editd by Ken Silverstein, one the of the most well-respected and popular voices in energy journalism, EnergyBiz Insider is where utility professionals of all types turn for in-depth commentary on industry developments. In 2008, it received the highest of accolades with the Best Original Web Commentary award from the American Society of Business Publication Editors. It's this kind of award-winning content that ensures ongoing reader loyalty and high-open rates — an ideal mix for effective marketing.

energybizinsider

- » Reach an audience of **68,000+ opt-in subscribers** three times a week.
- » An excellent resource for **marketing to multiple job types** within utilities.
- » **Award-winning content** ensures readers will return to your ads, time and time again.
- » **Detailed monthly reporting** to help you track your advertising investment.

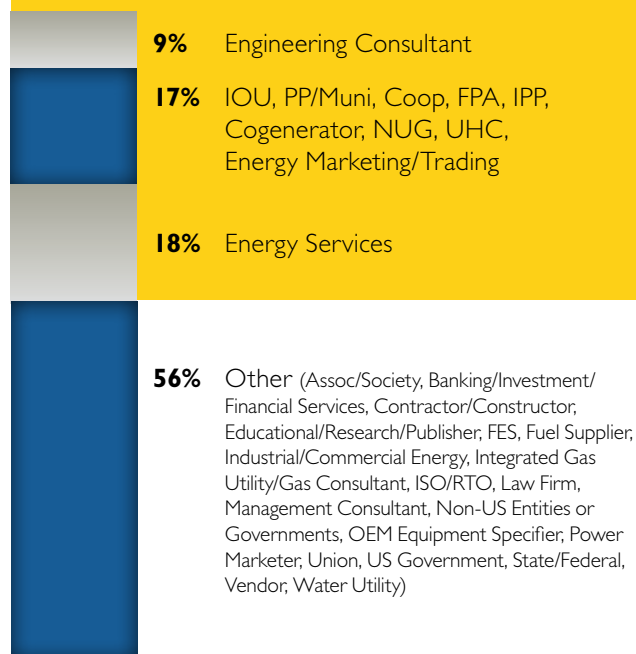
Job Type

66% of recipients are the professionals leading and managing critical operational and customer-facing departments.



Company Type

44% are energy providers, energy services, or engineering consultants — key purchasers of vendors services and products.



EnergyBiz Insider 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.