

EnergyCentral.com

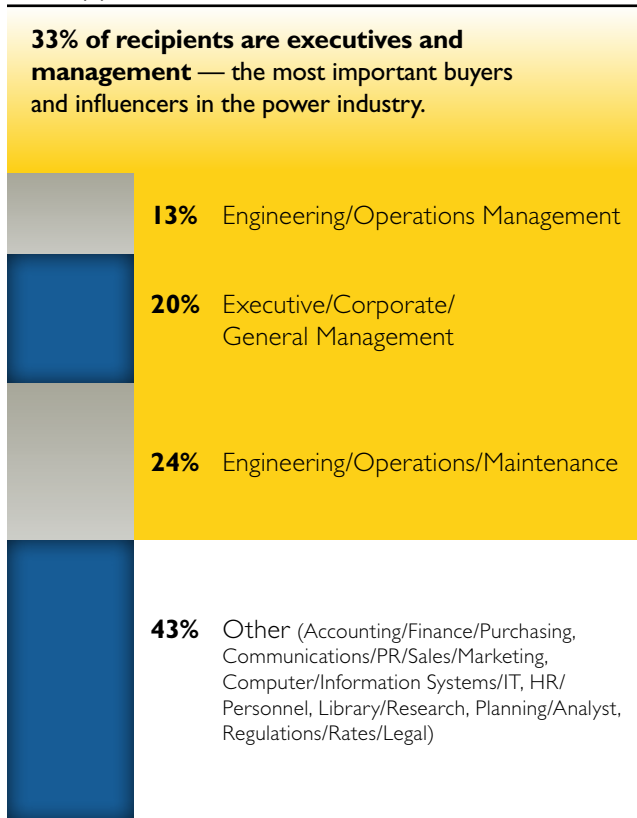
Engage with thousands of power industry professionals via the industry's most active, high-traffic Internet hub.

Go to where the power industry gathers ... at EnergyCentral.com, one of the most highly regarded, innovative news and information sites. As an advertiser, you can opt for full exposure on all content pages within EnergyCentral.com, or you can target a well-defined niche within select areas of the site. Whatever options you choose, you will gain access to an active audience of qualified users that includes.

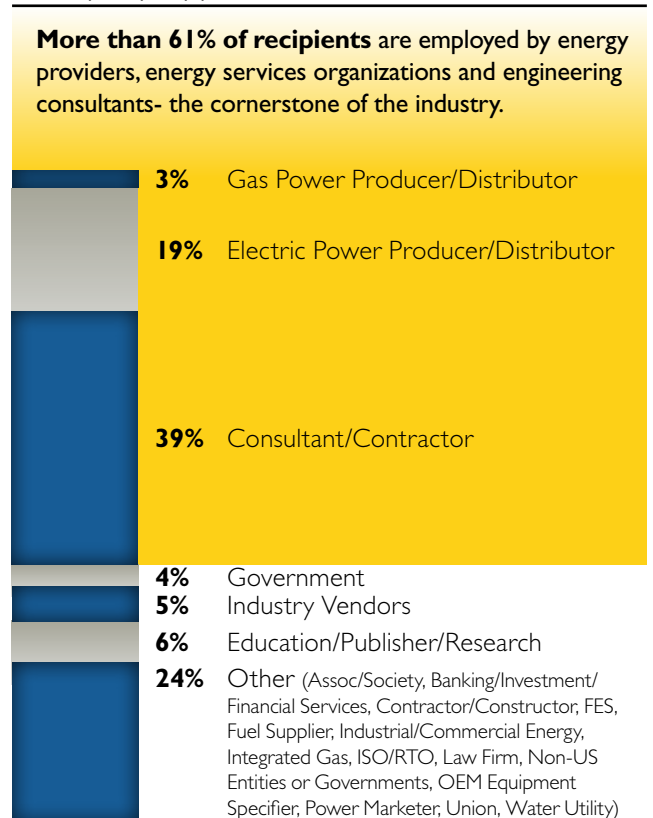
- » **2,000** new users, **31,000** visitors, and **900,000** impressions monthly.
- » The added value of marketing to **9,000 Energy Central Professional** subscribers daily (for run-of-site leaderboard advertisers).
- » You **receive regular reports** on impressions and clicks so you always know how your marketing is performing.



Job Type



Company Type



EnergyCentral.com cont.

As an advertiser with EnergyCentral.com, you have the flexibility to choose options that match your campaign and budgetary needs, including:

Run-of-Site — For those advertisers who seek maximum exposure in all energy sectors, four advertising placements are offered: Leaderboard, Billboard, Wide Billboard and Mini Banner. Leaderboard advertisers will also receive a bonus distribution to Energy Central Professional, the leading subscription news and data service for the power industry with a daily circulation of 9,000.

Run-of-Sector — If you want to focus on specific market segments, Energy Central offers run-of-sector advertising with targeted coverage in one of four areas: Utility Business, Generation, Grid (T&D) and End-Use. Your ad will appear on all pages within your chosen sector for one month.

Run-of-Topic — For those advertisers requiring highly refined lead-generation capabilities, Energy Central offers run-of-topic advertising. This includes targeted exposure within one defined topic for one month.

EnergyCentral.com Sectors & Topics

SECTORS	Utility Business	Generation & Storage	Grid (T&D)	End-Use
TOPICS	<ul style="list-style-type: none">• Billing & Customer Care• Business & Corporate• Carbon Markets• Risk & Operations• Human Resources• Information Technology• Policy, Regulatory & Legal	<ul style="list-style-type: none">• Distributed & Co-generation• Energy Storage• Environmental, Emissions & Carbon Management• Fossil & Other Fuels• Future & Alternative Generation• Hydro• Nuclear• Solar• Wind	<ul style="list-style-type: none">• Communication & Security• Grid Operations• Metering	<ul style="list-style-type: none">• Demand Response• Electric Vehicles• Energy Efficiency

EnergyCentral.com cont.

Sample



Leaderboard Ad

Rotation of 3
728 pixels wide by 90 pixels high
Format: jpg or gif
Max File Size: 30K

Billboard Ad

Rotation of 3
300 pixels wide by 250 pixels high
Format: jpg or gif
Max File Size: 30K

Short Billboard 1 Ad

Up to 2
300 pixels wide by 200 pixels high
Format: jpg or gif
Max File Size: 30K

Short Billboard 2 Ad

Up to 2
300 pixels wide by 200 pixels high
Format: jpg or gif
Max File Size: 30K

Wide Billboard Ad

Rotation of 3
500 pixels wide by 175 pixels high
Format: jpg or gif
Max File Size: 35K

Mini Banner Ad

Multiple Available
300 pixels wide by 125 pixels high
Format: jpg or gif
Max File Size: 20K

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.