

## Generation Weekly E-Newsletter

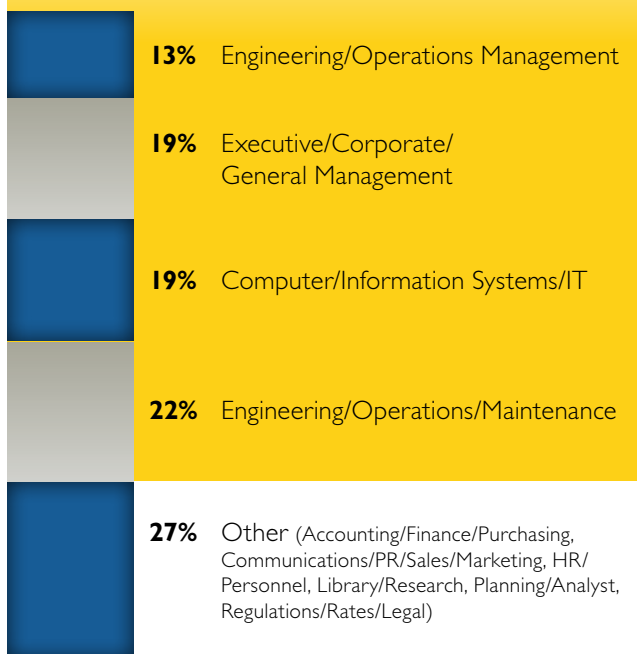
Zero in on utility professionals managing centralized and distributed generation challenges.

**G**et your marketing messages in front of a tightly-knit community of professionals looking for information and new ideas to help solve generation challenges. Weighing the costs and implications of centralized versus distributed generation is a critical issue for energy providers. The generation model a utility is using — or is transitioning to — involves a number of pressing topics, including renewables integration and smart grid infrastructure, and this e-newsletter is where professionals turn for the latest on such issues.

- » Connect with professionals responsible for **managing generation scenarios**.
- » Get your message in front of **16,700 opt-in subscribers** once a week.
- » **Receive regular reports** on impressions and clicks so you always know how your marketing is performing.

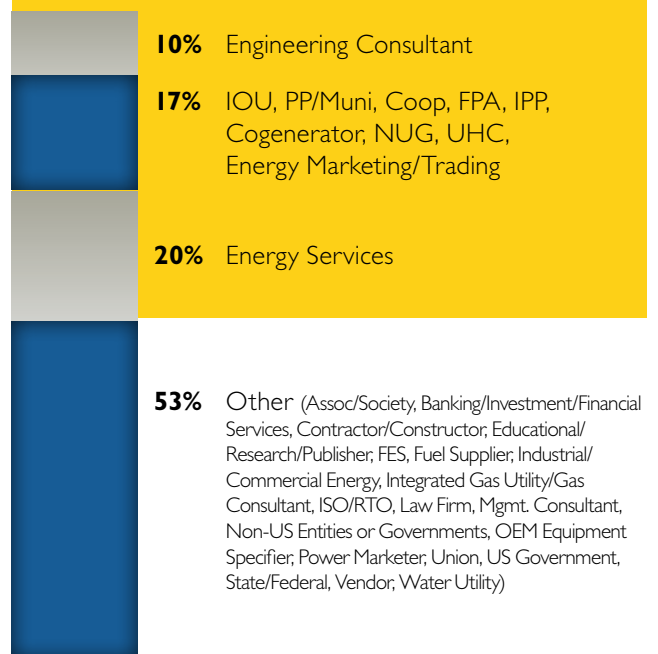
### Job Type

**Almost 75% of recipients** hold positions where they are influencers and decision makers of technology and energy efficiency purchases.



### Company Type

**Almost 50% of recipients** are employed by companies making technology and energy efficiency purchases.



## Generation 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 products and pricing subject to change without prior notice.