

Intelligent Utility® Daily E-Newsletter

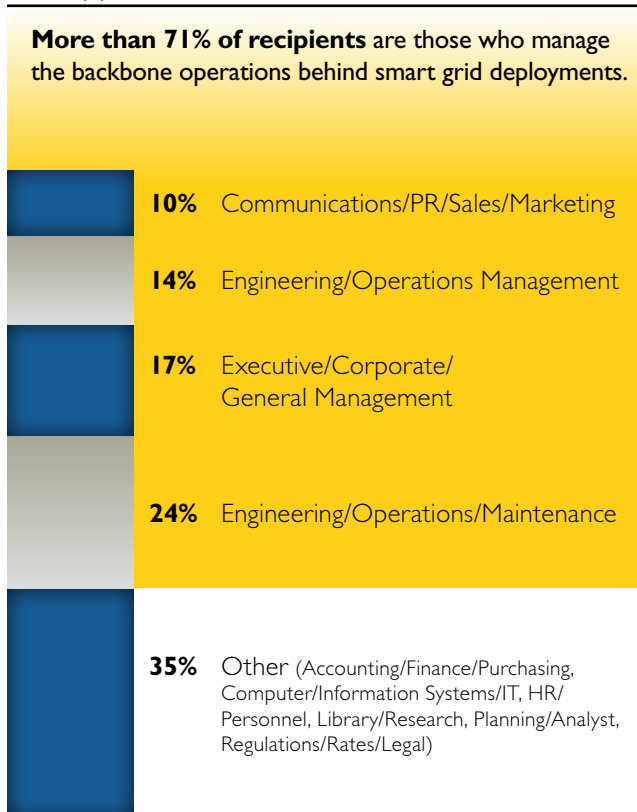
The best choice for reaching utility professionals who want a daily dose of smart grid news and information.

With the pace of smart grid developments on the rise, people need information, need it now and need to know what it means. Intelligent Utility Daily blends your marketing messages with topical analysis, breaking news and supporting original commentary so professionals are introduced to your brand in an engaging way. We deliver this powerful mix daily to your key customers — power industry professionals involved in delivering information-enabled energy.

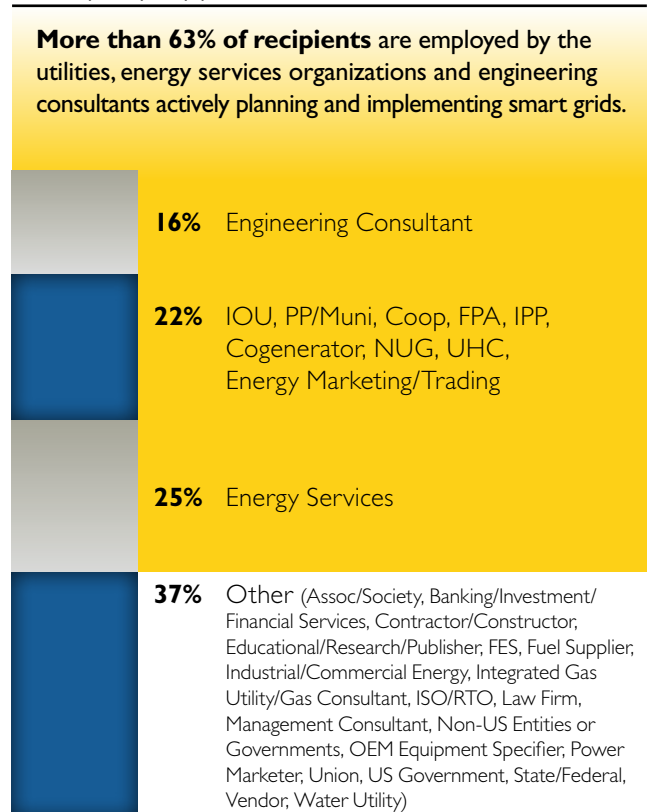
intelligentutility®

- » An **opt-in audience of 42,000** engineers, managers and executives focused on smart grid initiatives.
- » Unique interviews, original commentary and deep-dive analysis on **key smart grid issues**.
- » A gateway to all things smart grid — a **comprehensive suite of solutions** that gives you multiple avenues to reach targeted smart grid audiences:
 - Knowledge Utility CIO Summit
 - Sierra Energy Group, the market research and analysis division of Energy Central
 - *Intelligent Utility Magazine*
 - *Intelligent Utility Daily E-Newsletter*
 - *Intelligent Utility Reality Webcasts*
- » Detailed monthly reporting to help you track your marketing investment.

Job Type



Company Type



Intelligent Utility[®] Daily 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.