

IntelligentUtility.com

Cut through the market noise and connect with smart grid professionals where they gather online.

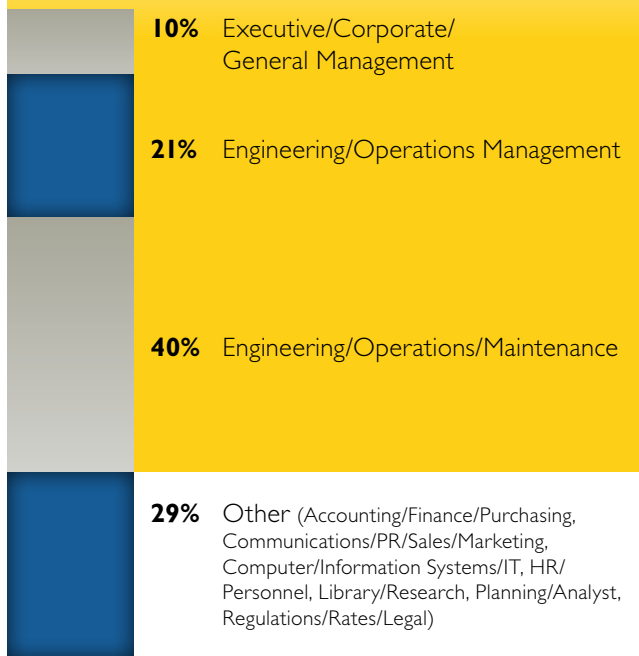
This new companion site for the industry-defining magazine Intelligent Utility makes it easy for you to share your message directly with the industry professionals building a smarter grid and more intelligent utility — including engineering, operations, information technology and C-level personnel. No market noise to contend with, just your message delivered to a devoted and attentive audience that is determining the future of energy.

intelligentutility
.com

- » Reach a quickly growing site that **already outdistances the competition**, averaging more than 40,000 monthly page views in its first three months.
- » Tap into the added value of a daily e-newsletter that drives readers — **more than 50,000 opt-in recipients** — directly to website content and your marketing messages.
- » A gateway to all things smart grid — **a comprehensive suite of solutions**, including print and electronic publications, events, webcasts and research that provides you with multiple avenues to reach targeted audiences.

Job Type

More than 71% of site users hold engineering, operations and maintenance positions as well as management roles — in essence, the backbone of smart grid deployments.



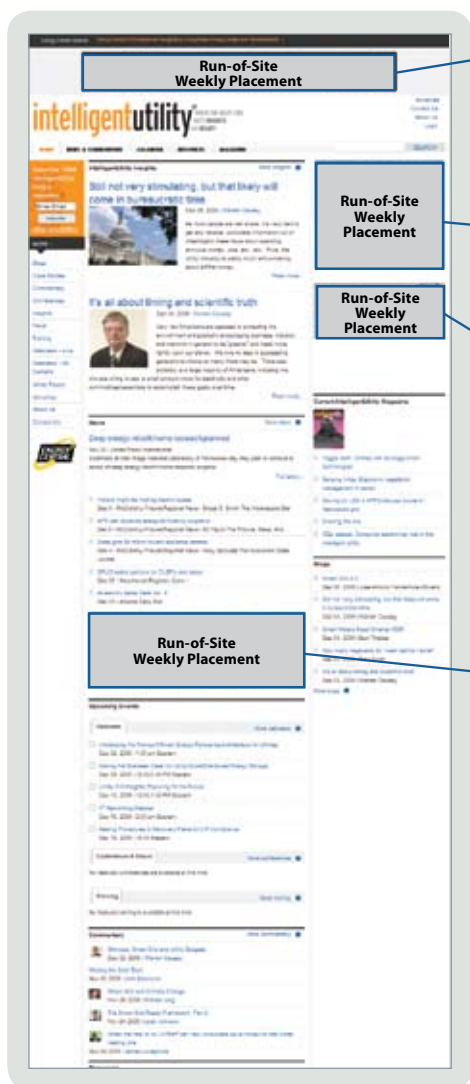
Company Type

More than 63% of site users are employed by the utilities, energy services organizations and engineering consultants actively planning and implementing smart grids.



IntelligentUtility.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

Mini Banner Ad

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

Wide Billboard Ad

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

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.