

Intelligent Utility[®] Magazine

The ideal channel for reaching industry movers and shakers are developing more intelligent utilities and smarter grids.

By advertising in this forward-thinking publication, you align yourself with innovators and professionals searching for smarter solutions like yours.

Each issue of *Intelligent Utility* magazine focuses on the practical application of intelligent technologies from a real-world perspective through case studies, best practices, analysis of current trends and interviews with industry notables, creating the perfect platform for your marketing message. The magazine addresses a variety of core smart grid components — including distribution automation, substation automation and smart meters — and also covers broader issues both inside and outside of the utility that impact the grid.

- » Deliver your message to more than **20,000 progressive energy professionals** looking to apply technology to create a smarter utility.
- » Connect with an audience that matters — **47% of subscribers are engineering, operations and IT professionals and managers** — the backbone behind smart grid deployments.
- » **Choose from a variety of advertising options** to create an effective marketing program for your organization.



Winner of *Folio's* prestigious bronze "Eddie" award for editorial excellence and design: 2009.

Audience Reach

20,000 total subscribers & qualified recipients

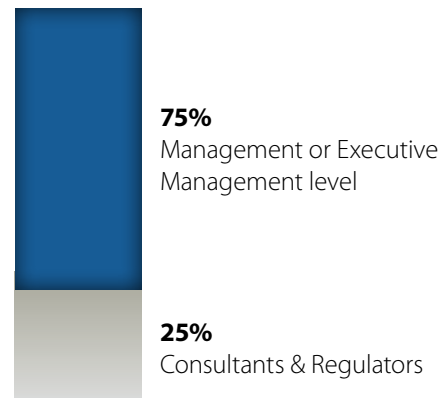
16,250 receive print version

3,750 receive both print & digital versions (unduplicated)

4,415 receive digital version

8,000+ in Executive Management


Subscriber Types



Publisher's own data, July 2009

Intelligent Utility[®] Magazine cont.

Editorial Calendar

Issue	Ad Close	Materials Due	Featured Articles	Special Industry Report	Bonus Distribution
Jan/Feb 	12/11/09	12/18/09	Regionalizing smart energy From outside to bright side: companies moving to energy and what it means for utilities Distributed Resources Top 11 IU movers & shakers Roundtable discussion: CIO Summit	Energy Management	EnergyBiz Leadership Forum, UTC Regional meeting, GridEcon, IEEE Power Systems, APPA Engineering and Operations Technical Conference
Mar/Apr	2/18/10	2/25/10	Smart grid gurus Home energy management Beyond regulators & legislators Top 11 knowledge centers Roundtable discussion: Utility interoperability experts	Customer Connections	Electric Power, UTC Regional meeting, Eventure SAP-Centric, GITA, IDC Energy & Utilities forum, Wind Power
May/June	4/15/10	4/22/10	Consumer conversion: How consumer behavior will change with information-enabled energy Smart tech equilibrium Utility identity crisis Top 11 IU-focused solution providers Roundtable discussion: Smart Co-ops	Renewables	APPA National Conference & Public Power Expo, Connectivity Week
July/Aug 	6/16/10	6/23/10	Transmission brain & brawn Government versus state smarts Where did utility R&D go? Top 11 intelligent utilities Roundtable discussion: Communication networks	Smart meters	Gridweek, Autovation
Sept/Oct	8/18/10	8/25/10	Preparing personnel & workforces Sharp security: cyber security issues and industry updates Regulatory reflux Top 11 new ideas and technologies Roundtable discussion: CIS/AMI implementers	IT and smart grid	Knowledge 2010, EMACS, APPA Customer Connections, Demand Response Expo
Nov/Dec	10/21/10	10/28/10	Venture capital directions The generation equation Can one smart grid fit all? Top 11 2010 projections Roundtable discussion: smart grid gurus	Transmission & Distribution	*TBA

New in 2010: Ad Effectiveness Study. Gain critical information on the effectiveness of your ad and message, how it compares to your competitors, and the mind share your brand captures. Ad effectiveness studies are offered in both January/February and July/August issues with complimentary feedback provided to all full page and larger advertisers.

Topics subject to change due to current events.

Intelligent Utility[®] Magazine cont.

Rates:

Four Color Rates	1x	3x	6x	12x
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Full Page

Half Page

Third Page

Quarter Page

Inside Front Cover For rate information contact an Energy Central Account Executive.

Inside Back Cover Telephone: 800.459.2233 or 303.782.5510

E-Mail: sales@energycentral.com

Outside Back Cover Online: www.energycentral.com/rates.cfm

Spread – 2 Pages

Spread – Inside Front Cover

Spread – Inside Back Cover

Premium Placement

Intelligent Utility and EnergyBiz placements contracted at the same time can be combined for frequency volume rates. All prices subject to change without prior notice.

Mechanical Specifications

FULL PAGE BLEED SIZE: 8.625" X 11.125" NON-BLEED SIZE: 7.25" X 9.75"	BLEED SIZE: 4.25" X 11.125" NON-BLEED SIZE: 3.5" X 9.75"	HALF PAGE VERTICAL
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BLEED SIZE: 8.625" X 5.5" NON-BLEED SIZE: 7.25" X 4.75"	NON-BLEED SIZE: 2.25" X 9.75"	THIRD PAGE
HALF PAGE HORIZONTAL		

NON-BLEED SIZE: 3.5" X 4.75"	QUARTER PAGE
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Publication Trim Size

Trim size is 8 3/8" x 10 7/8". Bleed size is 8 5/8" x 11 1/8". Keep live matter 3/8" from all sides that bleed; 1/4" from trim. Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. Allow 3/16" safety at gutter of spreads. For thought leadership sections, a 1/2" white space is required at bottom of each page for the *EnergyBiz* folio; a 1/2" white space is required on the outside margin for the *Intelligent Utility* folio.

Publisher reserves the right to charge for all costs incurred in preparing the material submission that does not meet mechanical specifications.

Specifications for Digital Ads

- High resolution (300 dpi), CMYK, all fonts embedded Acrobat PDF.
- For color matching, please provide an accurate color printout of the ad. (If an accurate color proof is not provided, Energy Central is not be responsible for the reproduction.)

Failure to supply all necessary resource files and fonts may result in additional charges. If additional work is necessary to ensure proper output, additional production charges may apply and advertiser will forfeit any agency commission. If delays due to missing resource or font files are incurred, late charges will apply.

Shipment of Materials

Materials should be securely packaged and thoroughly protected to prevent any possible scratching, puncture or folding. Ship materials to:

Production Coordinator
Energy Central
2821 S. Parker Rd, Suite 1105
Aurora, CO 80014

e-mail: sales@energycentral.com
phone: 303.782.5510