

Webcast Promotion

Boost registrations and sales leads for your webcasts with our marketing solutions.

Done right, webcasts are one of the quickest and most effective ways to generate sales leads while also positioning your organization as an industry thought leader. However, you can only achieve these goals if you have a large enough audience, which requires a high volume of quality registrations. We can help you get there by exposing your webcast to a sizeable audience of industry professionals across a diverse network of inbound and outbound marketing channels.

With our Webcast Promotion service, your webcast will be featured in highly visible, dedicated areas across six high-traffic Energy Central websites, and we'll also reach out to niche markets by promoting your webcast through multiple editions of our popular e-newsletters. If you choose our Enhanced Webcast Promotion, you'll receive these aforementioned benefits as well as e-mail marketing that can reach more than 168,000 opt-in Energy Central members (and you can purchase additional e-mail sends at reduced rates).

- » Promote your events to our 168,000 opt-in members and an even larger audience, including newsletter recipients, which generate **2 million impressions**.
- » Benefit from Energy Central's wide array of online media venues, including **6 websites and 12 e-newsletters**, to target your reach – and increase your registrations.
- » Deliver your marketing messages via **e-mail to the industry's most active online community**.

Webcast Promotion:

By featuring your webcast in highly visible, dedicated space across four Energy Central websites, we'll give your event an impressive number of impressions in front of industry professionals. We'll also reach out to the market, promoting your webcast through multiple editions of our popular e-newsletters.

Enhanced Webcast Promotion:

You'll receive all the benefits of the Webcast Promotion. We'll also extend your marketing reach by e-mailing our base of more than 168,000 opt-in Energy Central members. If you'd like additional e-mail sends, you can purchase them at substantially reduced rates.

Webcast Promotion cont.

Webcast Packages Features & Rates

| | Webcast Package | Enhanced Webcast Package |
|--|---|----------------------------------|
| <i>Featured Event Listing (Listing will start displaying at the start of your campaign)</i> | Yes | Yes |
| <i>Featured in Weekly Conference Watch E-Newsletter (Four weeks prior to your event)</i> | Yes | Yes |
| <i>Featured in E-Newsletters Energy Central Daily Energy Central Weekly EnergyPulse Weekly EnergyBiz Insider</i> | <i>Four weeks prior to event</i> | <i>Four weeks prior to event</i> |
| <i>Featured on Websites EnergyCentral.com EnergyPulse.net EnergyBlogs.com Pro.EnergyCentral.com</i> | <i>Four weeks prior to event</i> | <i>Four weeks prior to event</i> |
| <i>Featured on Topic Specific Web Page(s)/Websites and Selected E-Newsletters (Client chooses up to three topics)</i> | <i>Four weeks prior to event</i> | <i>Four weeks prior to event</i> |
| <i>E-Mail Send #1</i> | — | <i>Ten days prior to event °</i> |
| <i>E-Mail Send #2</i> | — | <i>Ten days prior to event °</i> |
| <i>1 Webcast</i> | For rate information contact an Energy Central Account Executive. | |
| <i>3 Webcasts/Price Per*</i> | For rate information contact an Energy Central Account Executive. | |
| <i>6 Webcasts/Price Per*</i> | Telephone: 800.459.2233 or 303.782.5510 E-Mail: sales@energycentral.com Online: www.energycentral.com/rates.cfm | |
| <i>Additional E-Mail Sends/Price Per (Limit 2)</i> | Telephone: 800.459.2233 or 303.782.5510 E-Mail: sales@energycentral.com Online: www.energycentral.com/rates.cfm | |

* Must be contracted at the same time.

° Suggested timeframe — subject to client approval.

Gross rates are non-discountable. All prices subject to change without prior notice.